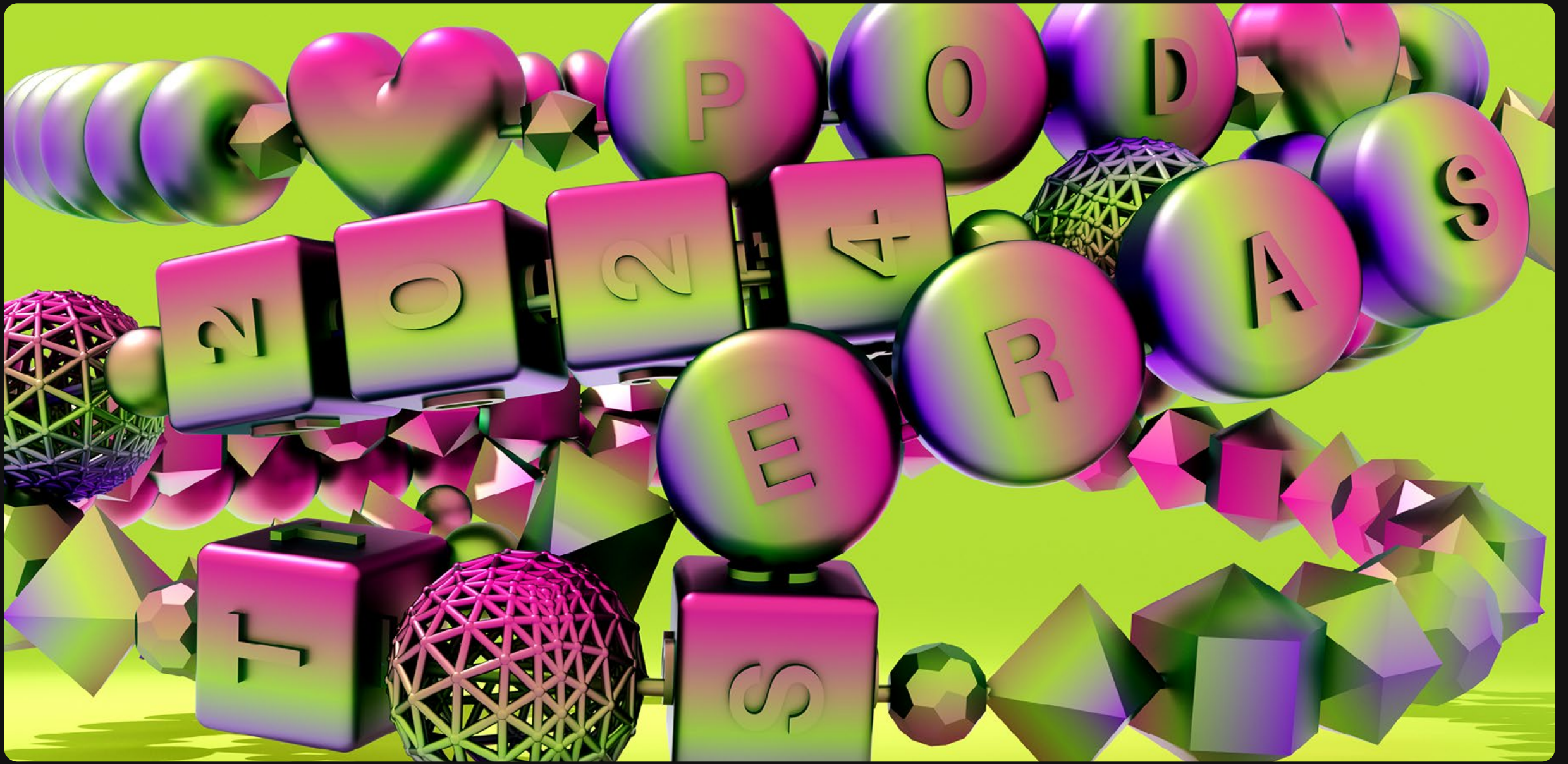


# 2024 PODCAST *TRENDS* TOUR

Welcome to the 2024 Podcast Trends Tour, an interactive exploration of the latest trends in podcasting—no VIP ticket required.





01

# Podcast Era

**Taylor Swift not only blew up the music scene with her Eras Tour, she also dominated podcast conversations—and people couldn't get enough.**

**+172%**

increase in global streams of podcasts discussing Taylor Swift the week of the Grammys, when she won Album of the Year and announced her new album<sup>1</sup>

**+803%**

increase in global streams of podcasts discussing "THE TORTURED POETS DEPARTMENT" the week of the album drop<sup>2</sup>

**+155%**

increase in global streams of podcasts discussing Taylor Swift the week after the Kansas City Chiefs won the Conference Championship<sup>3</sup>

**Here's what cultural moments trended in podcasts on Spotify in the US:**

**+312%**

increase in US streams of podcasts discussing Matthew Perry after the "in memoriam" segment at the 2024 Emmy Awards<sup>4</sup>

US streams of podcasts discussing Usher saw a larger spike after the final day of his Las Vegas residency than the announcement of him as the halftime performer at the Big Game.<sup>5</sup>

**+733%**

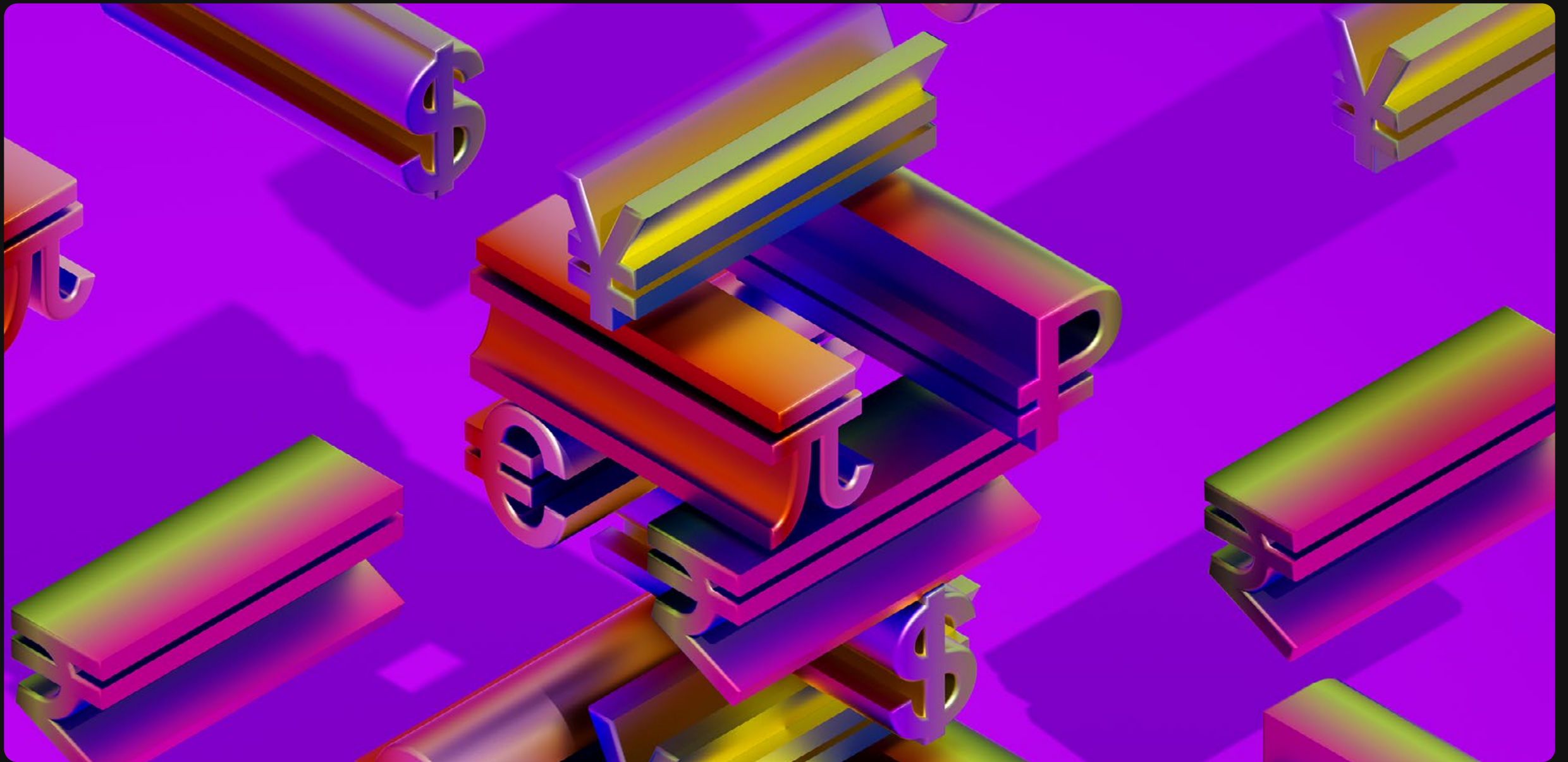
increase in US streams of podcasts discussing Grammys the week after the main event in February 2024<sup>6</sup>

