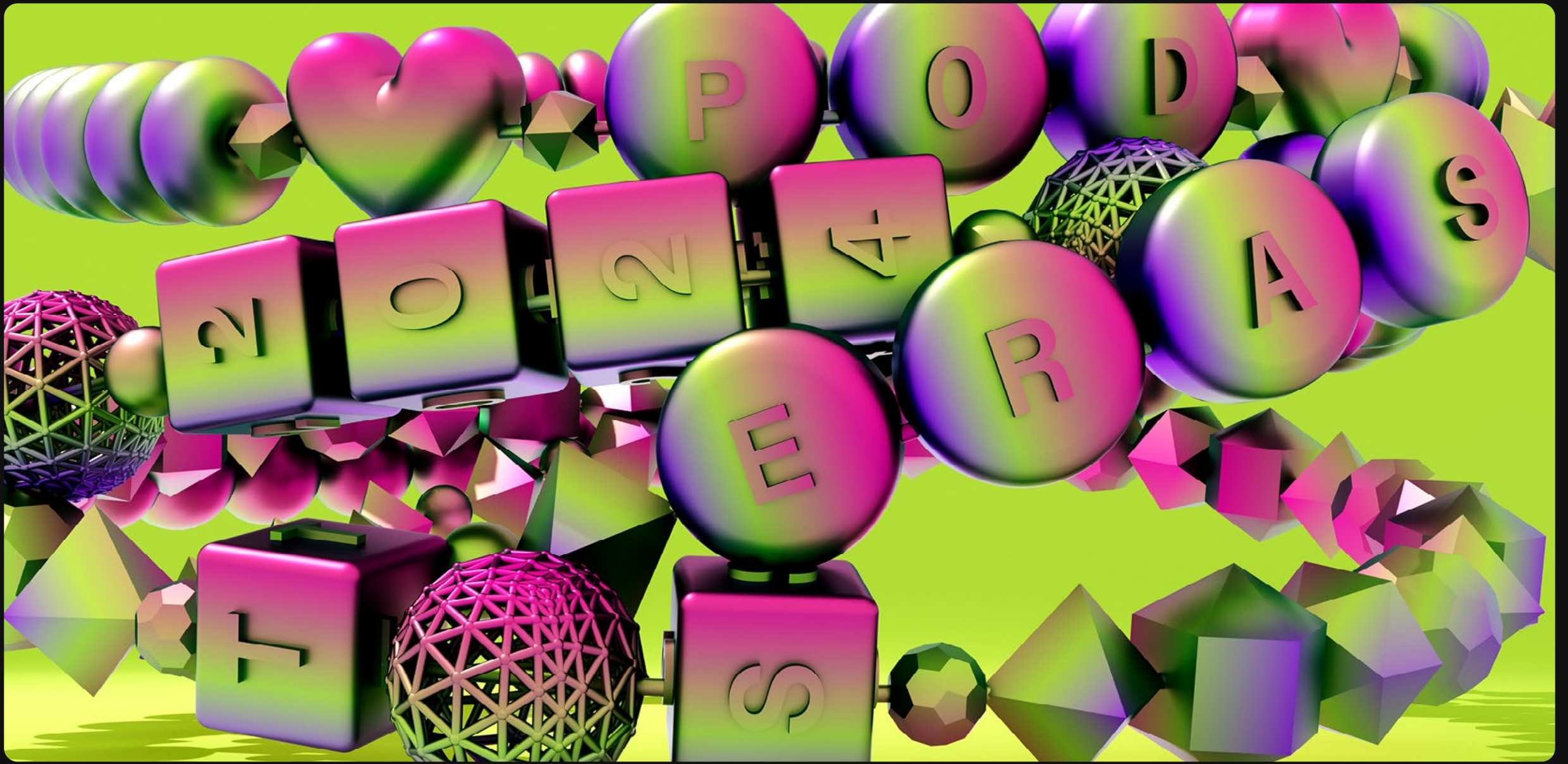


2024 PODCAST *TRENDS* TOUR

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 album¹

+803%

increase in global streams of podcasts discussing "THE TORTURED POETS DEPARTMENT" the week of the album drop²

+155%

increase in global streams of podcasts discussing Taylor Swift the week after the Kansas City Chiefs won the Conference Championship³

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

164%

increase in UK streams of podcasts discussing *The Traitors* the week leading up to the finale⁴

80%

increase in UK streams of podcasts discussing Women's World Cup the week of the opening ceremonies and kick-off⁵

