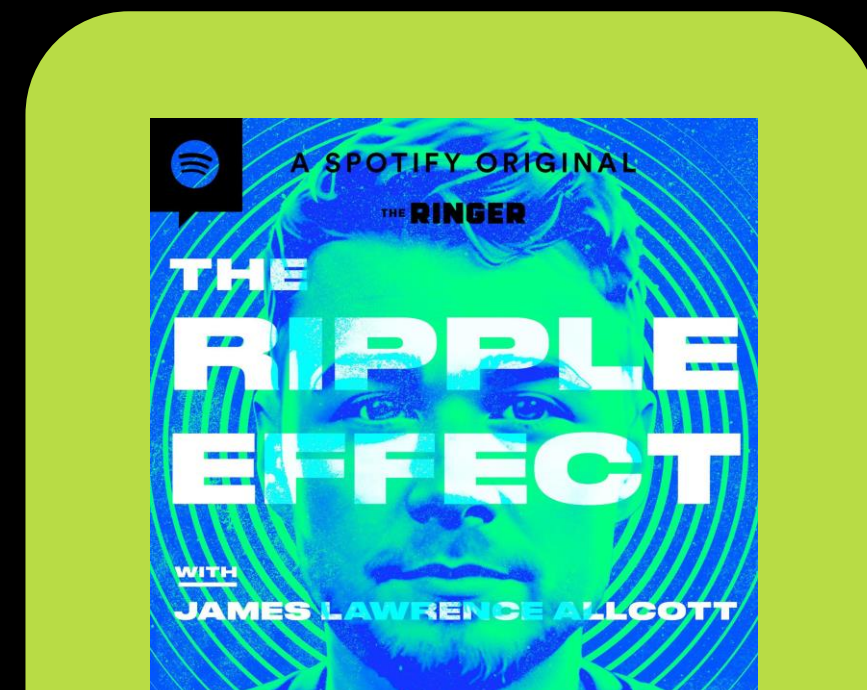
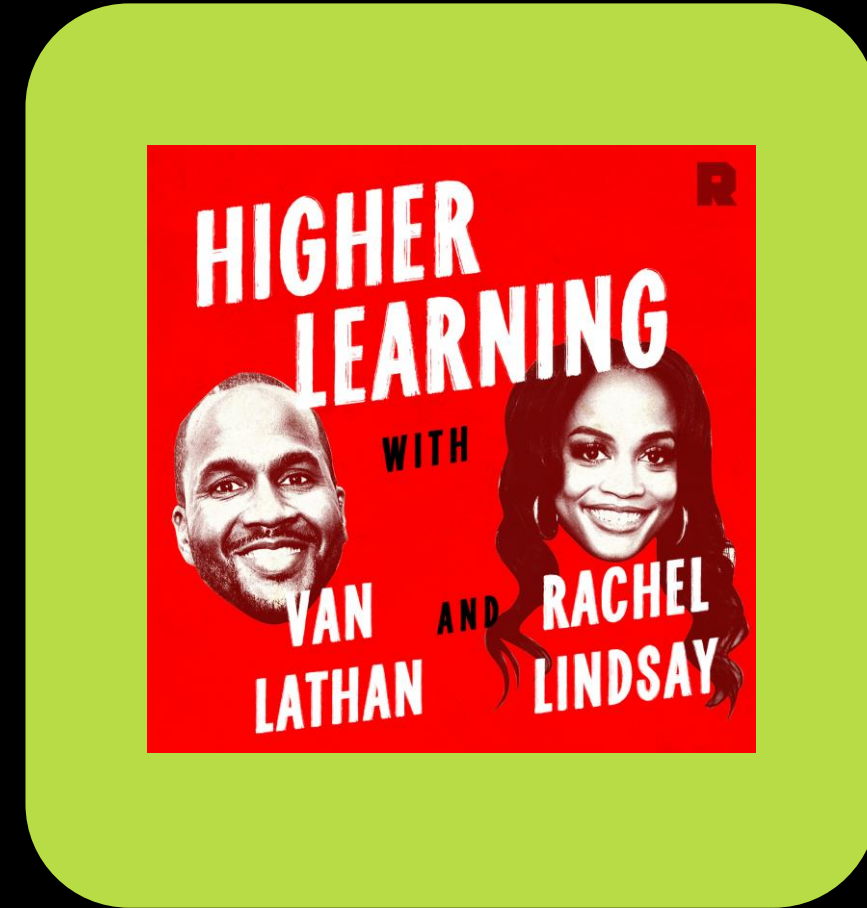
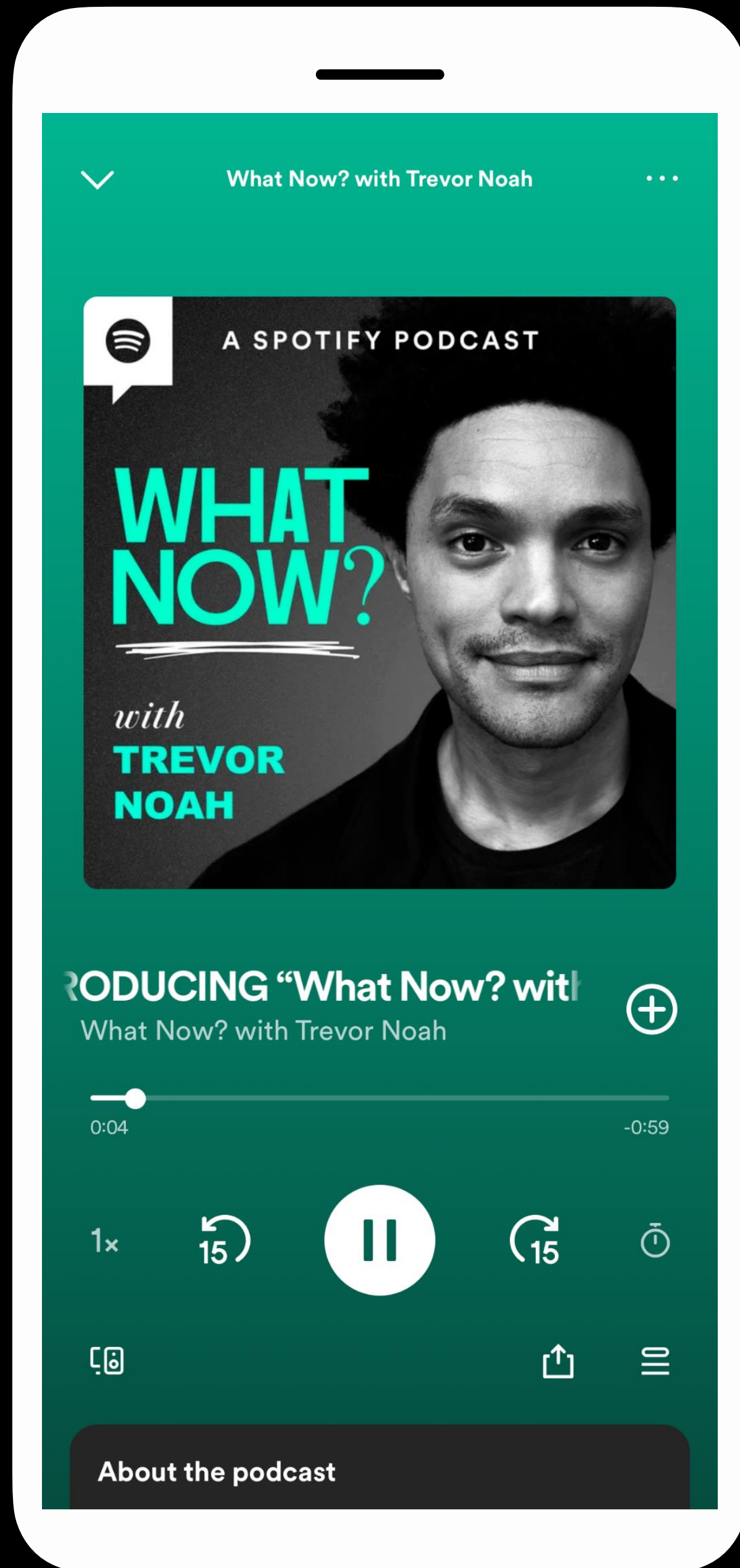