**Try this trend**

Ready to seize the spotlight? Whether it's buzz surrounding big sports moments, Pride celebrations, or the festive cheer of the holidays, Spotify can help your brand creatively engage your audience during key cultural moments. Reach out to your Spotify rep to learn more and [get inspired](#).

Source: 1. Spotify First Party data, global, the week of January 29, 2024, compared to the week prior. 2. Spotify First Party data, global, the week of April 19, 2024, compared to the week prior. 3. Spotify First Party data, global, the week of January 28, 2024 compared to the week prior. 4. Spotify First Party data, U.S., the week of January 22, 2024, compared to the week prior. 5. Spotify First Party data, U.S., the week of July 10, 2023, compared to the week prior and the week of September 25, 2023, compared to the week prior. 6. Spotify First Party data, U.S., the week of February 5, 2024, compared to the week prior.





02

# Sound **Investment**

**As more Gen Zs explore becoming creators, they're turning to podcasts to learn how to build and operate a business: Globally, Business & Technology is one of Gen Z's fastest-growing categories, increasing +34% YoY.<sup>1</sup>**

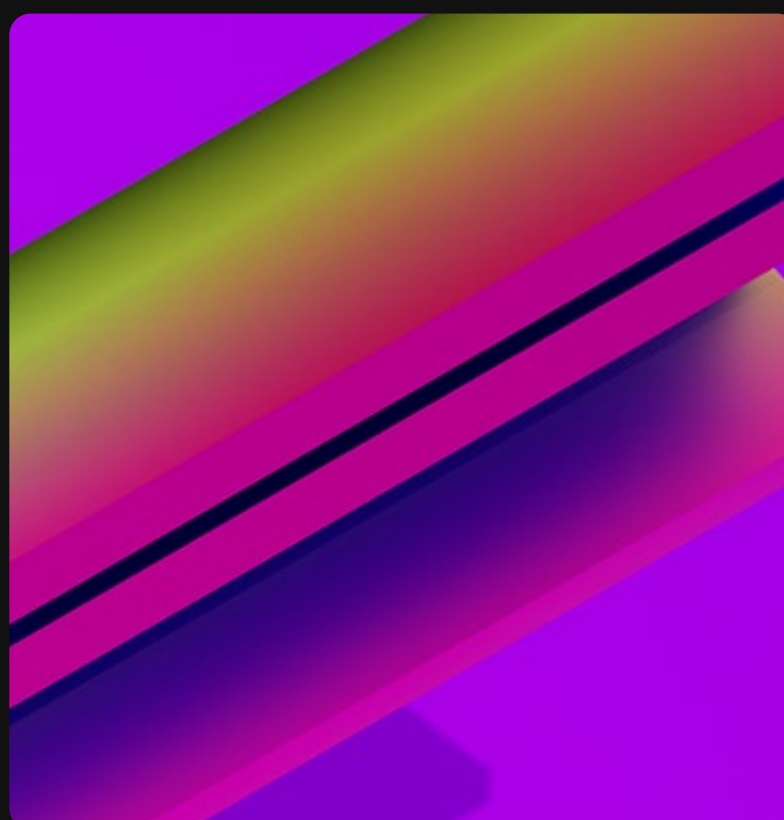
The rise of the finfluencer is real: Total streams of this category have increased +29% YoY across all age groups.<sup>1</sup>

Other fastest-growing podcast categories among all Spotify users: Religion & Spirituality (+49%), Society & Culture (+23%), Arts (+22%), and Sports (+20%)<sup>1</sup>

Most popular podcast categories globally: Comedy, Health & Fitness, Society & Culture, True Crime, and News<sup>1</sup>

## ***Here's what categories trended in podcasts on Spotify in the US:***

Most popular categories: Comedy, True Crime, News, Health & Fitness, Society & Culture<sup>2</sup>



Fastest-growing categories: Religion & Spirituality (+64%), Business & Technology (+63%), Society & Culture (+48%)<sup>3</sup>

## **Try this trend**

No matter what your audience is into or where they tune in, you can reach them using the [Spotify Audience Network](#). Target by episode topics, demographics, interests, and more to connect with the right crowd.





03

## Podfluencers

**Podcast hosts build trust with their audience, and they've become highly influential in purchasing decisions. Sixty-three percent of people asked said they trust their favorite podcast host more than their favorite social media influencer.<sup>1</sup> Just call them podcast influencers.**

# 55%

of Gen Zs told us that if they follow someone on social media and listen to their podcast, they like their podcast content more.<sup>2</sup>

Nearly half (48%) of Gen Zs and Millennials are more likely to be interested in ads/products when promoted by their favorite podcasters.<sup>2</sup>

# 45%

of Millennials and Gen Zs said that when they hear an ad during a podcast, they trust the brand/product being promoted because of the trusted relationship they have with the hosts.<sup>2</sup>

***Here's a look at what creators are saying:***

Almost half of creators (46%) view Spotify as their "home" platform.<sup>3</sup>

# 70%

of surveyed creators say that they use social media platforms to boost awareness—and Spotify to deepen connections.<sup>4</sup>

# Over half (52%)

of surveyed creators agree that they feel they can be more authentic and true to themselves on Spotify than on their social media platform.<sup>4</sup>