576%

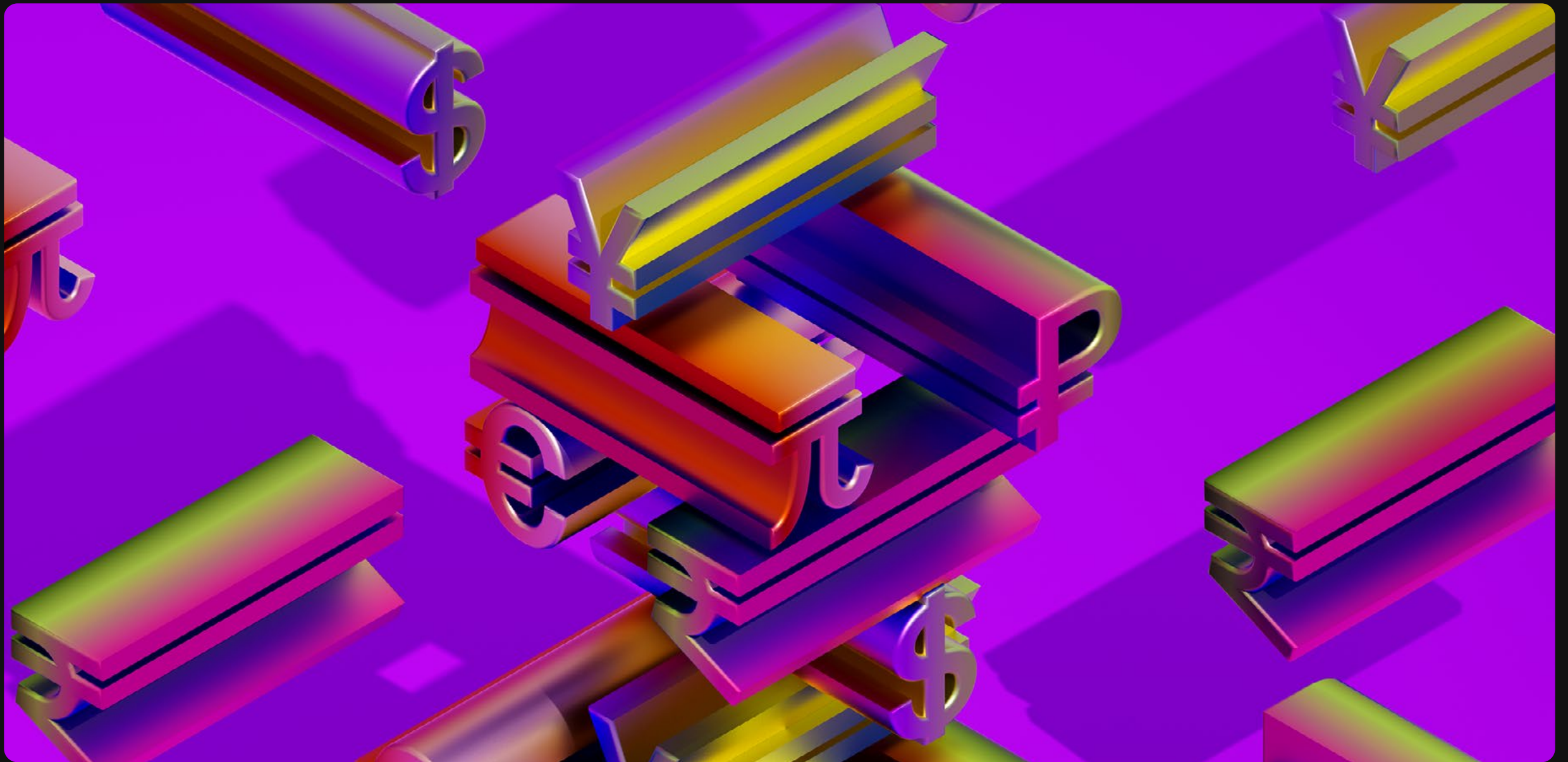
increase in UK streams of podcasts discussing the BAFTA Film Awards the week after the ceremony in February 2024⁶

Try this **trend**

Ready to seize the spotlight? Whether it's buzz surrounding big sports moments, Pride celebrations, or the spirit of the festive season, 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, UK, the week of January 22, 2024 compared to the week prior. 5. Spotify First Party data, UK, the week of January 17, 2024 compared to the week prior. 6. Spotify First Party data, UK, the week of February 19, 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.¹

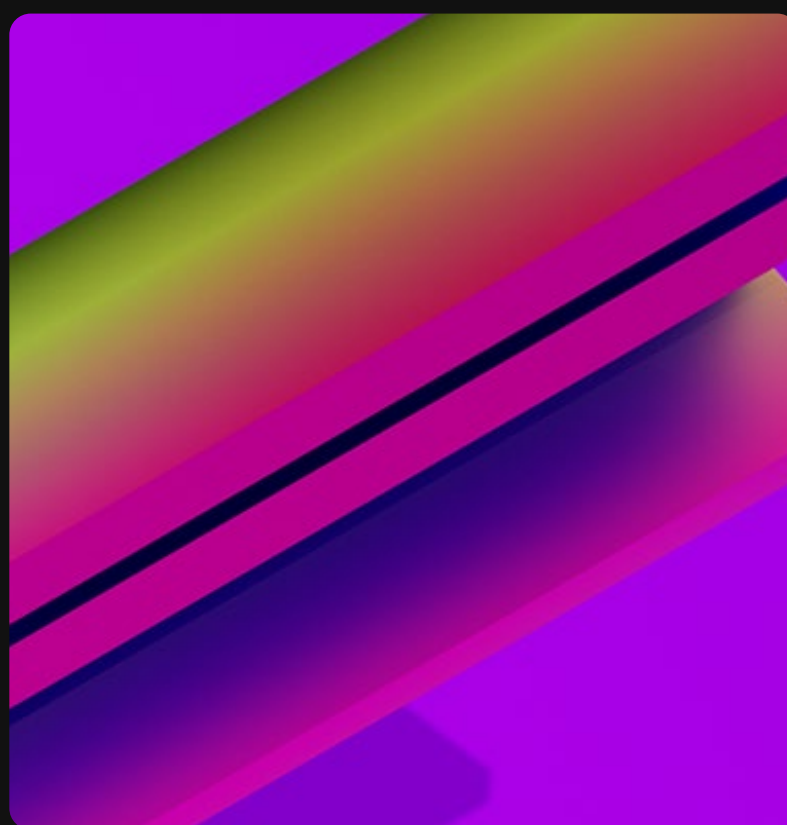
The rise of the finfluencer is real: Total streams of this category have increased +29% YoY across all age groups.¹

