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Spotify Statistics, User Counts and Facts (2021)

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By: [Craig Smith](#) Last updated: September 7th, 2021

Here are a few of the most interesting Spotify statistics and facts I was able to dig up including user counts. As always, be sure to check back in the future as I will be updating this post as new and updated stats become available.

Spotify Facts

- **Website:** [Official Website](#)
- **Year Founded:** 2008
- **Headquarters:** Stockholm, Sweden
- **Founder(s):** Daniel Ek, Martin Lorentzon
- **Current Chief Executive:** Daneil Ek
- [App Download \(iOS\)](#)
- [App Download \(Android\)](#)


- 2008 – Spotify launches in Europe
- 2011 – Spotify launches in the US
- 2012 – Follow and Discover features added
- 2014 – Listening time limits for free users are removed
- 2015 – Discover Weekly is launched
- 2015 – PlayStation Music launches
- 2017 – Spotify invests in [Tencent Music](#) (and visa versa)
- 2018 – Spotify goes public

What is Spotify?

Spotify sure has grown up in a relatively short period of time. It seems like only yesterday that the rumors were swirling about this foreign music service that was looking to enter the U.S. To this news, many of us rolled our eyes and said “why do we need another music streaming service?”

Well, after a decade stateside, it appears that a bunch of people made the decision that they did indeed need another music streaming service and Spotify was the one. 200+ million people are now actively using the service and they haven’t shown much let-up yet.

Spotify History

 Spotify statistics user count revenue totals and Facts

Spotify User Count

How many users does Spotify have?

- 2020: [155 million active Spotify users](#)
- 2019: [271 million](#)
- 2018: [207 million](#)
- 2017: [160 million](#)
- 2016: [124 million](#)

How many Spotify paid subscribers?

- 2020: [155 million premium Spotify subscribers](#)
- 2019: [125 million](#)
- 2018: [96 million](#)
- 2017: [71 million](#)
- 2016: [48 million](#)

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- 2018: [116 million](#)
- 2017: [93 million](#)
- 2016: [78 million](#)

Spotify Revenue Totals

Spotify revenue (annual):

- 2020: [€7.880 billion](#)
- 2019: [€6.764 billion](#)
- 2018: [€5.259 billion](#)
- 2017: [€4.09 billion](#)
- 2016: [€2.9 billion](#)
- 2015: [€\\$1.94 billion](#)
- 2014: [€1.085 billion](#)

Spotify revenue (quarterly):

- Q4 2020: [2.168 billion euros](#)
- Q3 2020: [1.975 billion euros](#)
- Q2 2020: [1.89 billion euros](#)
- Q1 2020: [1.85 billion euros](#)
- Q4 2019: 1.855 billion euros
- Q3 2019: [1.73 billion euros](#)
- Q2 2019: [1.667 billion euros](#)
- Q1 2019: [1.511 billion euros](#)
- Q4 2018: [1.495 billion euros](#)
- Q3 2018: [1.352 billion euros](#)
- Q2 2018: [1.273 billion euros](#)
- Q1 2018: [1.139 billion euros](#)
- Q4 2017: [1.149 billion euros](#)
- Q1 2017: [902 million euros](#)

Spotify net loss (annual):

- 2020: [€581 million](#)
- 2019: [€186 million](#)
- 2018: [€78 million](#)
- 2017: [€1.235 billion](#)
- 2016: [€539 million](#)
- 2015: [€230 million](#)
- 2014: [€188 million](#)

Additional Spotify Statistics

Number of Spotify installs on Android devices:

[500 million](#)

Last updated 4/18/19

How many songs on Spotify?

[50 million songs](#)

Last updated 2/24/20

Number of songs added per day to Spotify:

[Over 20,000](#)

Last updated 8/22/14

Spotify’s share of the global music streaming market:

[40%](#)

Last updated June 2017

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Number of Spotify playlists:

[2 billion](#)

Last updated 2/17/18

Number of Spotify playlists that get created or edited daily:

[5 million](#)

Last updated 8/21/14

Average number of hours users listen to Spotify:

[1.7 billion hours](#)

Last updated 11/17/15

Amount of music streamed on Spotify in 2015:

[20 billion hours](#)

Percentage of Spotify listening that takes place on a phone:

[52%](#)

Last updated 1/12/15

Percentage of Spotify listening that takes place on a tablet:

[10%](#)

Last updated 1/12/15

Average amount of daily listening for cross-platform (mobile & desktop) Spotify users:

[148 minutes](#)

Last updated 2/19/16

Percentage of Spotify users that link their Facebook accounts:

[55%](#)

Last updated 1/10/15

Number of countries Spotify is available in:

[61 countries](#)

Last updated 2/17/18

Percentage of Spotify users that tune in multiple times a week:

[over 80%](#)

Last updated 1/9/16

Number of Spotify employees:

[6,554 employees](#)

Last updated 1/1/21

Number of songs that have reach 1 billion plays on Spotify:

[25](#)



[26 million](#)

Last updated 4/29/19

Number of Spotify users in India:

[2 million](#)

Last updated 4/29/19

Number of countries Spotify Lite is available in:

[22](#)

Last updated 5/13/19

Number of Spotify Lite installs to date:

[2.1 million](#)

Last updated 5/13/19

Percentage of Spotify users that have used Pandora at least a few times a month:

[48%](#)

Last updated 5/14/15

Number of user-generated Spotify playlists that have emoji in their titles:

[35 million](#)

Last updated 5/2/17

Most emoji'ed artists on Spotify:

[Drake](#)

Last updated 5/2/17

Percentage of Spotify listeners that are millennials:

[72%](#)

Last updated 4/17/16

Estimated percentage of Spotify active users that are male:

[45%](#)

Last updated 5/14/15

Estimated percentage of Spotify active users that are female:

[55%](#)

Last updated 5/14/15

Artist with the best day for streams of a single album on Spotify:

[Drake \(More Life on March 3, 2017\)](#)

Artist with the most streams in a single day on Spotify:

[Drake \(March 3, 2017\)](#)

Number of Spotify users that regularly listen to music from India:



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First song to hit 500 million Spotify streams:

[“Thinking Out Loud” by Ed Sheeran](#)

Number of markets that Spotify is available in:

[79 markets](#)

Last updated 8/15/19

Number of podcasts available on Spotify:

[700,000 podcasts](#)

Last updated 2/5/20

Reported value of Spotify:

[about \\$19 billion](#)

Last updated 12/15/17

Get the Full Industry Report

This report is available in an annual industry report. Some of the data in industry reports include:

- Users
- Demographics
- Revenue
- Growth
- Etc.- all in one place

I try to go through each and every stat regularly and update as much as possible, but we all know that some stats are easier to track down than others. As always, every stat is linked to its original source and has the source date listed.

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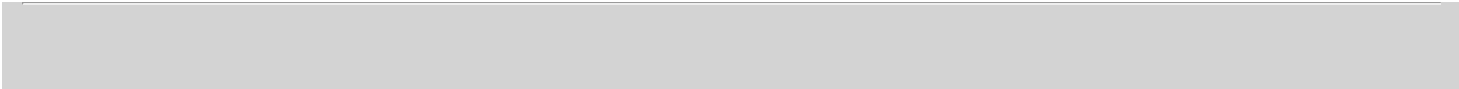
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Please note that some of these numbers are easier to find than others. A few of these Spotify stats come from their own reports, but some are based on news reports and not official company tallies. No information contained on DMR should be relied upon to make investment decisions. Basically, this is the best I can find and I don't guarantee anything to be 100%.

About Craig Smith

DMR Publisher. Director of Marketing by day and I run this little site at night. Other interests include Disney, Sports, 80's Nostalgia, LEGO, Star Wars and Tech Gadgets. Other sites include [DisneyNews.us](#) and [VideoGamesStats.com](#).

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cookieinfo-checkbox-functional	11 months	The cookie is set by GDPR cookie consent to record the user consent for the cookies in the category "Functional".

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cookieinfo-checkbox-performance	11 months	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Performance".
viewed_cookie_policy	11 months	The cookie is set by the GDPR Cookie Consent plugin and is used to store whether or not user has consented to the use of cookies. It does not store any personal data.

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☐ Functional

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☐ Performance

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Analytics

☐ Analytics

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☐ Advertisement

Advertisement cookies are used to provide visitors with relevant ads and marketing campaigns. These cookies track visitors across websites and collect information to provide customized ads.

Others

☐ Others

Other uncategorized cookies are those that are being analyzed and have not been classified into a category as yet.

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