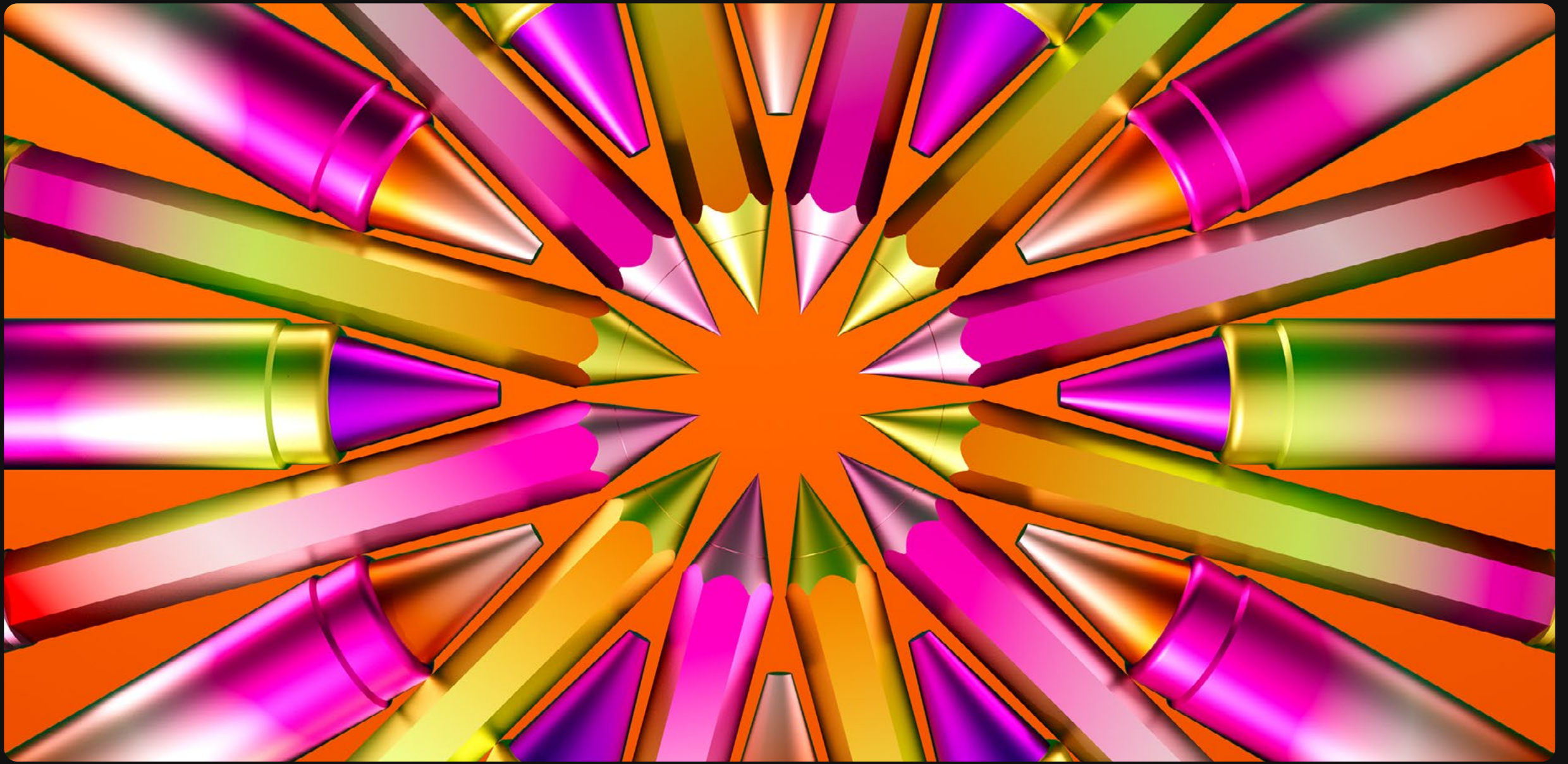
### Try this trend

Amplify your message through an authentic and beloved voice with host-read ads\*, or leverage the halo effect of these trusted hosts with voice talent reads.

Source: 1. Spotify x Kantar Brand Halo Study, global, March 2024. 2. Spotify x GWI Podcast Recontact Study, global, Q4 2023. 3. Spotify Talk Creator Sentiment Research, US, Q4 2023. 4. Spotify for Podcasters Research, global, March 2024.

\*Available for select shows.





04

## Totally Sketch

**After STEM-focused schooling, Gen Zs globally are feeling artsy: Collectively, they increased their streams in the Arts category (content related to art, drawing, film, theater, anime, and more) by +31% YoY—a trend unique to this demo.<sup>1</sup>**

### ***Here's how else Gen Zs are streaming podcasts:***

Globally, Gen Z racked up the most podcast streams YoY, with Millennials right on their tail.<sup>2</sup>

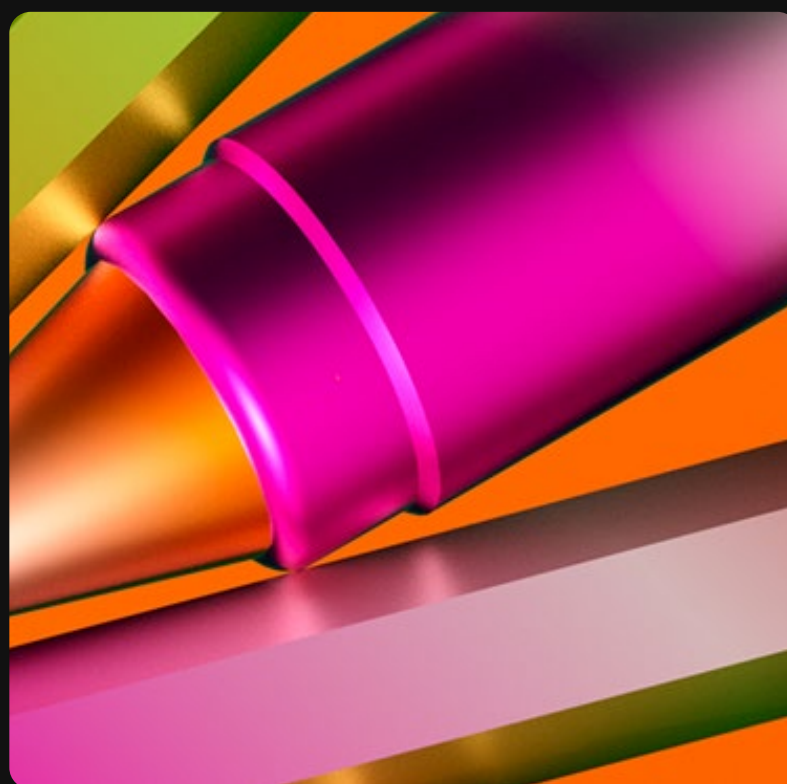
# 2.1x

Gen Z is 2.1x more likely to stream Digital Culture podcasts than Millennials and 9.8x more likely than Boomers and Gen X.<sup>1</sup>

Gen Z's least-streamed podcast topics are Boomers' most-streamed categories: Knowledge and Politics & Current Events.<sup>2</sup>

### ***Here's what Gen Zs are streaming in podcasts in the US:***

Most popular categories for Gen Z: Comedy, Health & Fitness, Arts, True Crime, Society & Culture<sup>3</sup>



Fastest-growing categories for Gen Z: Religion & Spirituality (+48%), Business & Technology (+42%), Arts (+23%), Society & Culture (+16%)<sup>4</sup>

## Try this trend

Gen Zs use podcasts as educational tools. Explore this trend and more in our [2023 Culture Next](#) report. Use the [Spotify Audience Network](#) to reach Gen Zs, no matter what or where they stream podcasts.





05

## Now Streaming: **Results**

**Podcast ads have grown in popularity and become a proven, effective format to drive business results. Sixty-two percent of study respondents took an action after hearing an ad during a podcast show, like searching for the product, purchasing the product, or simply talking about it.<sup>1</sup>**

### ***Podcast advertising grew faster***

than music advertising revenue over the last year, and so far in 2024, the Spotify Audience Network continues to see positive growth in participating publishers and shows.<sup>2</sup>

Adding the Spotify Audience Network to a podcast campaign on Spotify achieves a 4.6x more efficient cost per visitor vs. not including it.<sup>3</sup>