The Rise of the Podfluencer *and other podcast trends*





+

6M

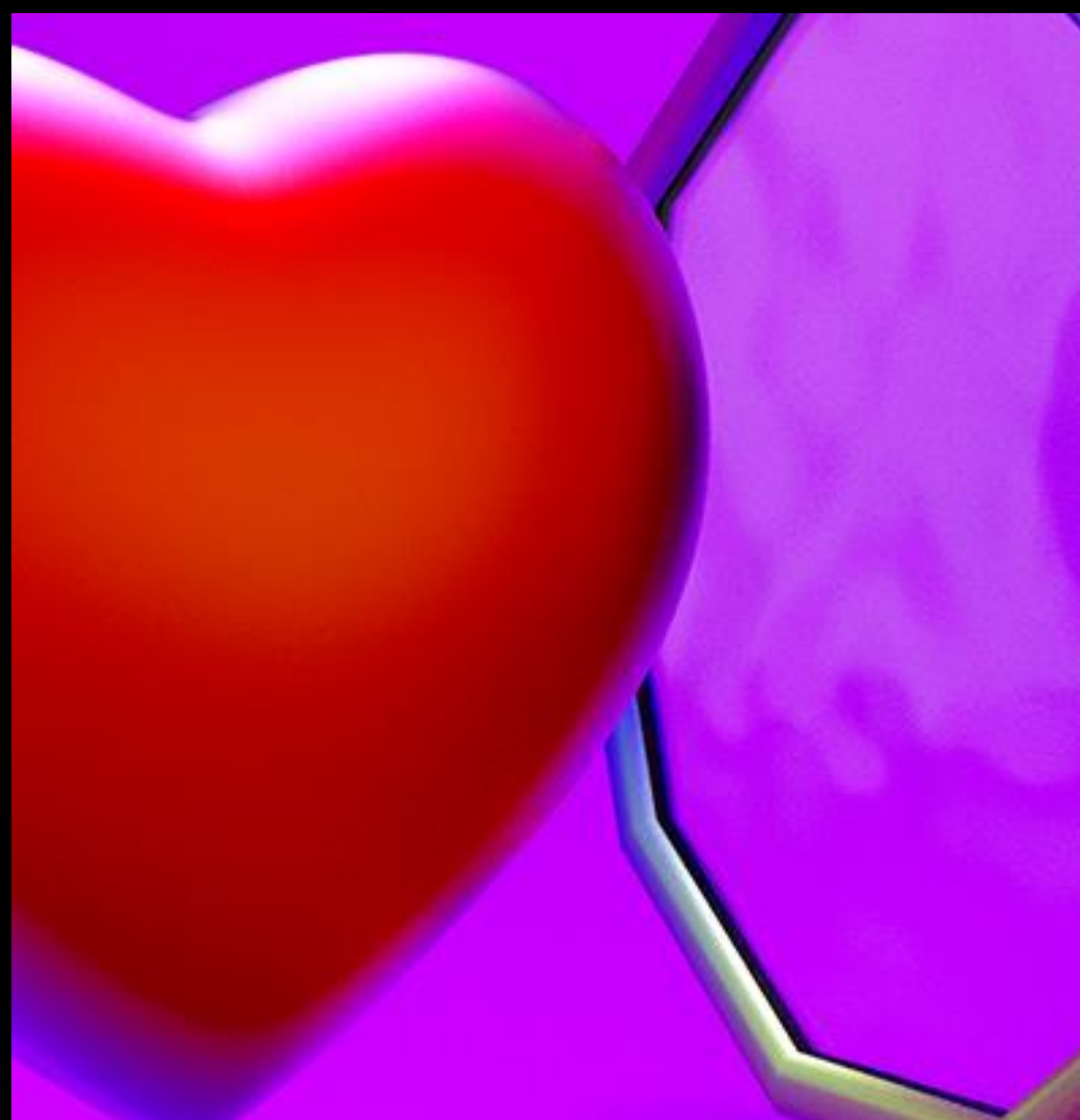
