

Spotify MAU Analysis

Data from Q1 2015 to Q3 2024

Current MAU: 640 million
Total Growth: +572 million
Growth %: +841.2%
CAGR: 25.85%
Avg. Quarterly Growth: 6.12%
Latest YoY Growth: 19.4%

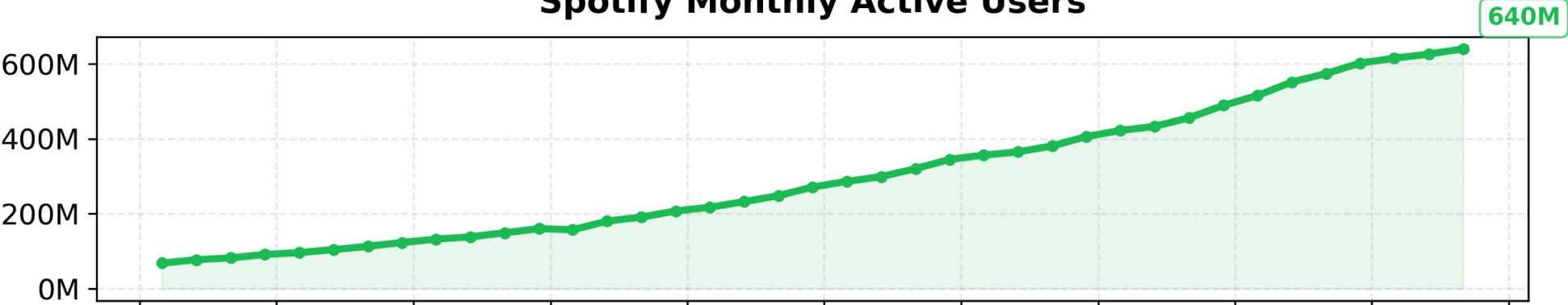
KEY INSIGHTS:

- Spotify has grown from 68 to 640 million monthly active users since 2015
- The service maintains consistent growth every quarter, with an average rate of 6.12%
 - Strongest growth period was 2018 Q2 at 14.6%
- At current growth rates, Spotify is projected to reach 700M users by 2024

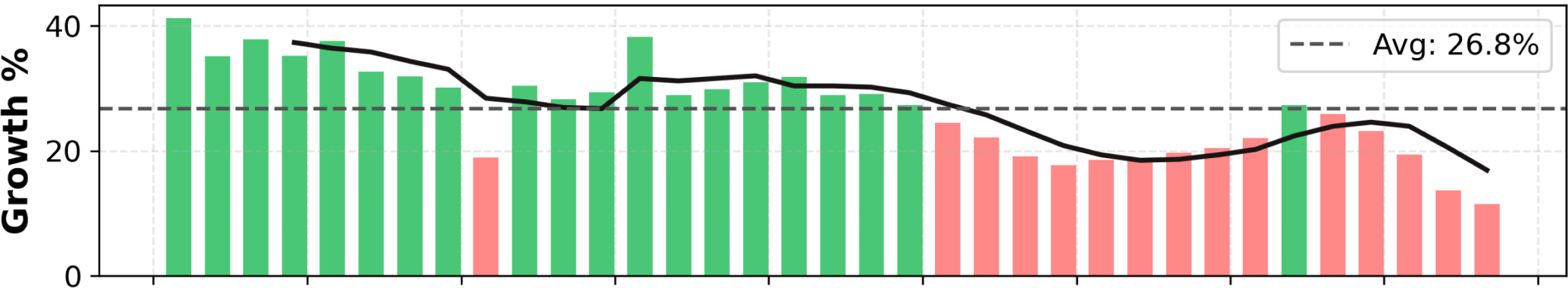
Monthly Active Users Growth Trajectory

Monthly Active Users (millions)

