

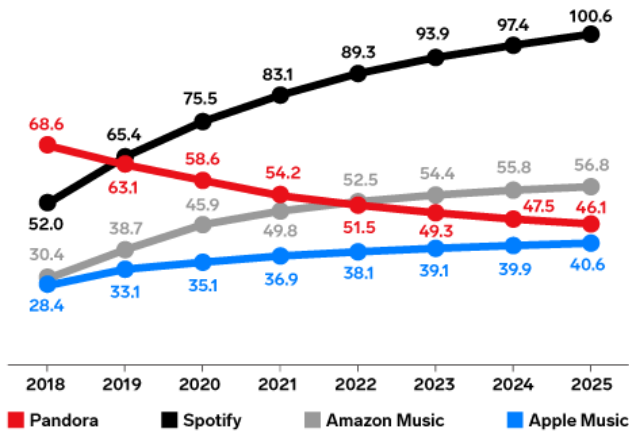
Spotify and Pandora lead US in audio listeners

Article



Spotify has the most users among digital audio platforms, followed by **Pandora**, **Amazon Music**, and **Apple Music**. Amazon will surpass Pandora in listeners next year.

US Digital Audio Listeners, by Platform, 2018-2025
millions



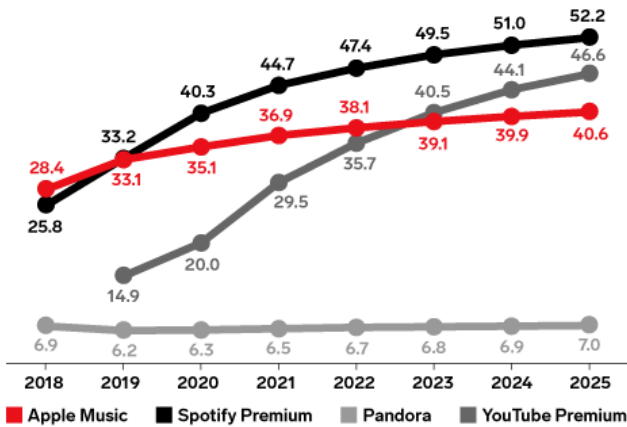
Note: internet users of any age who listen to each service on any device at least once per month
 Source: eMarketer, Aug 2021
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Within audio subscriptions, there’s a similar pattern. **Spotify is the market leader in US audio subscriptions**, followed by Apple Music, **YouTube Premium**, and Pandora. We don’t have visibility into how many people pay for Amazon’s music service independent of Prime access, but we expect Amazon to also be a major player in this space.

YouTube Premium isn’t exclusively used for audio listening, but we included it in this forecast because most users who pay for YouTube use it to listen to music or podcasts at least once per month. Our YouTube Premium metric combines YouTube Premium and **YouTube Music**. Our YouTube Premium estimate captures all users who use that product, including ones who use it for purposes other than audio listening. In September, **Google** disclosed that audio listening accounts for one-fourth of all time spent with YouTube.

US Paid Digital Audio Subscribers, 2018-2025

millions



Note: internet users of any age who subscribe to each paid digital audio service listed; each individual account on qualifying family plans counts as a unique subscriber; includes paid promotional subscribers and free trial users
Source: eMarketer, Aug 2021

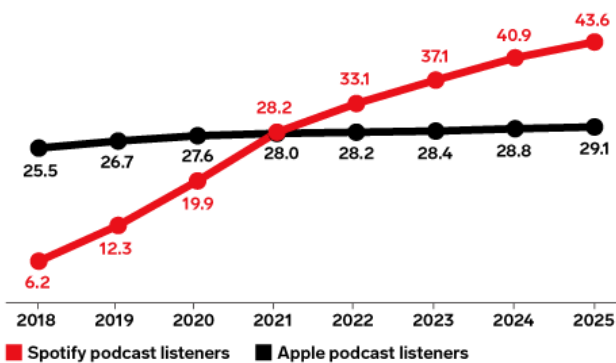
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Additionally, Spotify will overtake Apple in podcast listeners for the first time to become the new leader in the category. We expect Apple podcast listeners to plateau and Spotify listeners to keep increasing throughout our forecast period.

US Spotify Podcast vs. Apple Podcast Listeners, 2018-2025

millions



Note: internet users of any age who listen to each service on any device at least once per month
Source: eMarketer, Aug 2021

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Spotify has grown its podcast base by acquiring companies like Gimlet Media, Anchor, Parcast, Megaphone, and The Ringer while also striking exclusive deals with celebrities such as Joe Rogan, Kim Kardashian, former President Barack Obama, and Michelle Obama.

Such originals and exclusives accounted for **21.7% of total time** that people in the US spent listening to podcasts on Spotify, according to a September 2020 Spotify newsletter obtained by Insider. (Whereas, on a global level, originals and exclusives accounted for **18.7% of total time spent with podcasts.**)

For more on our US audio advertising forecast, Insider Intelligence subscribers can read our recent report:

Report by Ross Benes Oct 11, 2021

US Audio Advertising Forecast 2021