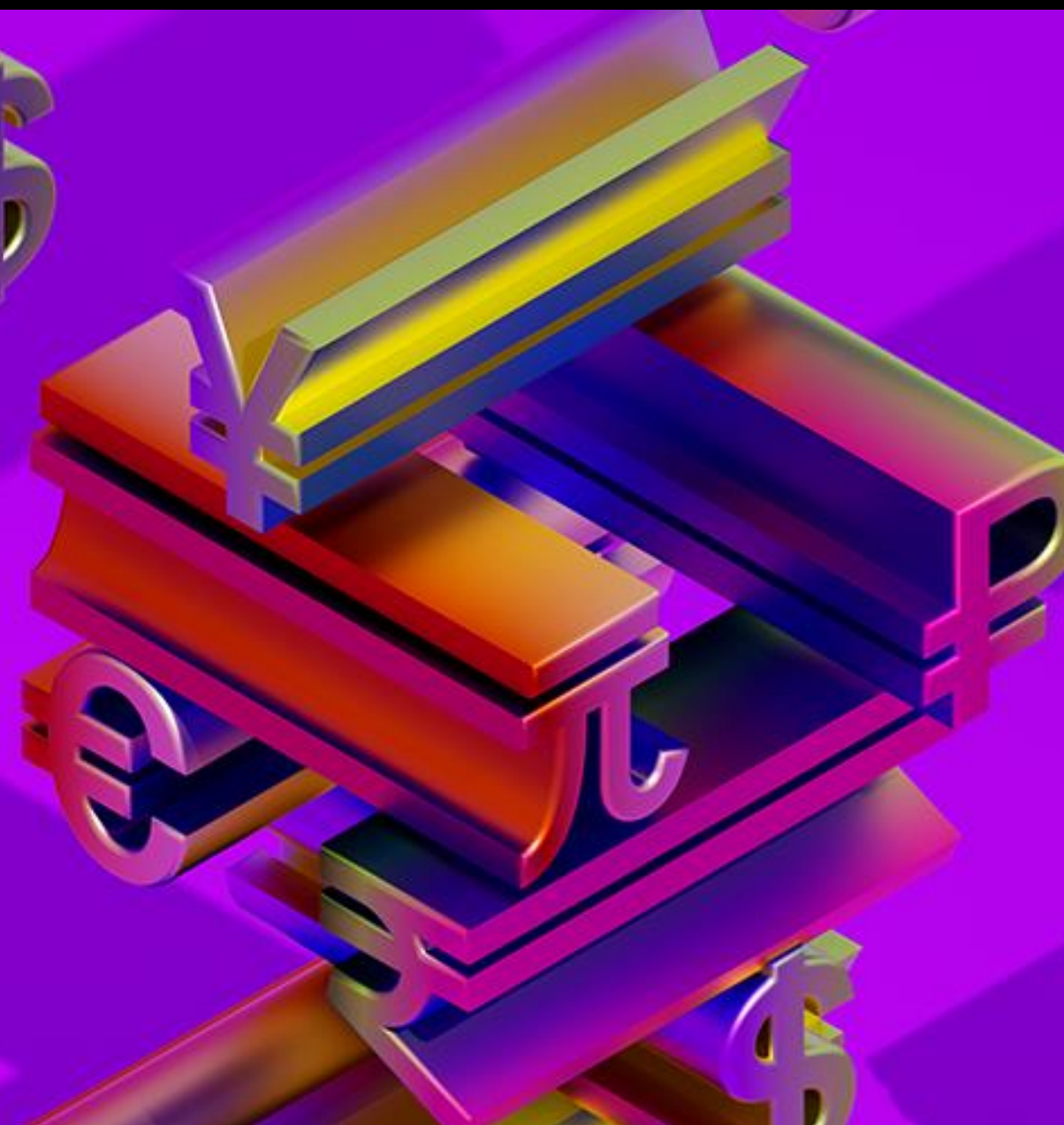
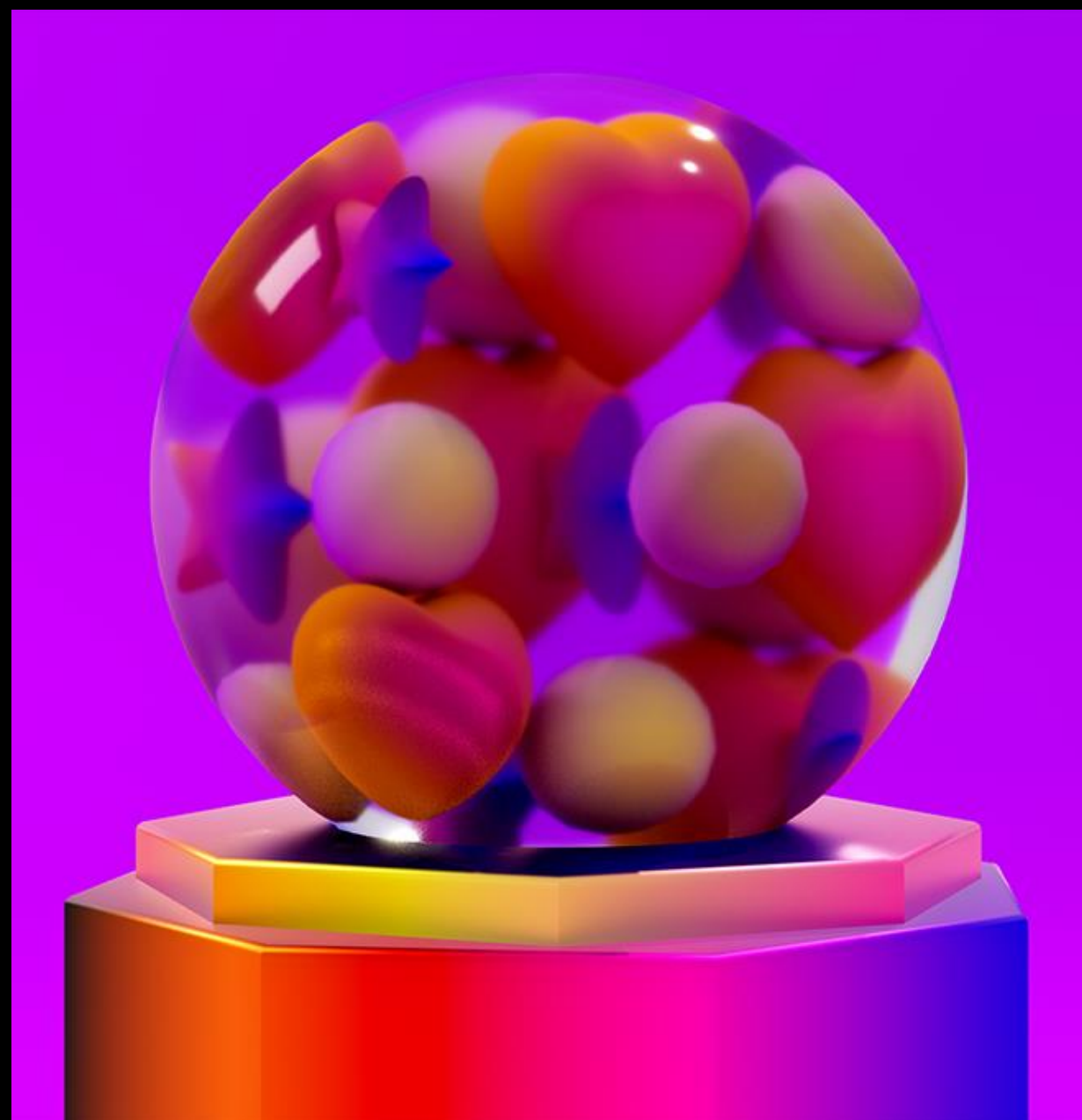
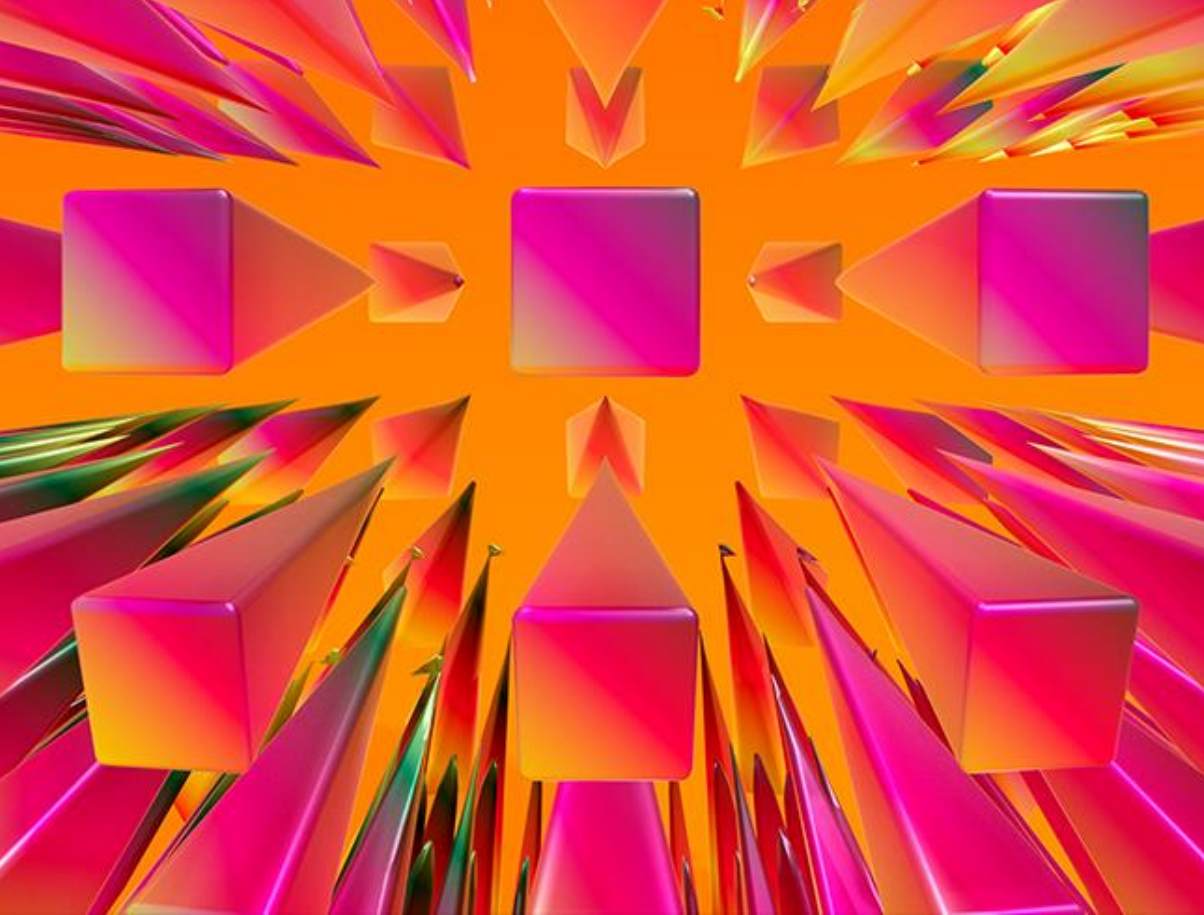
Podcasts