# **26%**

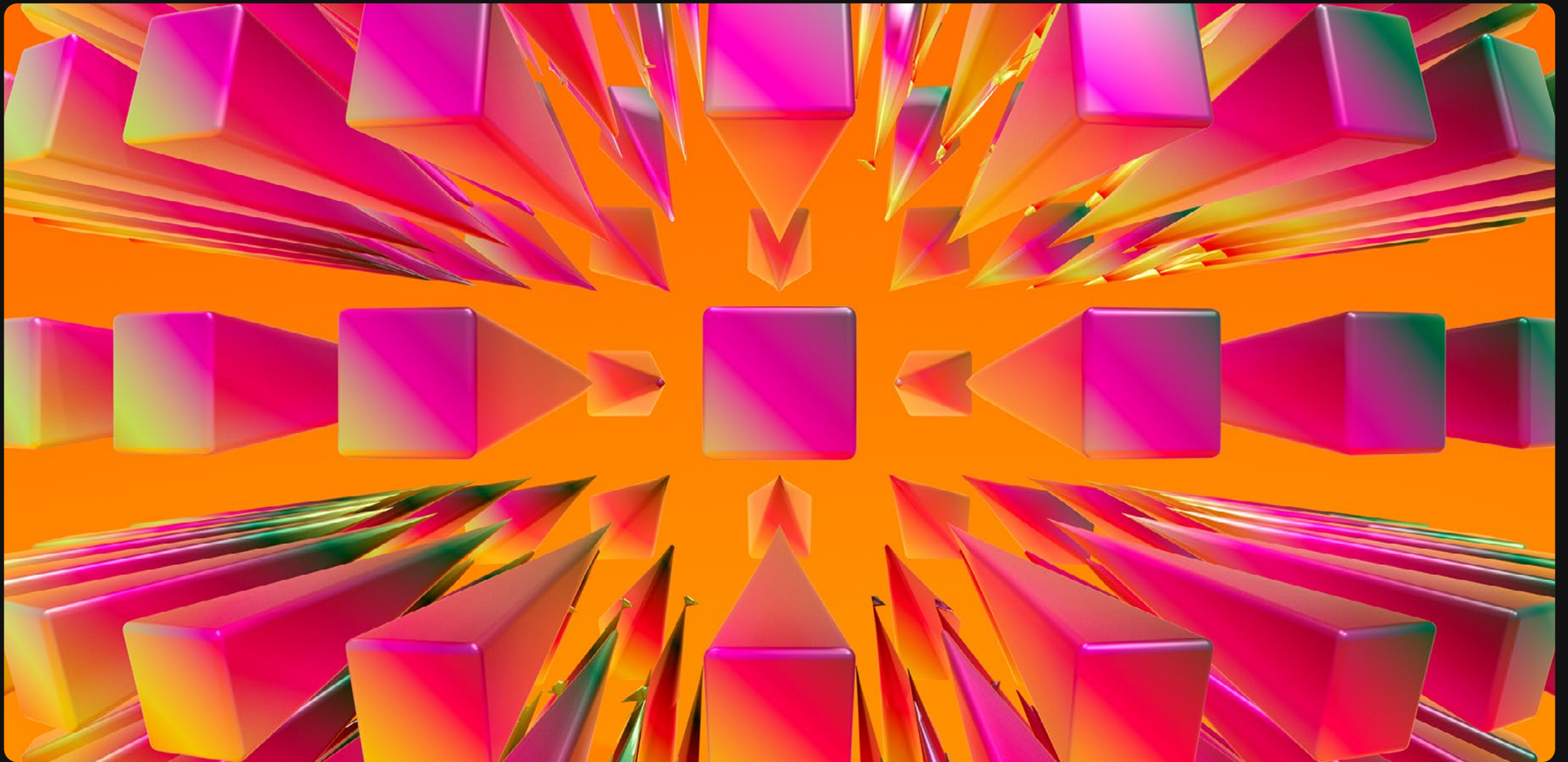
Spotify podcast conversion rates perform 26% better than Spotify Ad Analytics industry benchmarks across 240 publishers.<sup>3</sup>

### **Try this trend**

Ask your Spotify Sales rep about how you can amplify your messaging through a “Presented by” sponsorship, branded editorial segment, or custom segments.

Measure podcast ad effectiveness with [Spotify Ad Analytics](#), a free measurement solution that’s supercharged with Spotify’s streaming intelligence.





06

## Breaking **Borders**

**Passport, please: Gen Z are using podcasts to expand their horizons. In the US, 47% of podcast streams by users aged 18-24 and 45% of podcast streams by users aged 13-17 came from shows that originated outside of the US.<sup>1</sup>**

### ***Users aged 13-17 and 18-25***

are streaming outside of their own country more than all other age groups.<sup>2</sup>

**22%**

Globally, 22% of podcasts have half or more of their audience made up of international streamers.<sup>2</sup>

### ***Out-of-country listening***

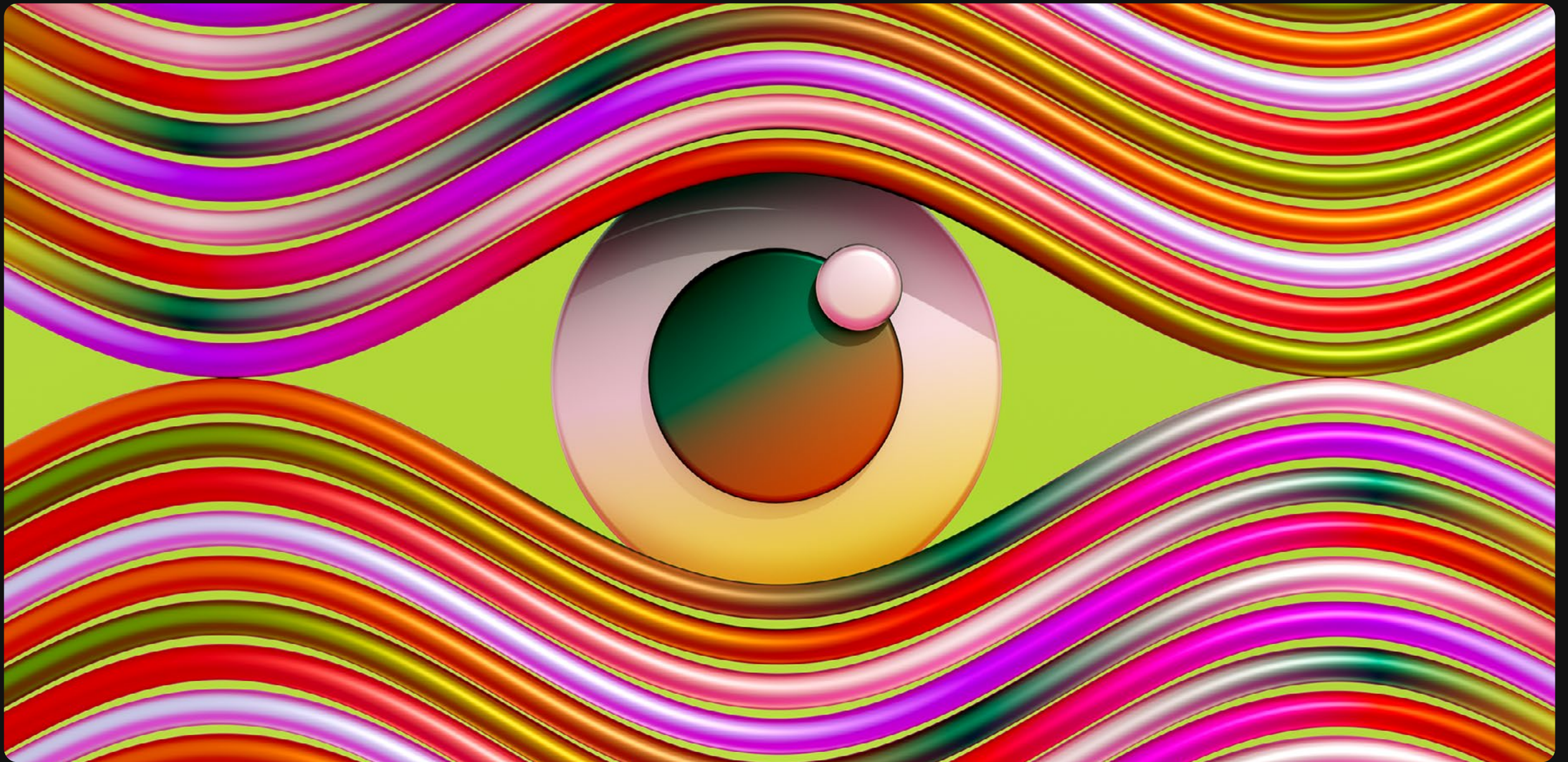
is highest for shows originating in English-speaking markets like the United States and Australia, while content from countries like Brazil and Japan gets mostly local listeners due to the native language.<sup>2</sup>

“My girlfriend is from Spain, so I felt the need to learn her language. I’ve really been leaning into podcasts in Spanish recently. It’s like a total immersion in the country and its culture, and I’ve noticed I remember a lot and learn so much about the language, just by listening to podcasts.” Thomas, 34, New York

## Try this **trend**

Many of Spotify’s top podcasts have global audiences, which means you can expand your reach with one show using multi-market solutions. Talk to your Spotify rep to learn more.