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

Most popular podcast categories globally: Comedy, Health & Fitness, Society & Culture, True Crime, and News¹

Here's what categories trended in podcasts on Spotify in the UK:

Most popular categories in the UK: Comedy, Sports, Health & Fitness, Society & Culture, True Crime²



Fastest-growing categories in the UK: Religion & Spirituality (+98%), Sports (+74%), Society & Culture (+65%), News (+60%)³

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 favourite podcast host more than their favourite social media influencer.¹ 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.²

Nearly half (48%) of Gen Zs and Millennials are more likely to be interested in ads/products when promoted by their favourite podcasters.³

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.⁴

Here's a look at what creators are saying:

Almost half of creators (46%) view Spotify as their "home" platform.⁵

70%

of surveyed creators say that they use social media platforms to boost awareness—and Spotify to deepen connections.⁶

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 platforms.⁷

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, 3, 4. Spotify x GWI Podcast Recontact Study, global, Q4 2023. 5. Spotify Talk Creator Sentiment Research, US, Q4 2023. 6, 7. 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, theatre, anime, and more) by +31% YoY—a trend unique to this demo.¹

Here's how else Gen Zs are streaming podcasts:

Globally, Gen Z racked up the most podcast streams YoY, with Millennials hot on their heels.²

2.1x

Gen Z is 2.1x more likely than Millennials to stream Digital Culture podcasts, and 9.8x more likely than Boomers and Gen X.³

Gen Z's least-streamed podcast topics are Boomers' most-streamed: Knowledge and Politics & Current Events.⁴

Here's what podcast categories Gen Zs are streaming in the UK:

Most popular categories: Comedy, Health & Fitness, Society & Culture, Sports, Arts⁵

The UK is the only country among those analysed with Sports in their top five categories.⁶

Fastest-growing categories: Religion & Spirituality (+65%), Sports (+30%), Society & Culture (+28%), History (+20%)⁷

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.¹

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.²

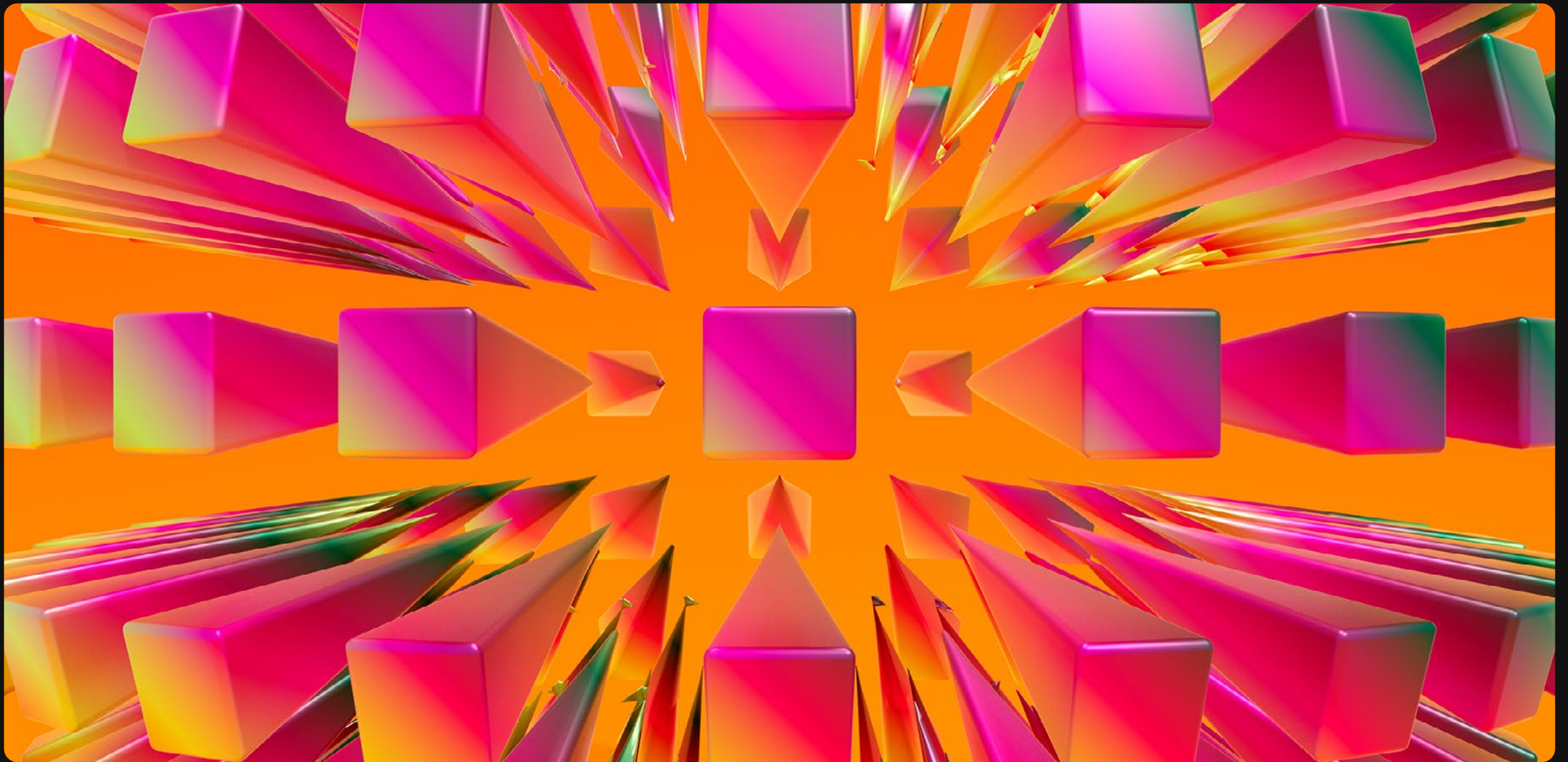
Adding the Spotify Audience Network to a podcast campaign on Spotify achieves a 4.6x more efficient cost per visitor vs. not including it.³