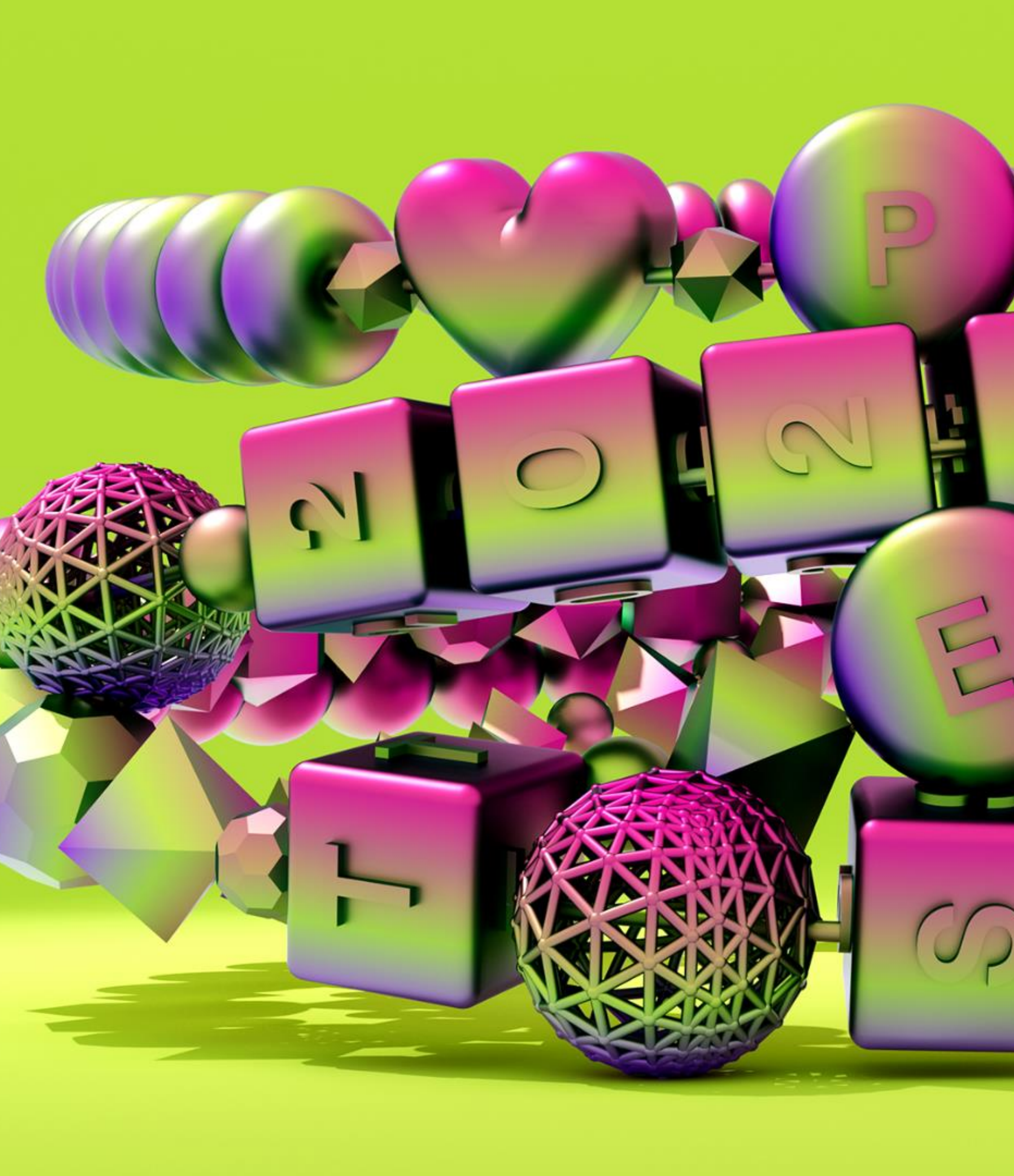
Global podcast streamers

+140%

Global increase in podcast consumption on Spotify since 2019

2024
PODCAST
TRENDS
TOUR





Podcast *Era*

+803%

*Mentions of THE
TORTURED POETS
DEPARTMENT*

The background features a vibrant orange surface with several colorful markers and pencils scattered across it. The markers are in shades of red, blue, purple, and green, while the pencils are in shades of yellow, green, and pink. The overall aesthetic is bright and artistic.

Totally *Sketch*

Arts

+31%

Understanding Gen Z *through streaming*

Over 319M

Gen Zs on Spotify

2.1 hours