07

## Stream to **Screen**

**Podcasts aren't just for listening anymore. Globally, there's been a +39% increase in average daily streams of video podcasts.<sup>1</sup>**

**+64%**

Globally, there have been +64% more video episodes and +78% more video shows (podcasts with at least one video episode) released on Spotify YoY.<sup>2</sup>



**18%**

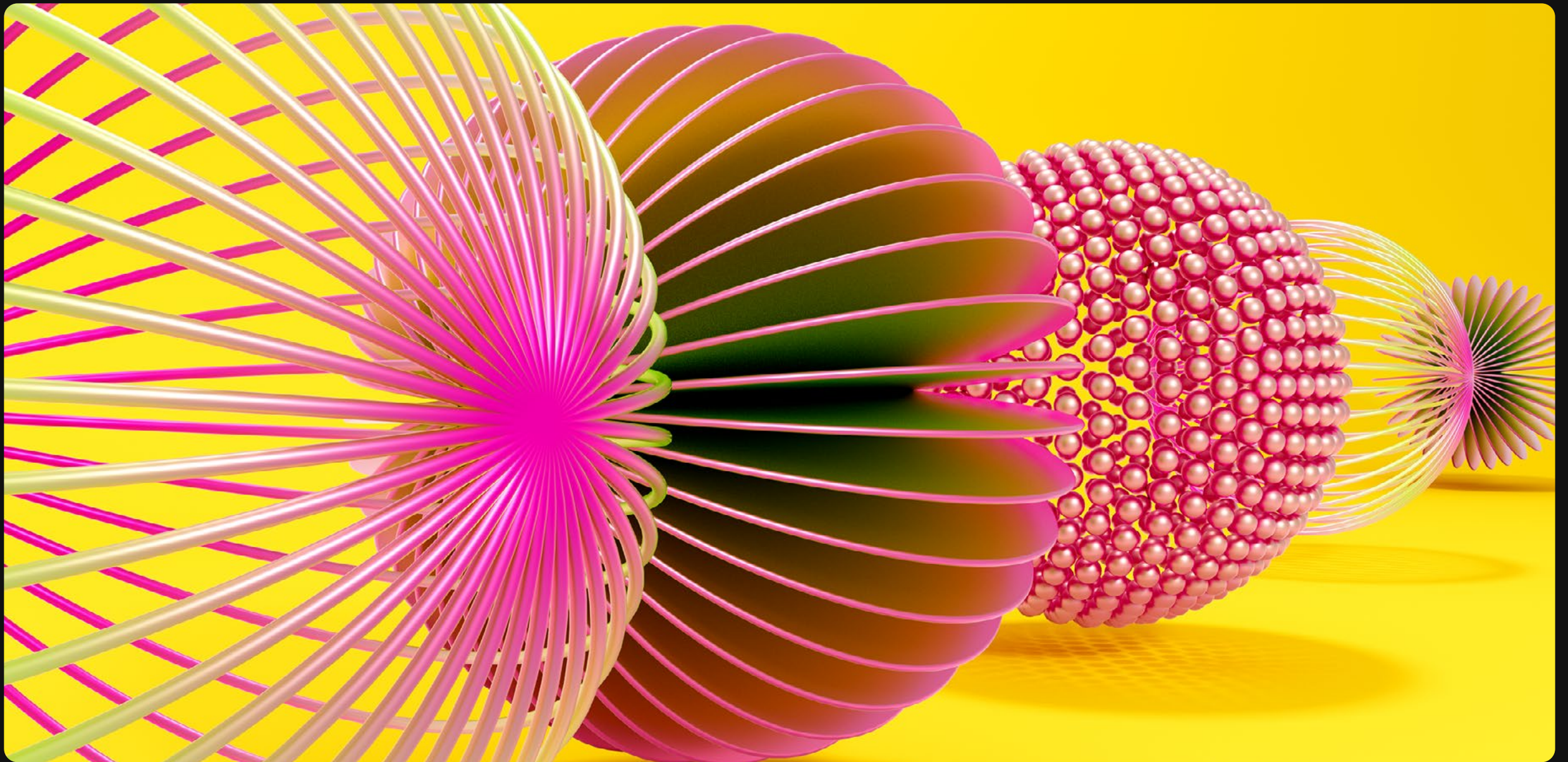
Gen Zs are 18% more likely to watch video podcasts vs. other people who engage with podcasts.<sup>3</sup>

### Try this **trend**

Help people hear *and* see your brand with product placement in video podcasts. Reach out to your Spotify rep to learn more.

On Spotify, sight meets sound. Make a deeper impact by telling your brand story across multiple formats: immersive audio spots that fit seamlessly into the user experience and video ads that are only served when the app is in view.