26%

Spotify podcast conversion rates perform 26% better than Spotify Ad Analytics industry benchmarks across 240 publishers.⁴

Try this trend

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 Zs are using podcasts to expand their horizons. In the UK, 55% of podcast streams by users aged 18–24 were from shows originating in another country. That number is even higher for users aged 13-17 (62%).¹

Users aged 13-17 and 18-25

are streaming outside of their own country more than all other age groups.²

22%

Globally, 22% of podcasts have half or more of their audience made up of international streamers.³

Out-of-country listening

is highest for shows originating in English-speaking countries like the UK and Australia, while content from countries like Brazil and Japan gets mostly local listeners due to the native language.⁴

“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.



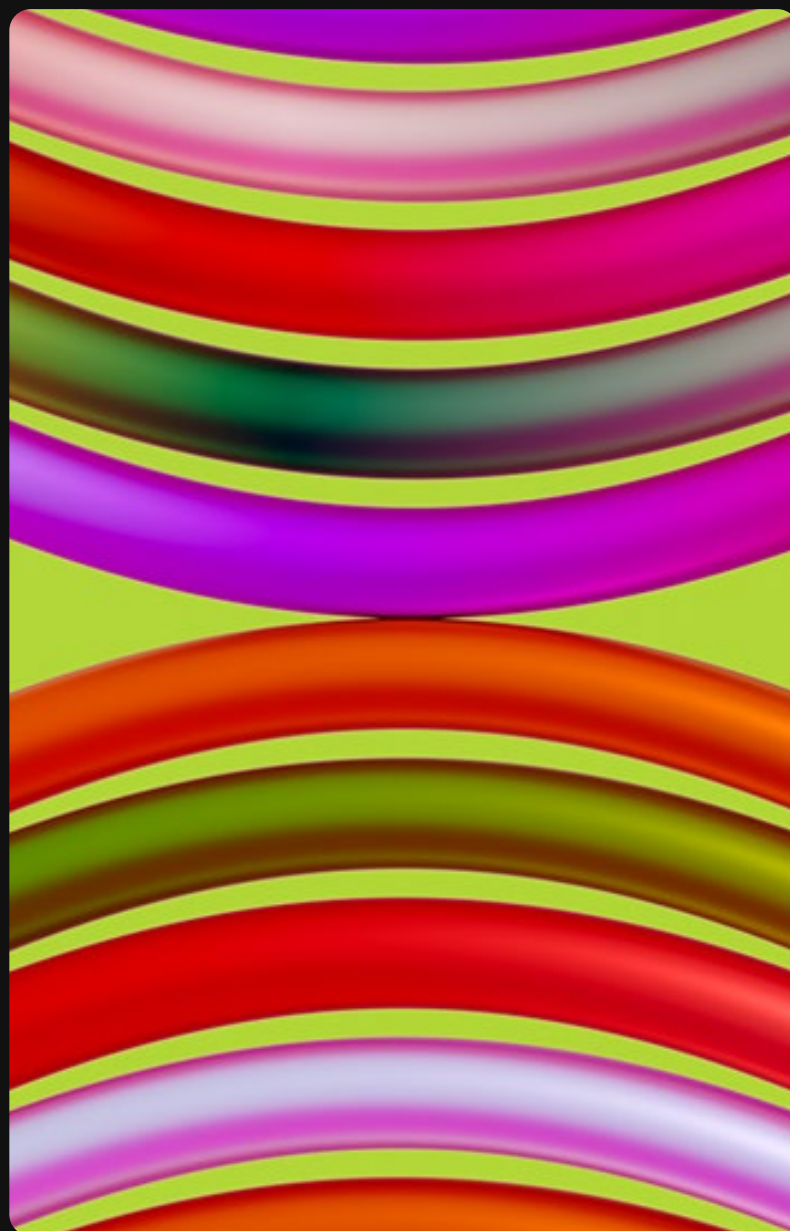
07

Stream to **Screen**

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

+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.²

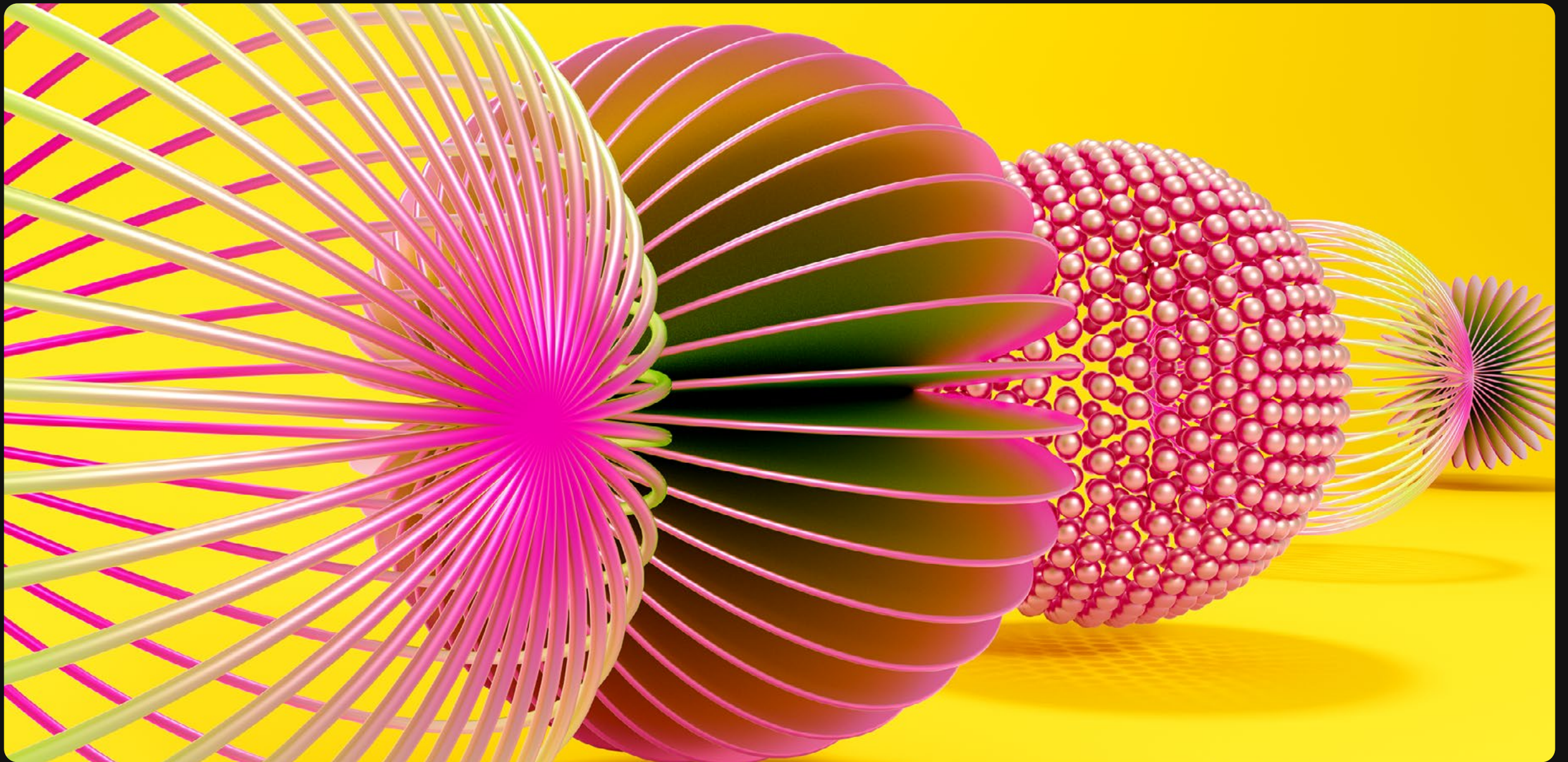


18%

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

Try this **trend**

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.



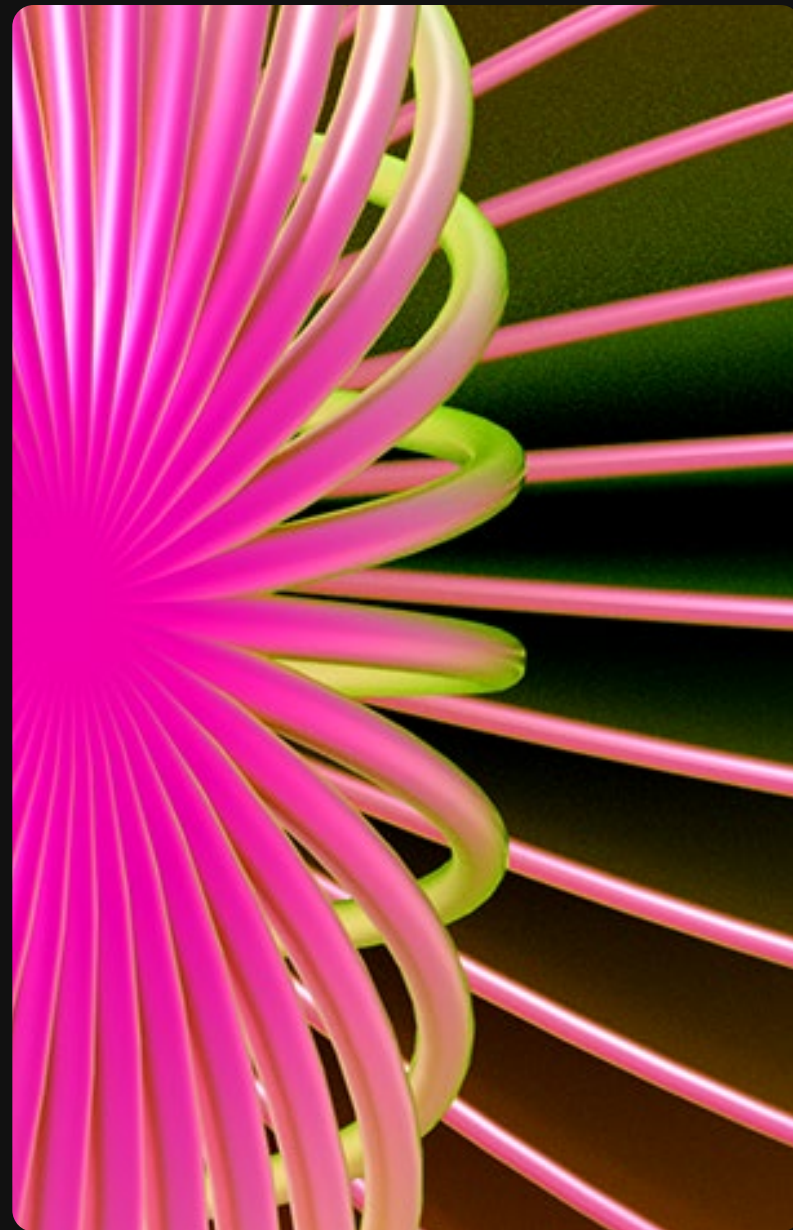
08

Growth **Spurt**

The number of podcast shows streamed per person in the UK has increased +8% YoY¹, showing growing interest in new content.