per day

80%

Completion rates on podcasts over
50 min long



Sound
*Investmen
t*

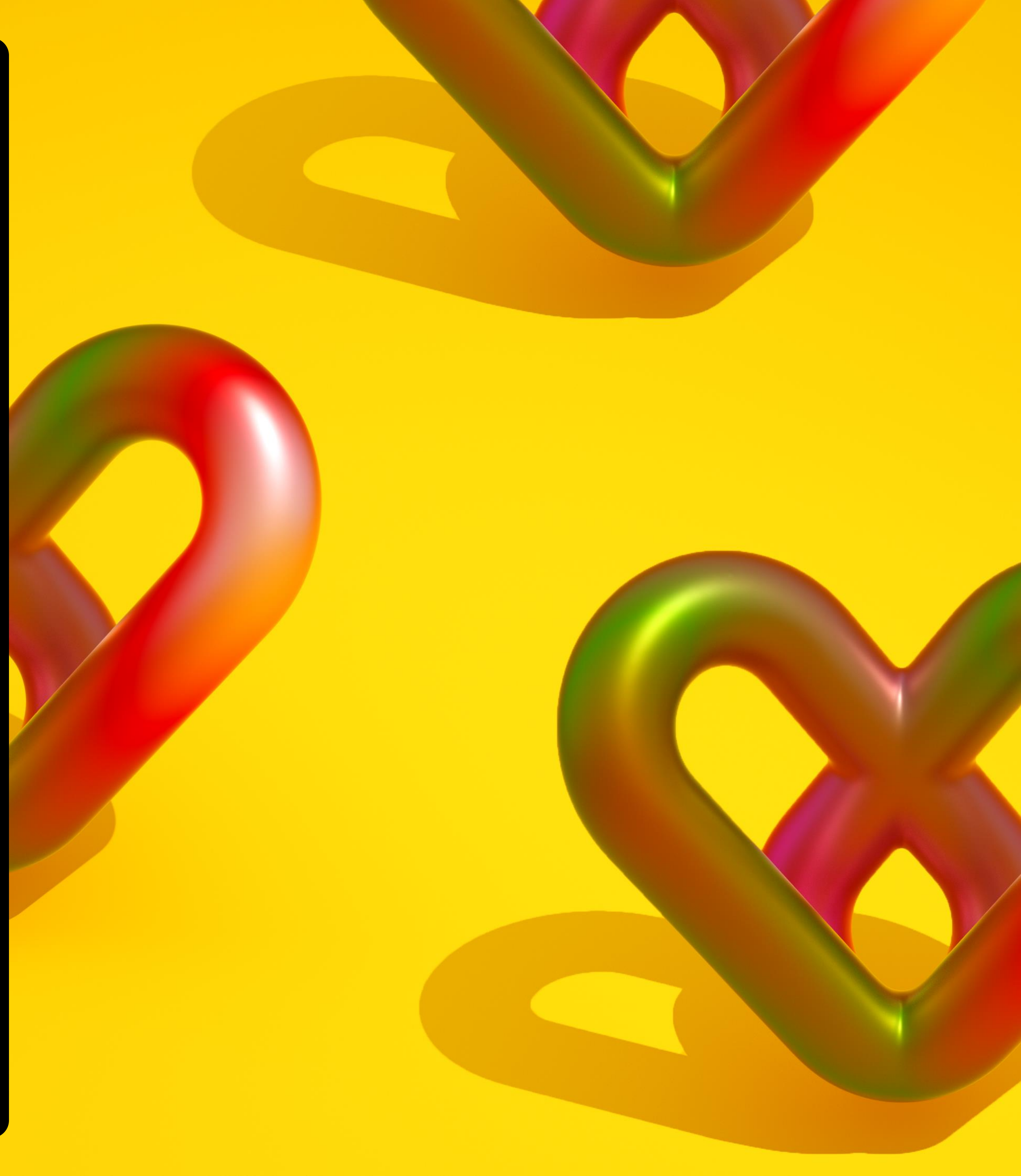
Biz & Tech

+34%

Podfluencers

63%

*trust their favorite podcast host
more than their favorite social
media influencer*



81%
trust Spotify

Breaking *Borders*

Gen Alpha

36%

*of streams came from a
different country*



The background features vibrant, multi-colored wavy lines in shades of red, orange, yellow, green, and purple. In the center, there is a circular graphic composed of several overlapping semi-circles in shades of green, brown, and pink, set against a light green background.

