

Spotify Listening Is Changing, Gen Z Brand Expectations and How Over-50s View Retail

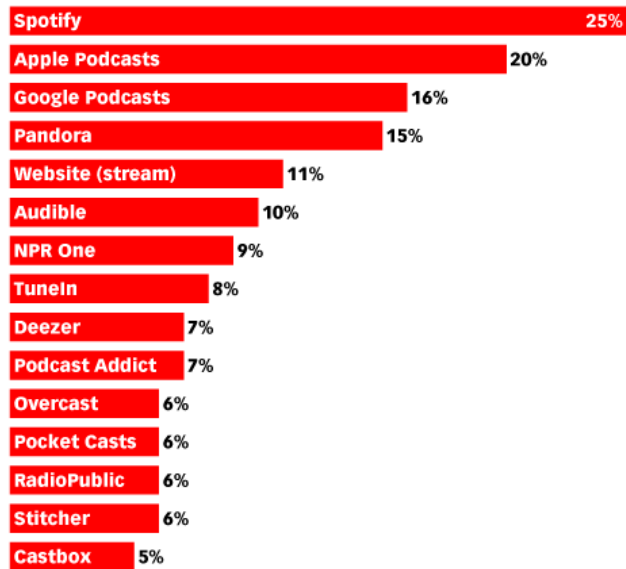
AUDIO |

eMarketer Editors

eMarketer junior analyst Nina Goetzen and forecasting analyst at Insider Intelligence Peter Vahle discuss changing Spotify listening behavior and the company's podcast investments, and they break down how it makes money. Then principal analyst Mark Dolliver joins the show to talk about what young people want from brands, what retailers need to know about shoppers ages 50 and older and the many ways the pandemic is harming children's health.

Which Apps/Sites Do US Podcast Listeners Use to Listen to Podcasts?

% of respondents, Feb 2020



Note: ages 18+; in the past month

Source: Reuters Institute for the Study of Journalism at the University of Oxford, "Digital News Report 2020" conducted by YouGov, June 15, 2020

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