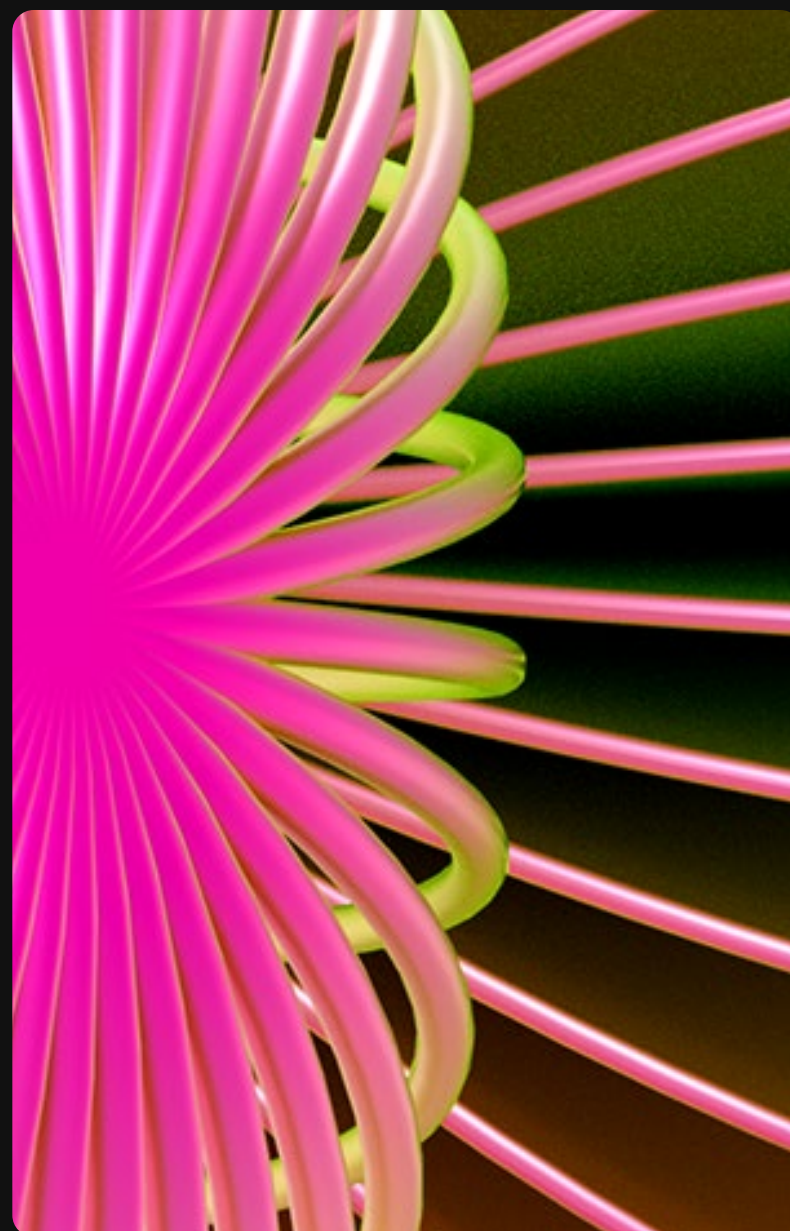
08

## Growth **Spurt**

**In the US, the number of podcast shows streamed per person has increased +15% YoY<sup>1</sup>, showing growing interest in new content.**

### ***Gen Z is tuning in***

to more podcasts than they did in 2023 while older generations (users aged 45+) are streaming more minutes of podcasts.<sup>2</sup>



### ***Most people discover***

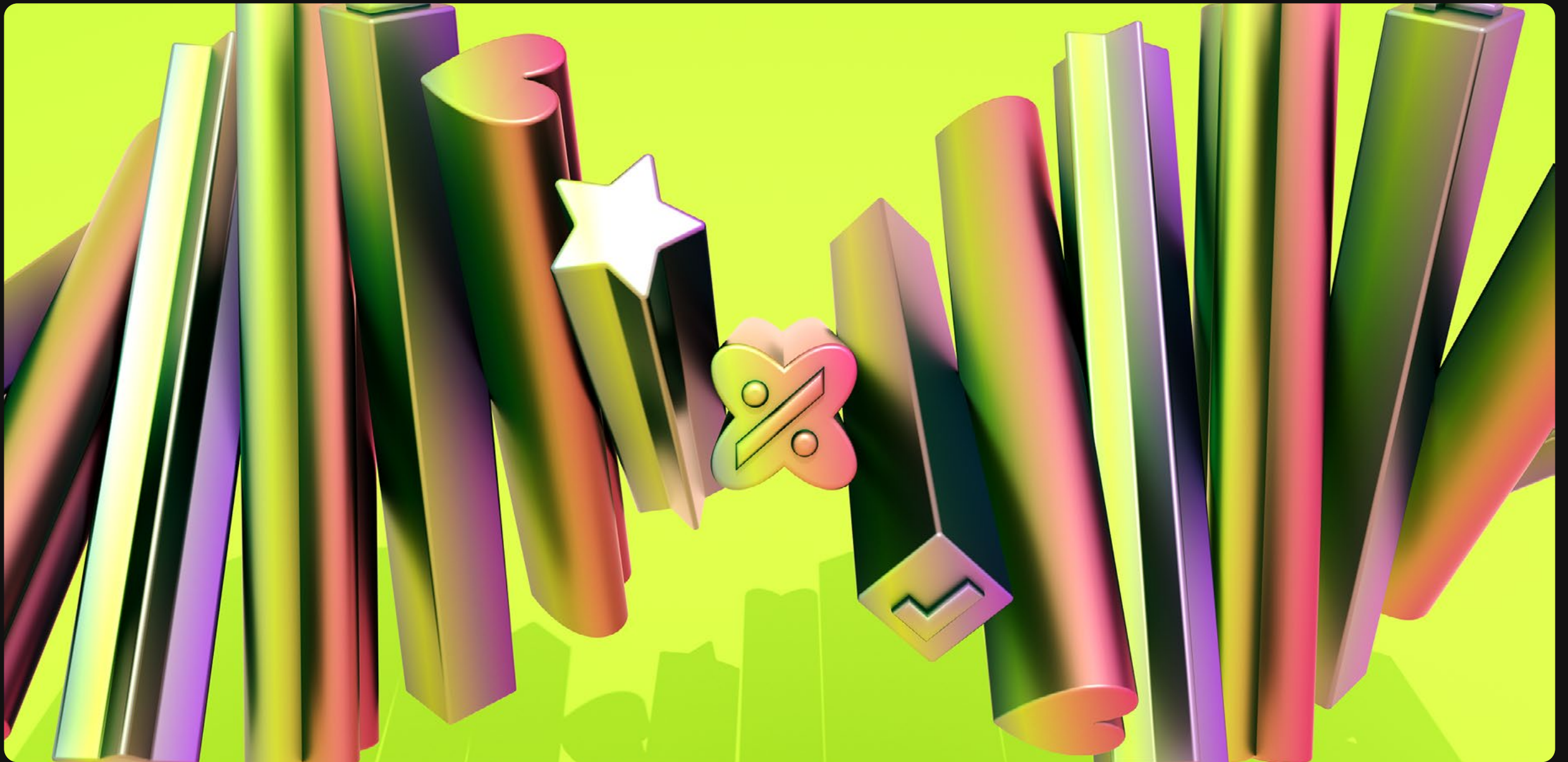
new podcasts on Spotify through direct search, the Home Feed, the Browse section, and related Spotify content.<sup>3</sup>

## Try this **trend**

Align your brand with beloved content by tapping into our [podcast ad solutions](#).

Got a podcast and want to reach new listeners? Check out [Podcast Streams](#), an advertising objective exclusive to Spotify's ads manager that lets you easily promote your podcast.





09

## Survey Says: **Success**

**There's been a +21% global increase in creators leveraging polls in their shows in 2024 compared to 2023<sup>1</sup>, as podcasters use interactive tools to connect with their audience—and fans come to expect an avenue for expressing opinions, showing some love, and providing input on future episodes.**

### **1 in 3**

podcasters on Spotify find polls and interactivity to be the most helpful tools on the platform<sup>2</sup>, and some see higher consumption times and completion rates when using them.<sup>3</sup>

The ads are interactive, too: Adding Call-To-Action (CTA) cards to your campaign can double website visits, compared to standard non-clickable podcast ads.<sup>4</sup>

### **3-9x**

A podcast listener sees a CTA card 3-9x on average after hearing a podcast ad<sup>4</sup>, with frequency helping drive action.

“Using the Q+A tools has helped me beyond words. I constantly check for what my listeners want to see from me and what guests they want me to have on.” Jake Shane, host of *Therapuss with Jake Shane*

### **Try this trend**

Encourage action and reinforce your message with podcast fans using [CTA Cards](#).





10

## Zen Zone

**Sssh:** Global searches for “meditation” podcast content are up +15% since Q4 2023, reflecting a continued desire to focus on mental health and embrace overall well-being.