Stream to *Screen*

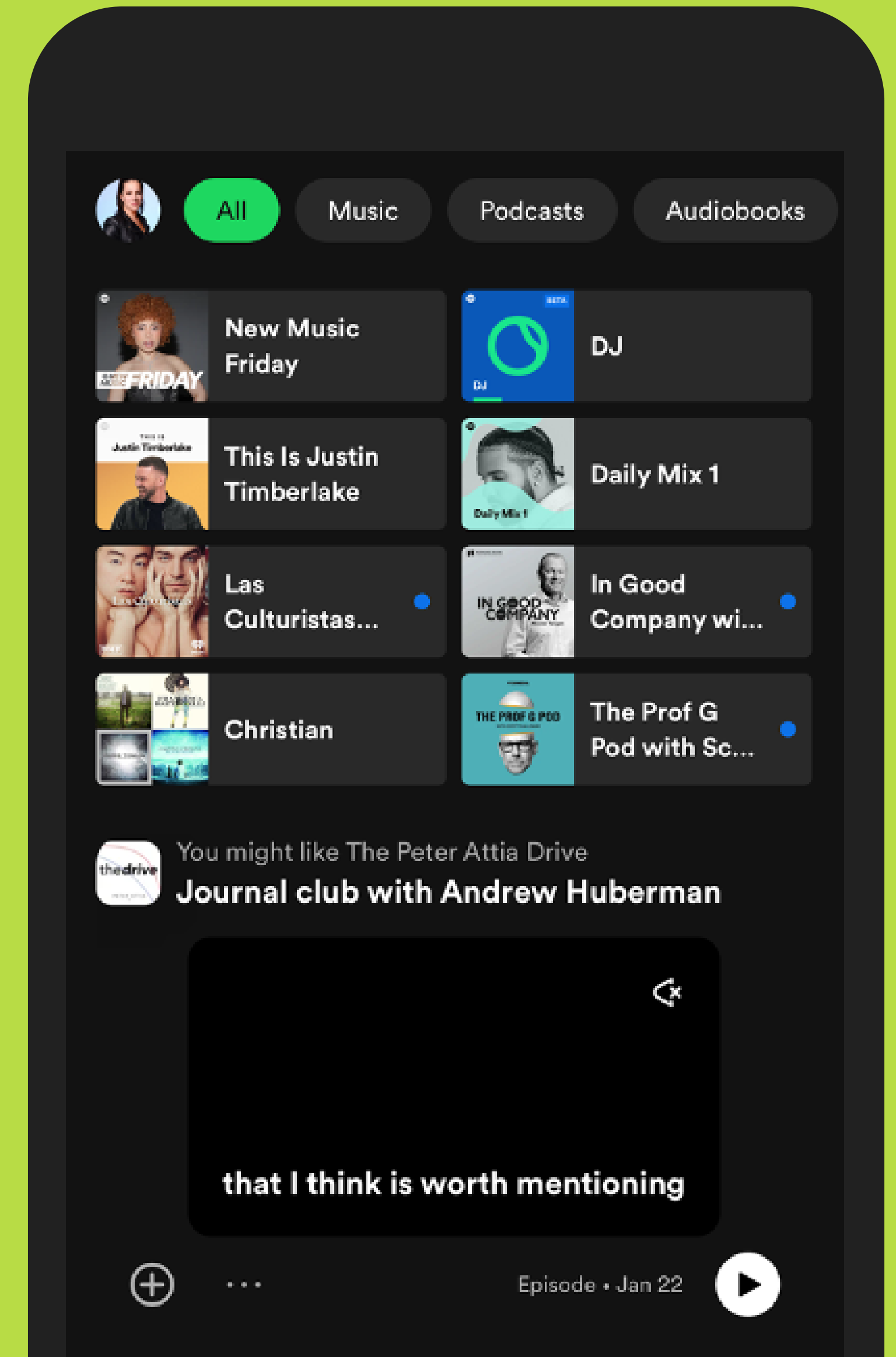