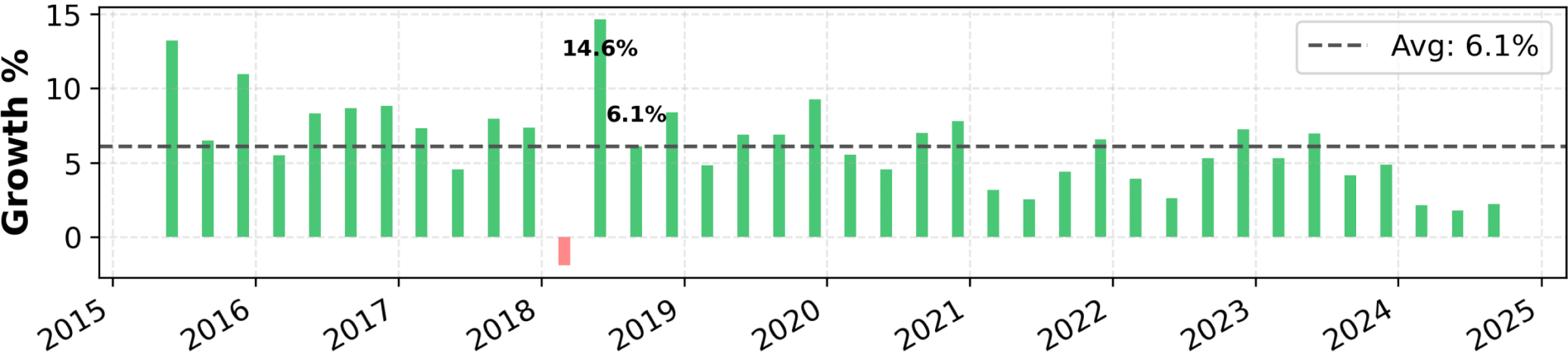
Spotify Monthly Active Users



Year-over-Year Growth Rate

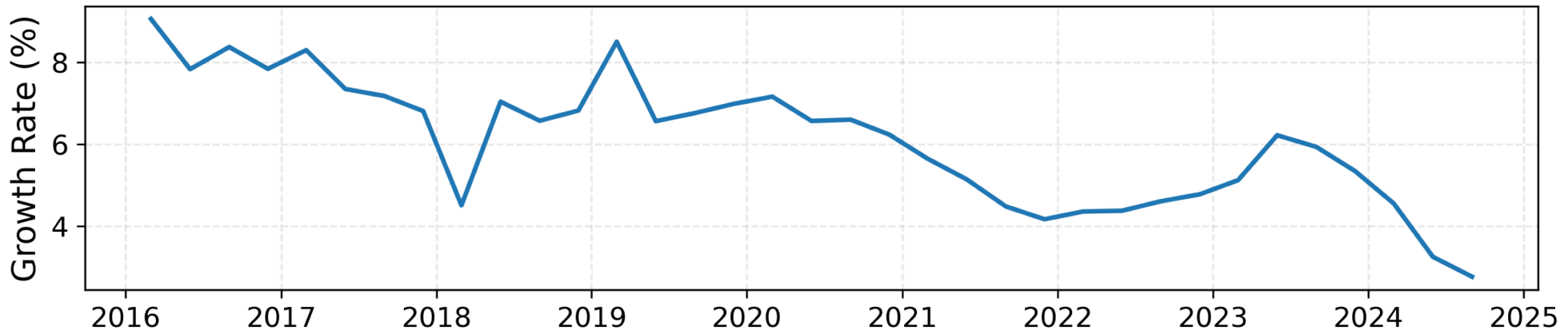


Quarterly Growth Rate

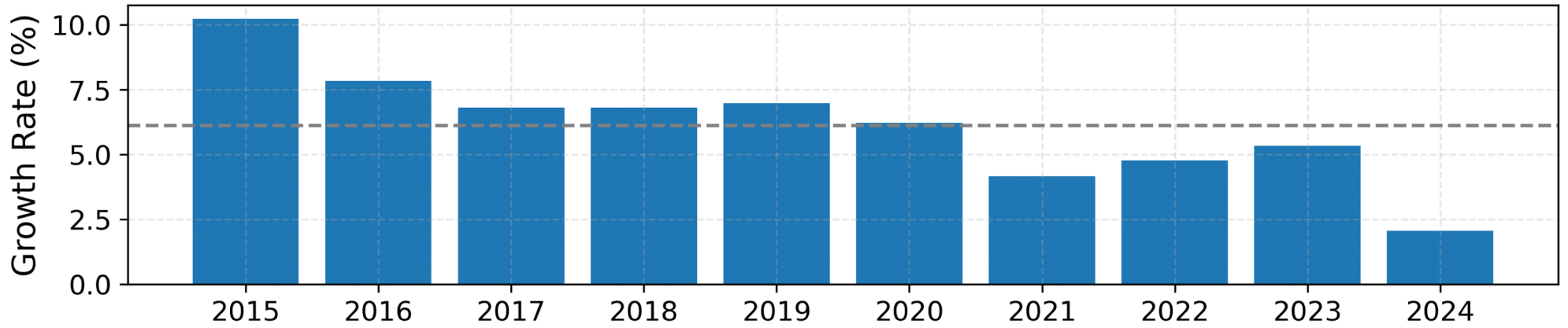


Growth Pattern Analysis

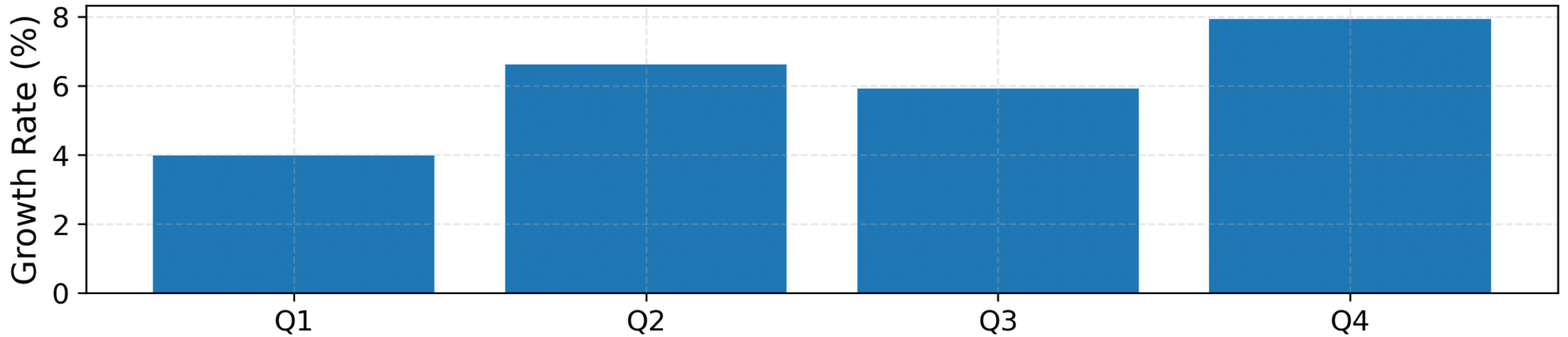
4-Quarter Rolling Average Growth Rate



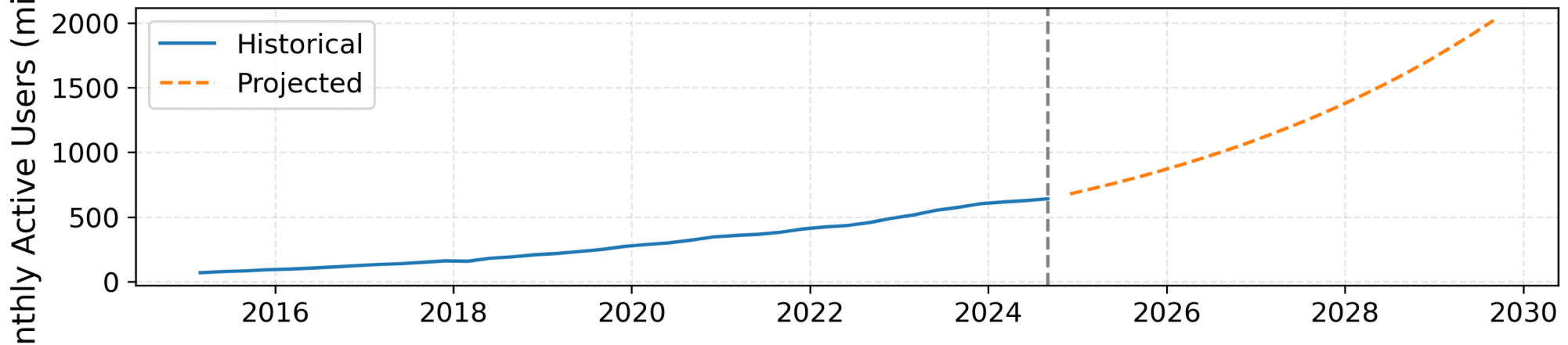
Average Quarterly Growth by Year



Average Growth by Quarter