**Other popular global search terms in podcasts are:**

**“fantasy”  
(+19%)<sup>1</sup>**

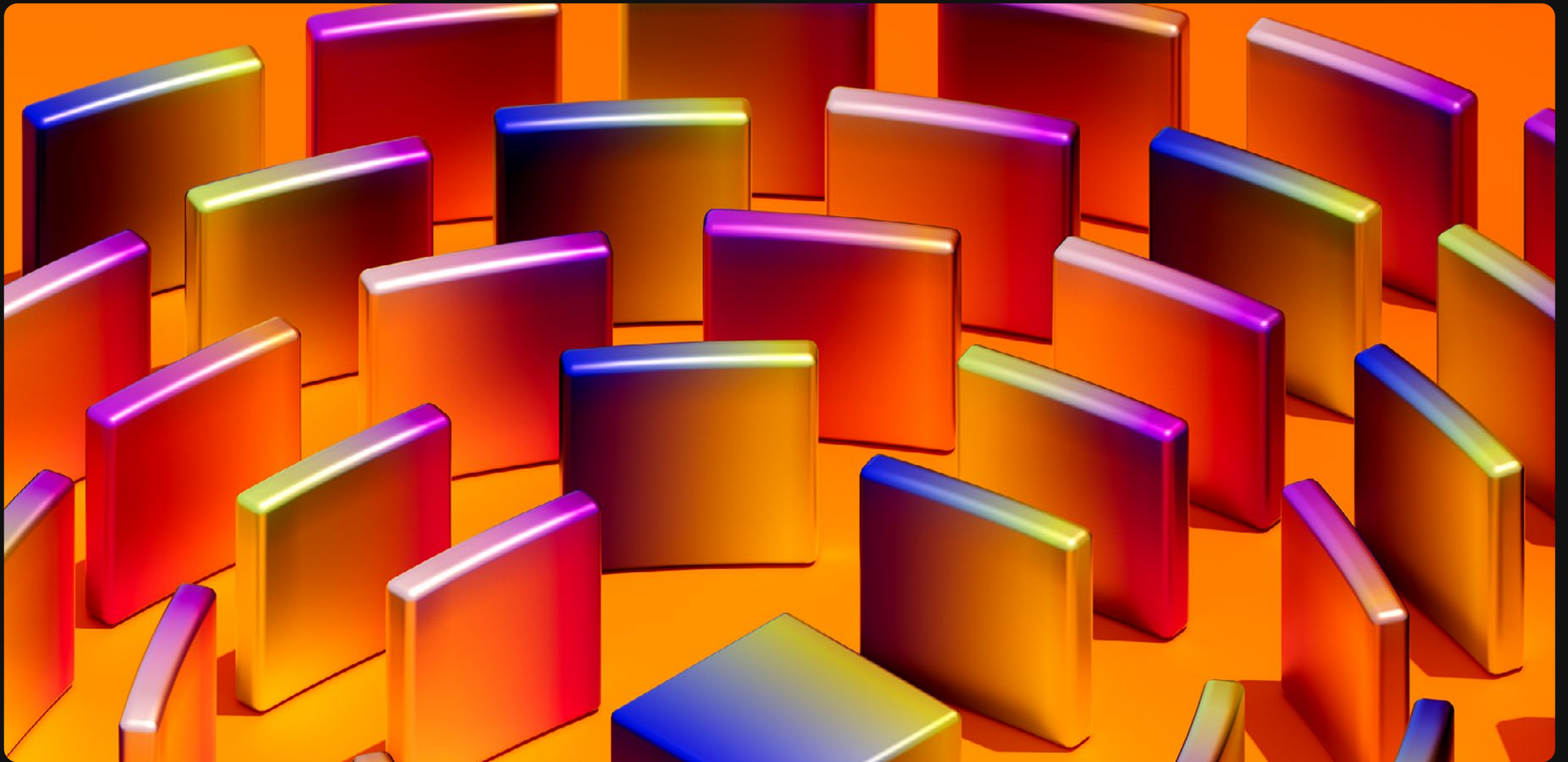
**“motivation”  
(+16%)<sup>1</sup>**

**“history”  
(+10%)<sup>1</sup>**

**“true crime”  
(+6%)<sup>1</sup>**

**“sports”  
(+4%)<sup>1</sup>**





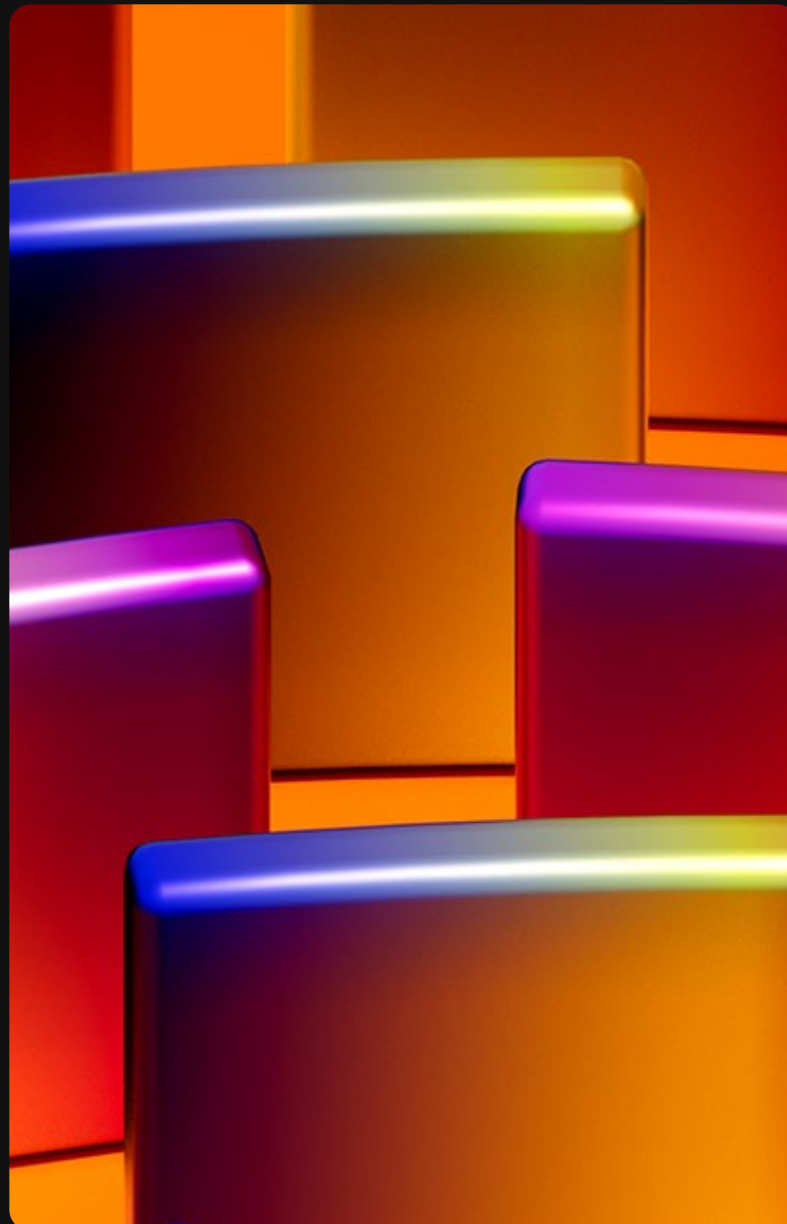
11

## Front-row **Fandom**

**Fueled by fervent and deeply engaged fan bases, podcasts are now expanding into the realm of live events. Eighty-eight percent of ticketed Ringer events have sold out, the record being 12 minutes.<sup>1</sup>**

**90%**

of Ringer events have been sponsored by advertisers in 2024.<sup>2</sup>



Globally, shows like *Parenting Hell* (UK) and *El Podcast de Stand Up de Spotify* (MX) have hit the road with live shows at arenas and a two-day festival.