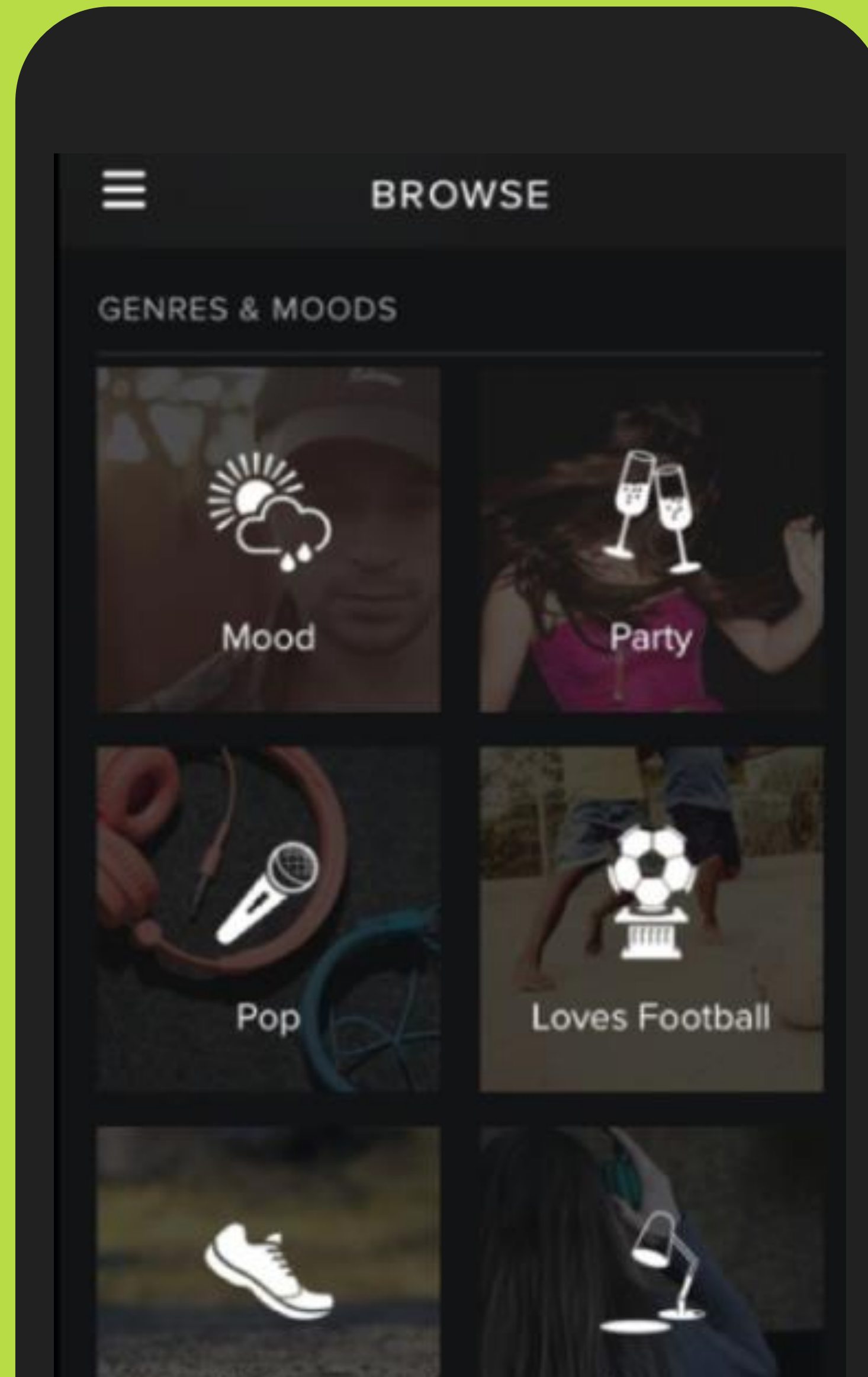
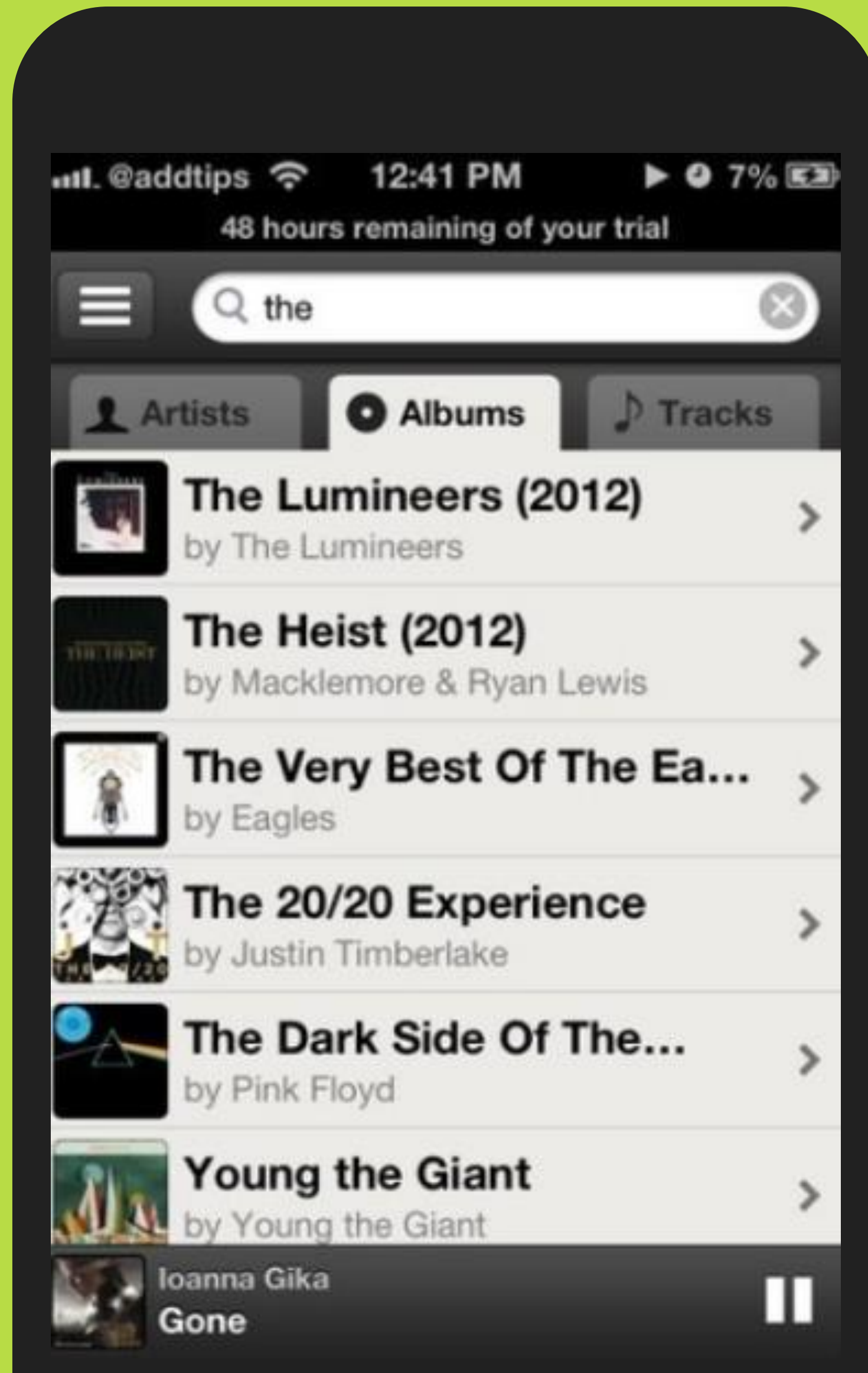
+39%