Gen Zs are tuning in

to more podcasts than they did in 2023 while older generations (aged 45+) are streaming more minutes of podcasts.¹



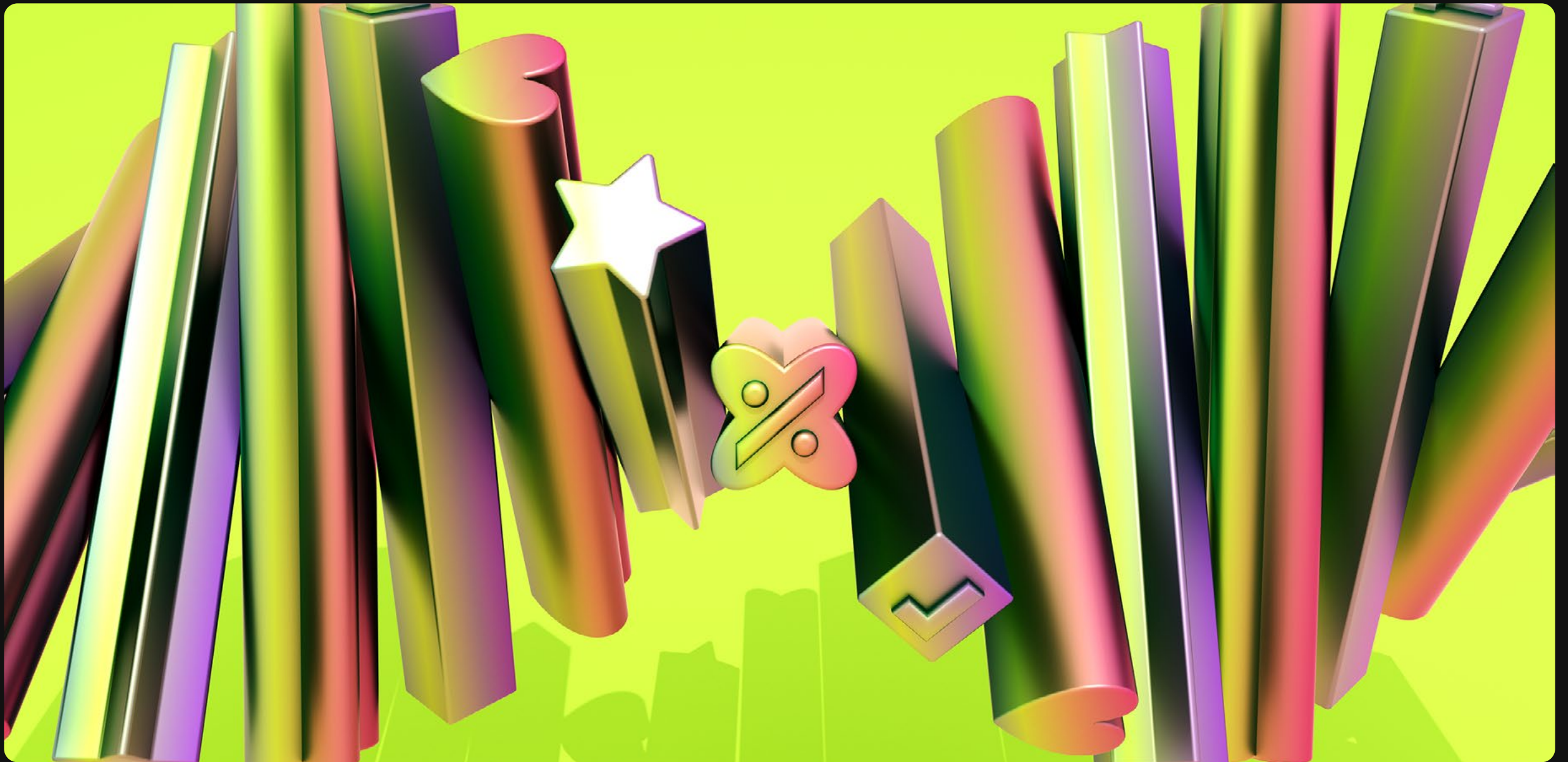
Most people discover

new podcasts on Spotify through direct search, the Home feed, the Browse section, and related Spotify content.²

Try this **trend**

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

Got a podcast and want to reach new fans? 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 2023¹, 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 platform², and some see higher consumption times and completion rates when using them.³

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.⁴

3-9x

A podcast listener sees a CTA card 3-9 times on average after hearing a podcast ad⁵, 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.¹

Other popular global search terms in podcasts are:

