

# Rising podcast listenership draws advertising dollars

## Article

**The trend:** Podcast listening is up, and advertisers are taking notice. US podcast ad spending is rising at double-digit percentage rates yearly and will **top \$2 billion next year** and reach \$3 billion by 2026.

- Last year, the number of brands buying podcast ads rose 14 percent, [according to](#) MediaRadar. Brands in technology, media, and finance spent the most on podcast ads in 2021.

- This year, more than half of advertisers are looking to increase their podcast ad budgets, [according to](#) a 2021 poll of 255 US advertisers by Advertiser Perceptions.

### Top 10 Advertisers on US Podcasts, Ranked by Ad Spending, 2021

millions

1. BetterHelp	\$76.9
2. NBCUniversal	\$27.7
3. ExpressVPN	\$27.0
4. HelloFresh	\$26.8
5. Amazon	\$25.7
6. SimpliSafe	\$25.1
7. ZipRecruiter	\$25.1
8. Geico	\$23.6
	\$20.4
9. Capital One	
	\$19.6
10. Stamps.com	

Source: Magellan AI as cited by Inside Radio, Feb 11, 2022

273542

eMarketer | InsiderIntelligence.com

**Spotify gaining volume:** Of the two podcast platforms we track listeners for, **Spotify** is expected to steadily increase its audience each year through 2026, while **Apple** listenership will be roughly flat during that time. Spotify has made a number of [acquisitions](#) to expand its podcast business.

**Taking time out:** Consumers are increasing the amount of time they listen to podcasts. This year, we estimate time spent with podcasts among US adults will rise 15.1%.

**Go further:** For more on podcast listening and advertising trends, read our [report](#).