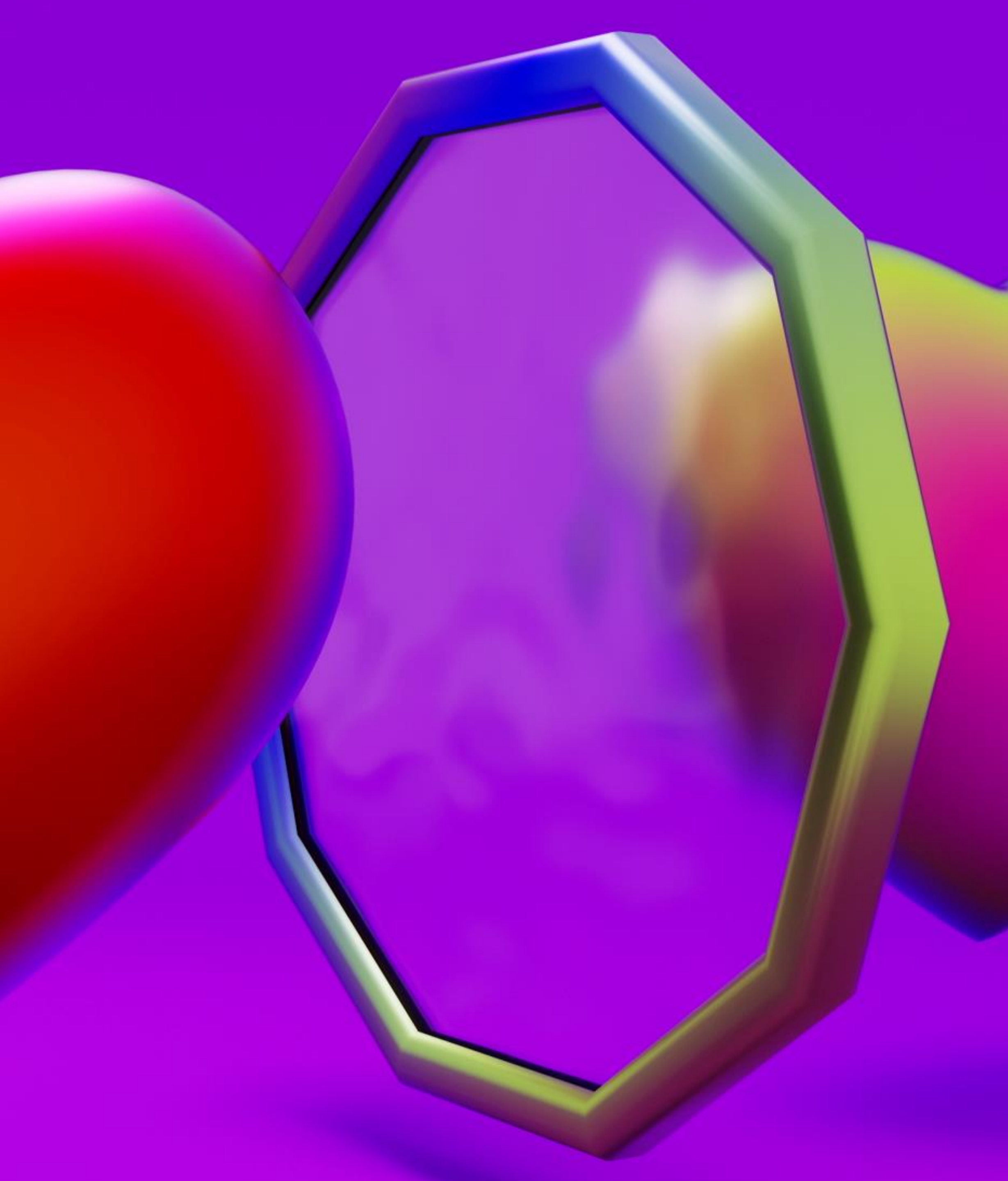
*in daily video
podcast streams*

2008:
Utility

2013-2018:
Curation → Personalization

Present:
Entertainment





Multiverse *Magic*

Q1 2024

36%



Zen
Zone

+15%

Meditation

+15% *happier*

Streaming on Spotify vs. scrolling on social media

That's why

people

homescreen



Now Streaming: *Results*

62%

*took action after
hearing an ad*

Explore *the* *trends*

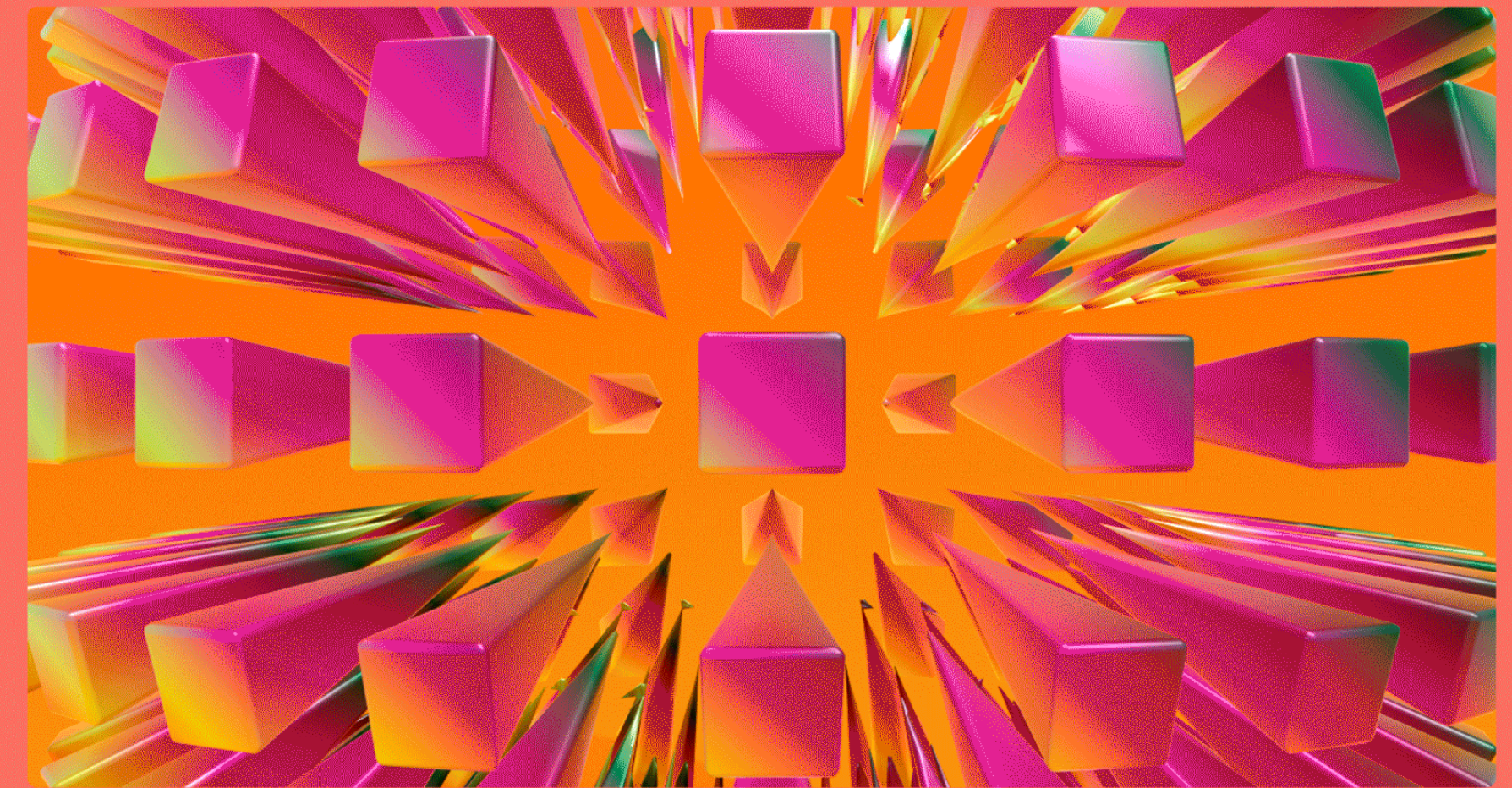


← 04 Sonic Stories

06 Bot beat banter →

06

Breaking Borders



Podcast hosts have built trust with their audience, and they've become highly influential in purchasing decisions. Just call them podcast influencers: 63% of people said they trust their favorite podcast host more than their favorite social media influencer.

55%

45%



Happy
streaming.