Projected Growth (CAGR 25.85%)

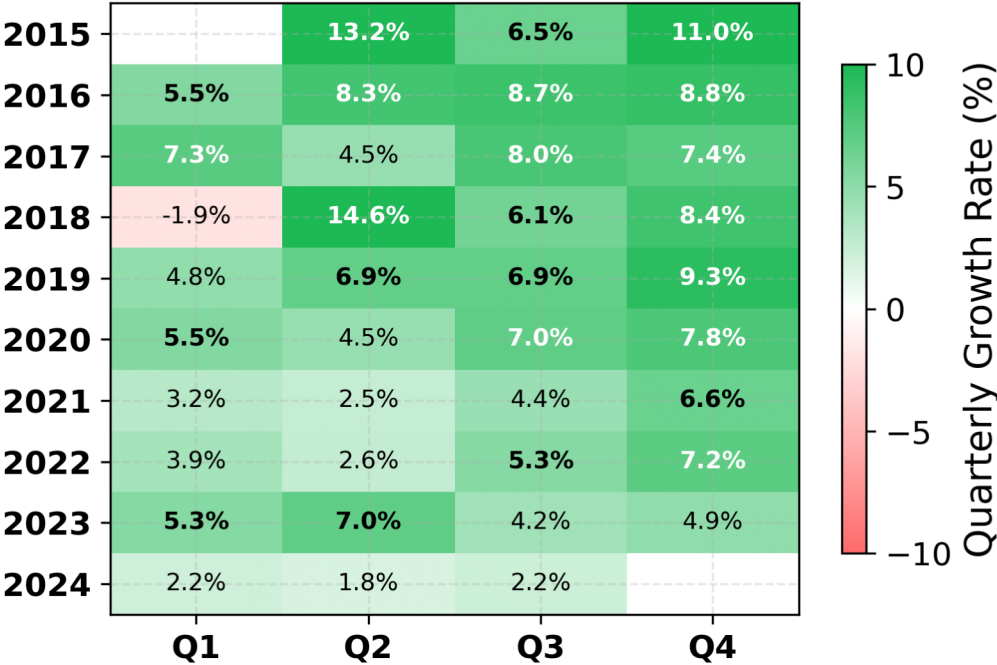


Detailed Analysis & Key Insights

Key Performance Metrics

- PERFORMANCE METRICS:
- Current MAU: 640 million users
 - Initial MAU: 68 million users
 - Total Growth: +572 million users
 - Percent Growth: 841.2%
 - Time Period: 9.8 years
- GROWTH RATES:
- CAGR: 25.85%
 - Avg. Quarterly Growth: 6.12%
 - Avg. Year-over-Year Growth: 26.76%
 - Latest Quarter Growth: 2.24%
 - Latest YoY Growth: 19.4%

Quarterly Growth Heatmap



Growth Insights

- KEY INSIGHTS:
- Spotify maintained positive growth in 37 of 38 quarters (97.4%)
 - Growth acceleration periods: 2019 Q1, 2023 Q2
 - Growth deceleration periods: 2018 Q1, 2021 Q1
 - Best performing quarter: Q4 (7.9%)
 - Best performing year: 2015 (10.2%)
 - Projected to reach 1B users by ~2025