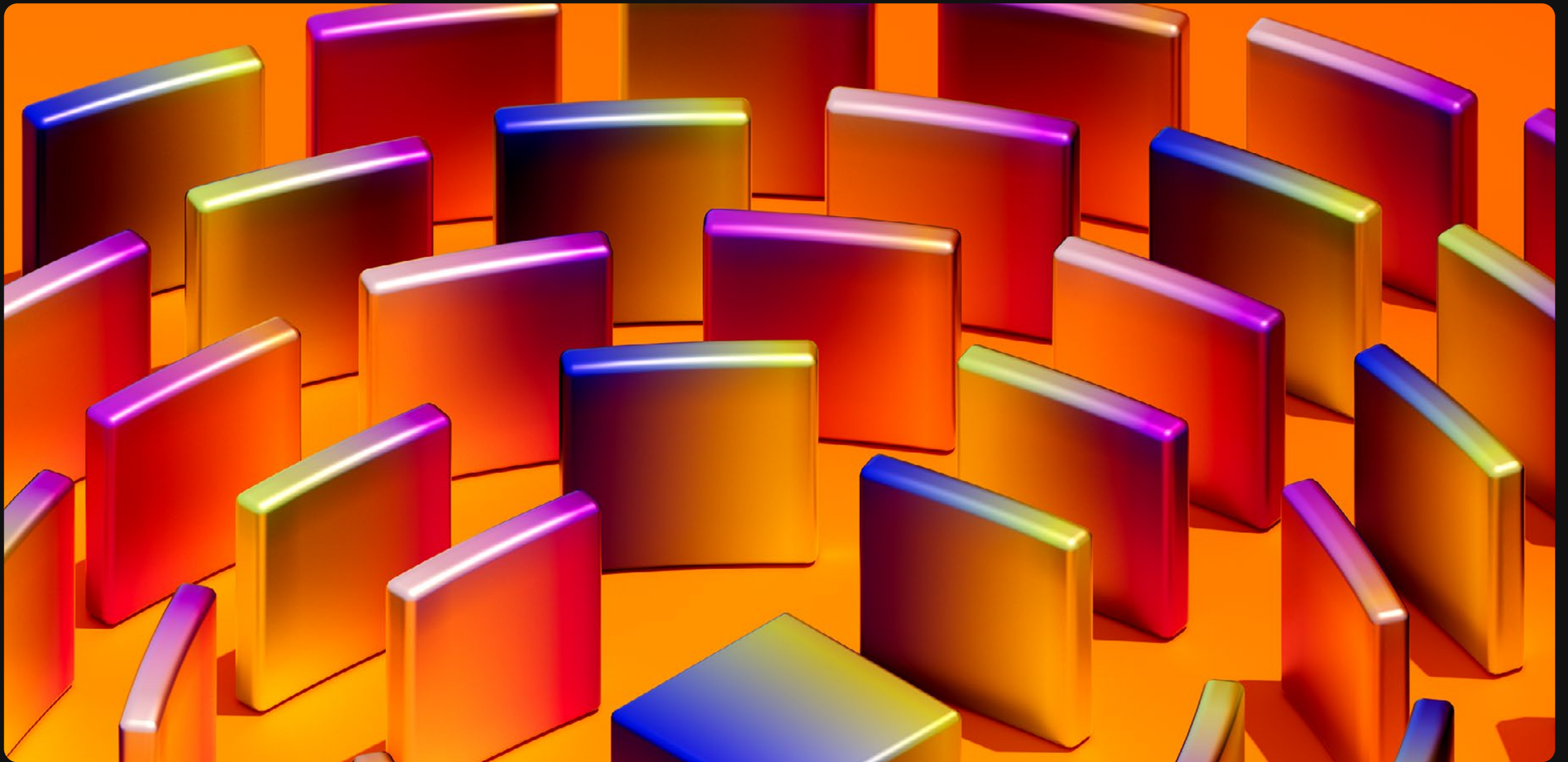
**“fantasy”
(+19%)²**

**“motivation”
(+16%)³**

**“history”
(+10%)⁴**

**“true crime”
(+6%)⁵**

**“sports”
(+4%)⁶**



11

Front-row **Fandom**

Fuelled 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.¹

90%

of Ringer events have been sponsored by advertisers in 2024.²



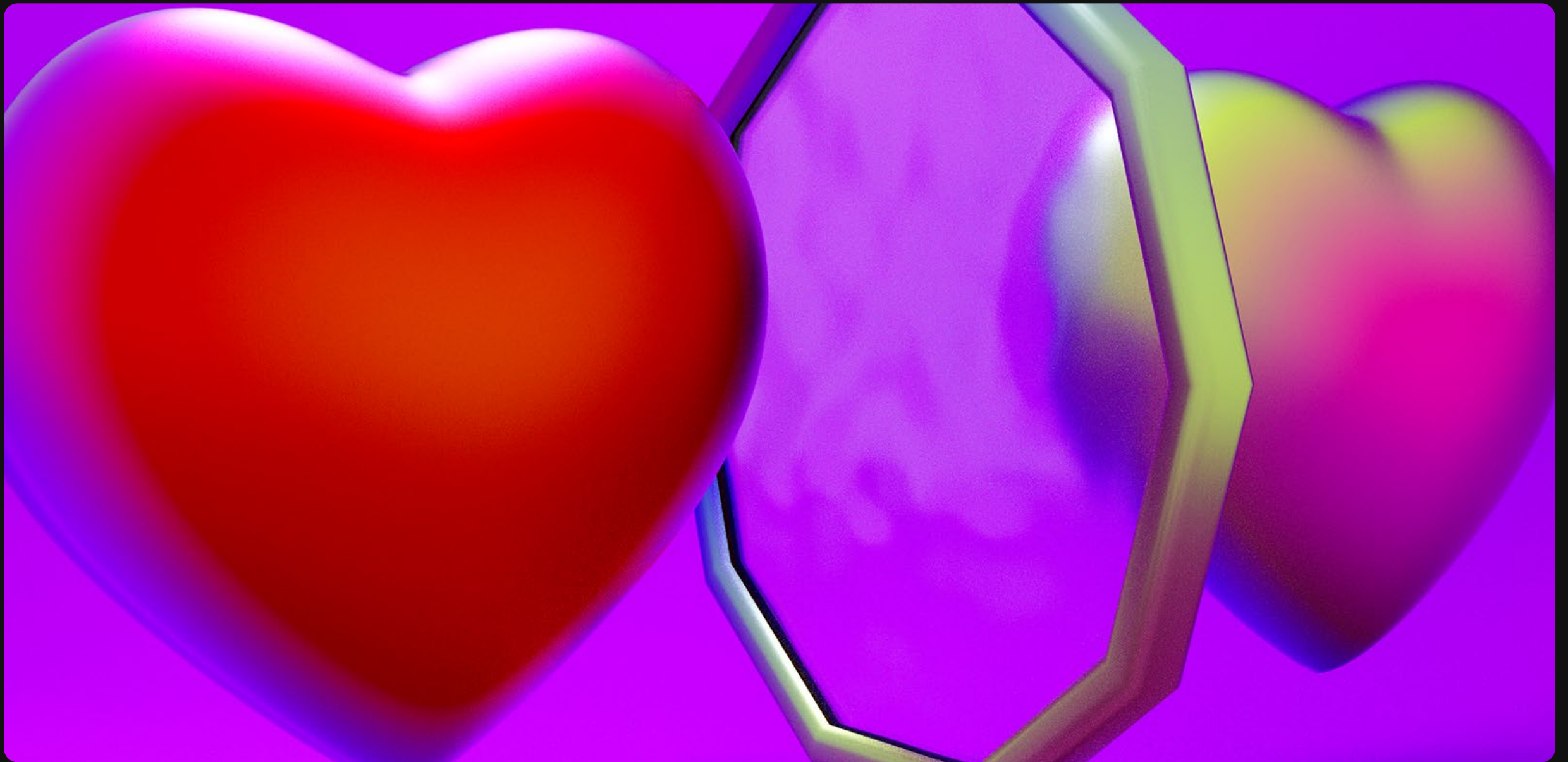
Globally, shows like *Parenting Hell* (UK) and *El Podcast de Stand Up de Spotify* (MX) have hit the road with live shows at arenas and a two-day festival.