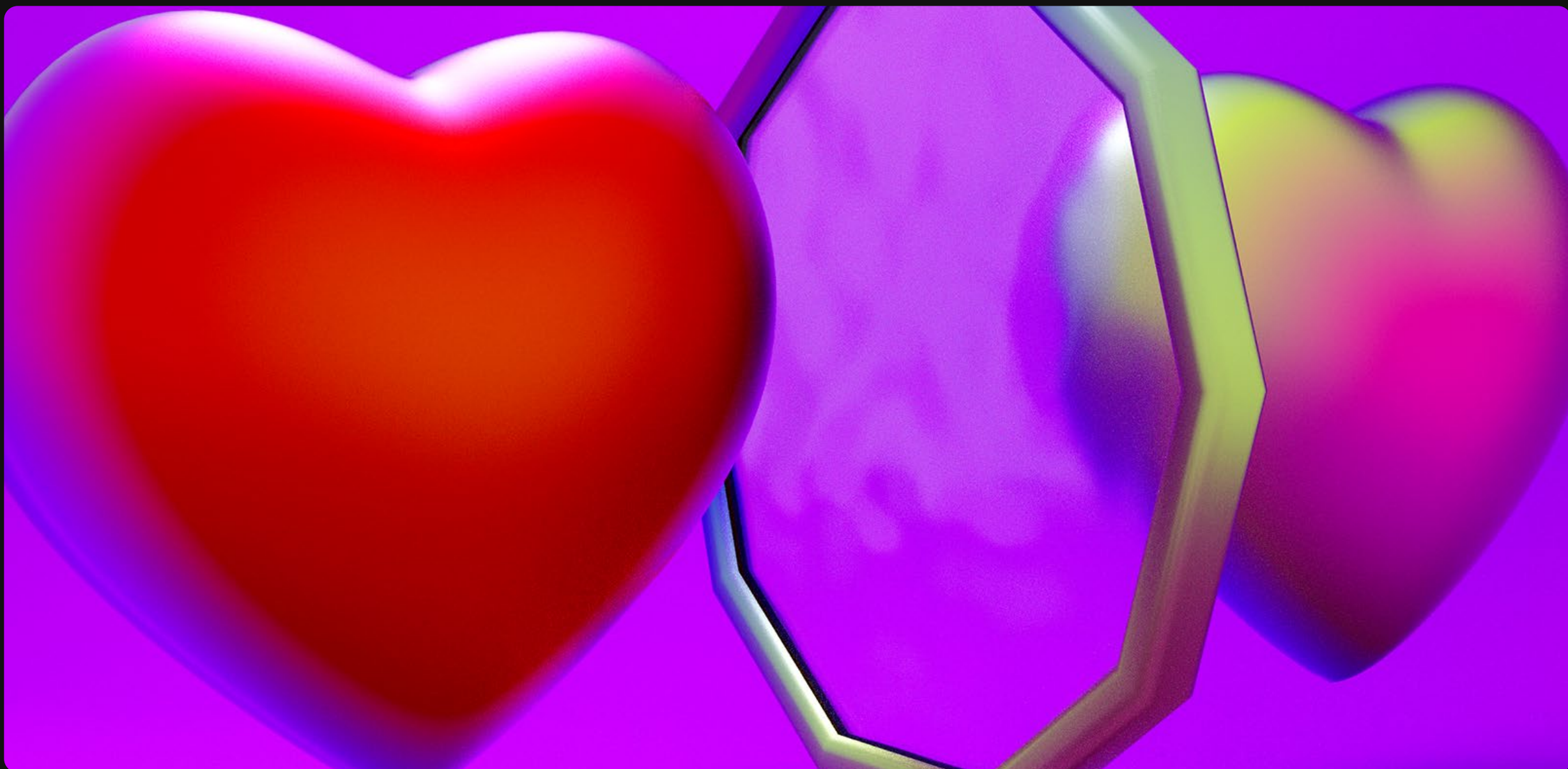
### Try this **trend**

Engage directly with a passionate community in real-time by integrating your brand into a live podcast event.

Source: 1. Spotify First Party data, global, 2023-2024. 2. Spotify First Party data, global, 2024.

\*Note live event sponsorship opportunities are limited and available only in select markets.





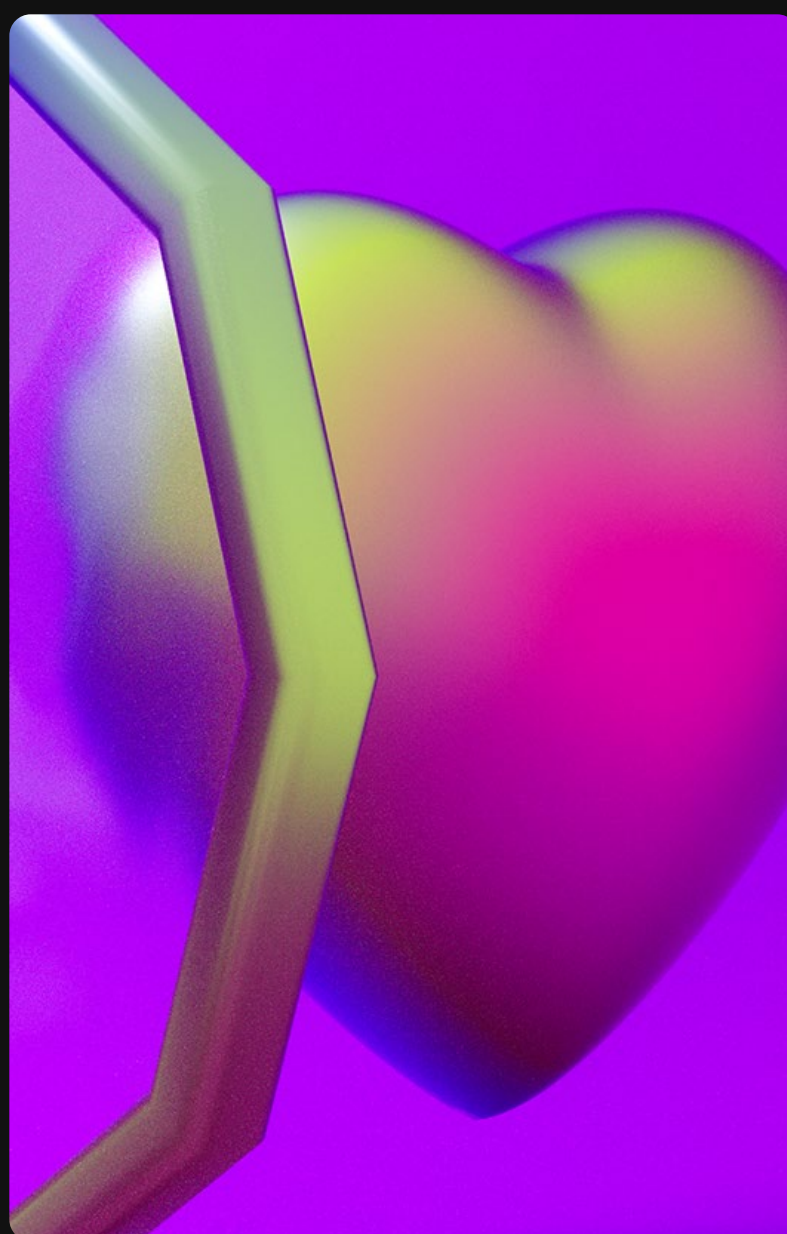
12

## Multiverse **Magic**

**Thanks to Spotify's broad ecosystem of content, fans are driving consumption across both music and podcasts as they seek out content they love from—and about—their favorite creators.**

# 36%

In Q1 2023, 13% of global *New Heights* podcast listeners were 'Swifties'. In Q1 2024, that number almost tripled to 36%.<sup>1</sup>



# +500%

There was a +500% increase globally in streams of Gary Clark Jr.'s music among *The Joe Rogan Experience* streamers in the 72-hour period following his appearance on the podcast.<sup>2</sup>

### Try this **trend**

Adding two ad formats to a podcast campaign, on average, drives +29% more efficient cost per visitor than the average CPV resulting from podcasts alone. Extend your reach across podcasts *and* music with [Spotify ad solutions](#).<sup>3</sup>