Try this **trend**

Engage directly with a passionate community in real time by integrating your brand into a live podcast event. Learn more from your Spotify sales rep.

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.



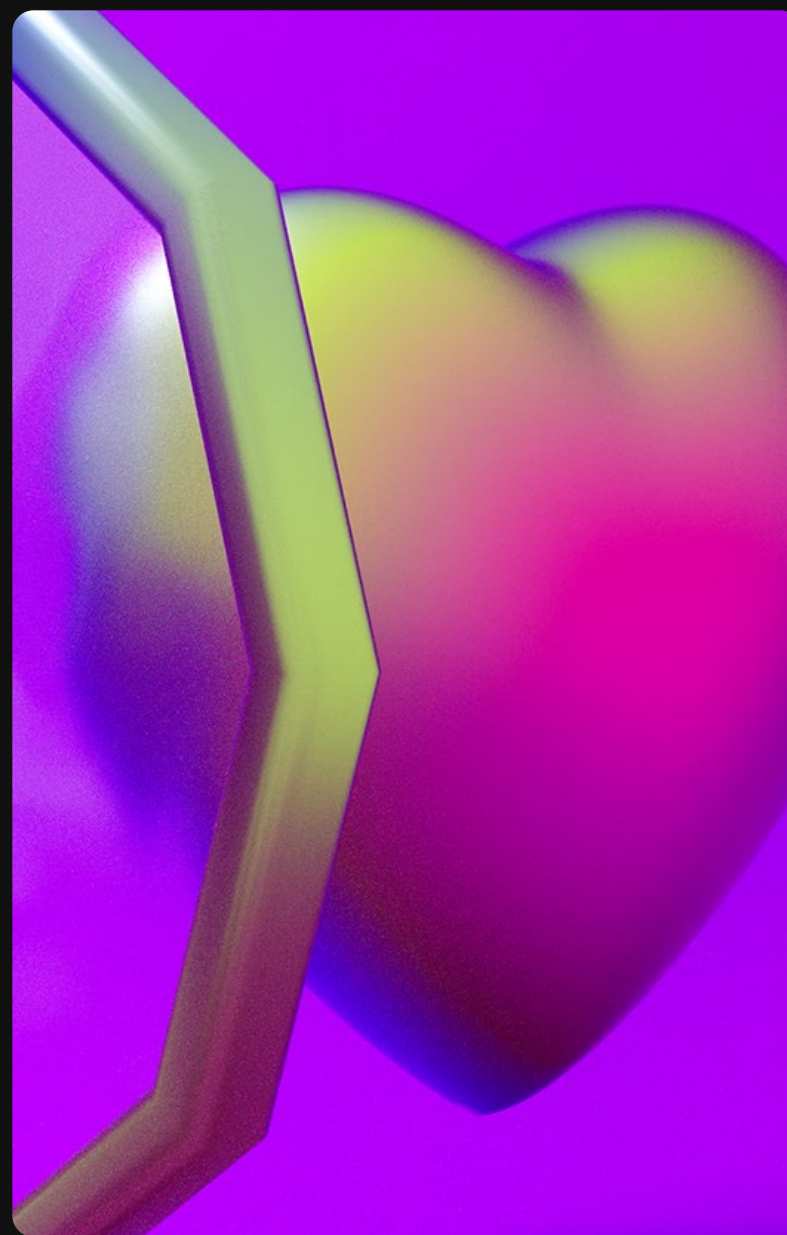
12

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 favourite creators.

36%

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



+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.²

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](#).³