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- [Home](#)
- [App Data](#)
- Spotify Revenue and Usage Statistics (2021)

Spotify Revenue and Usage Statistics (2021)



[Mansoor Iqbal](#)

Updated: November 11, 2021

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Spotify is the world's biggest music streaming platform by number of subscribers. Users of the service simply need to register to have access to one of the largest collections of music in history, plus podcasts and other audio content.

It operates on a freemium model. Free Spotify access comes with lower sound quality, advertisements and requires an internet connection. Those who pay for Spotify Premium can listen uninterrupted to high-quality recordings and are able to download songs for offline listening.

Spotify was founded in 2006 in Stockholm, Sweden, by Daniel Ek and Martin Lorentzon. The two wanted to create a legal digital music platform to respond to growing challenge of online music piracy in the early 2000s.



- Advertisement -

Eventually convincing record labels to agree to share content in return for an aggregate 20% stake, Spotify was launched in 2008. It was an instant success, with a Facebook partnership helping it rise rapidly to prominence. Surviving the transition to mobile technology, Spotify went public in April 2018, with a market cap of \$26.5 billion after the first day of trading.

It has drawn criticism from recording artists, who complain that it pays too little. Claims to democratize the music industry have also been questioned, with the world's biggest four music labels responsible for [87% of content available on Spotify](#).

Unfair or not, with the days of physical music long behind us (with the exception of vinyl junkies), Spotify dominates the way we consume music in the 21st century. It does not have the run of the market, however. Its rivals include Deezer, [Pandora](#), and most ominously [Apple Music](#), which has gained market leadership in the U.S. and a few other countries.



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We have collected data and statistics on Spotify. Read on below to find out more.

Spotify key statistics

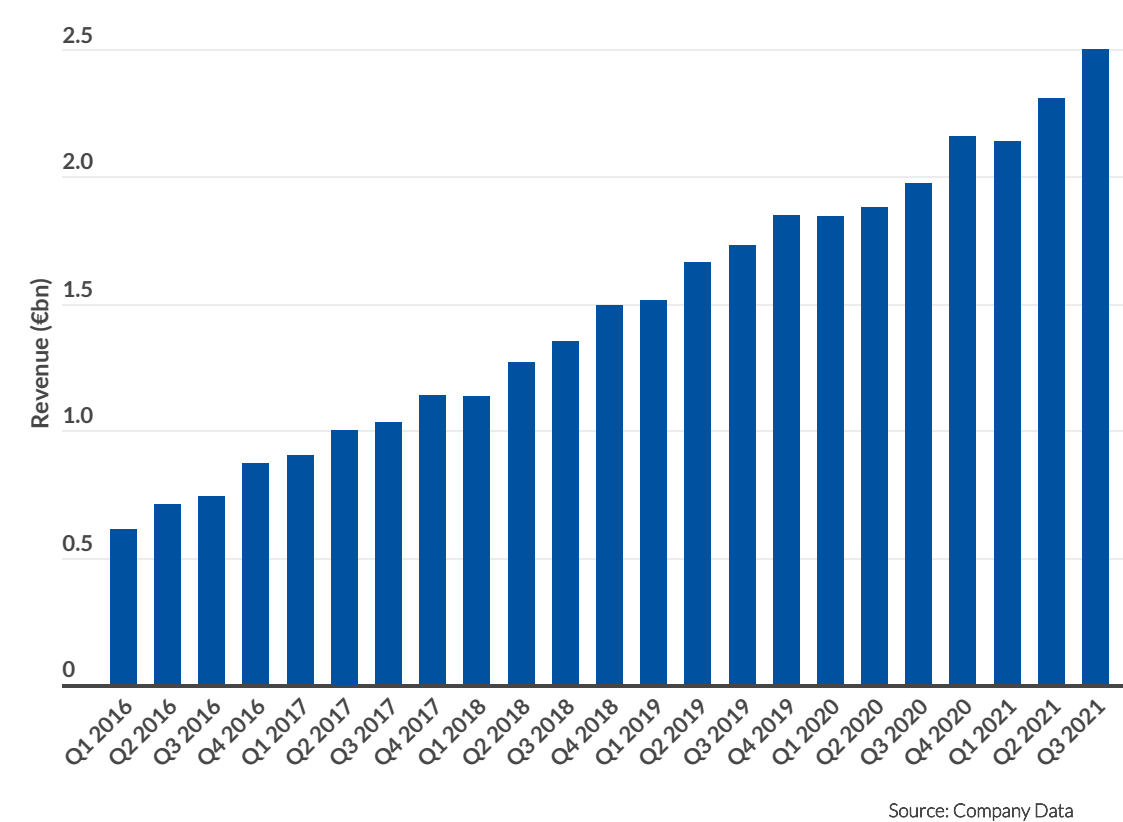
- Spotify generated €7.85 billion revenue in 2020, a 16% increase year-on-year
- Spotify has never published an operating profit. In 2020, it posted a €581 million loss
- 365 million people use Spotify once a month, 165 million are subscribers
- 70 million songs are available on Spotify and 2.9 million podcasts

Spotify overview

Launch date	23 April 2006
HQ	Stockholm, Sweden
People	Daniel Ek (CEO, co-founder), Martin Lorentzon (co-founder)
Company type	Public (NYSE: SPOT)

IPO date	3 April 2018
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Spotify revenue



Share



Spotify annual revenue

Year	Revenue
2016	€2.93 billion
2017	€4.07 billion
2018	€5.24 billion
2019	€6.75 billion
2020	€7.85 billion

Spotify ARPU

Year	Average revenue per user
Q1 2018	€4.72
Q2 2018	€4.89
Q3 2018	€4.73
Q4 2018	€4.89
Q1 2019	€4.71
Q2 2019	€4.86
Q3 2019	€4.67
Q4 2019	€4.65
Q1 2020	€4.42
Q2 2020	€4.41

Q3 2020	€4.19
Q4 2020	€4.26
Q1 2021	€4.12
Q2 2021	€4.29
Q3 2021	€4.34

Note: This does not include non-premium users

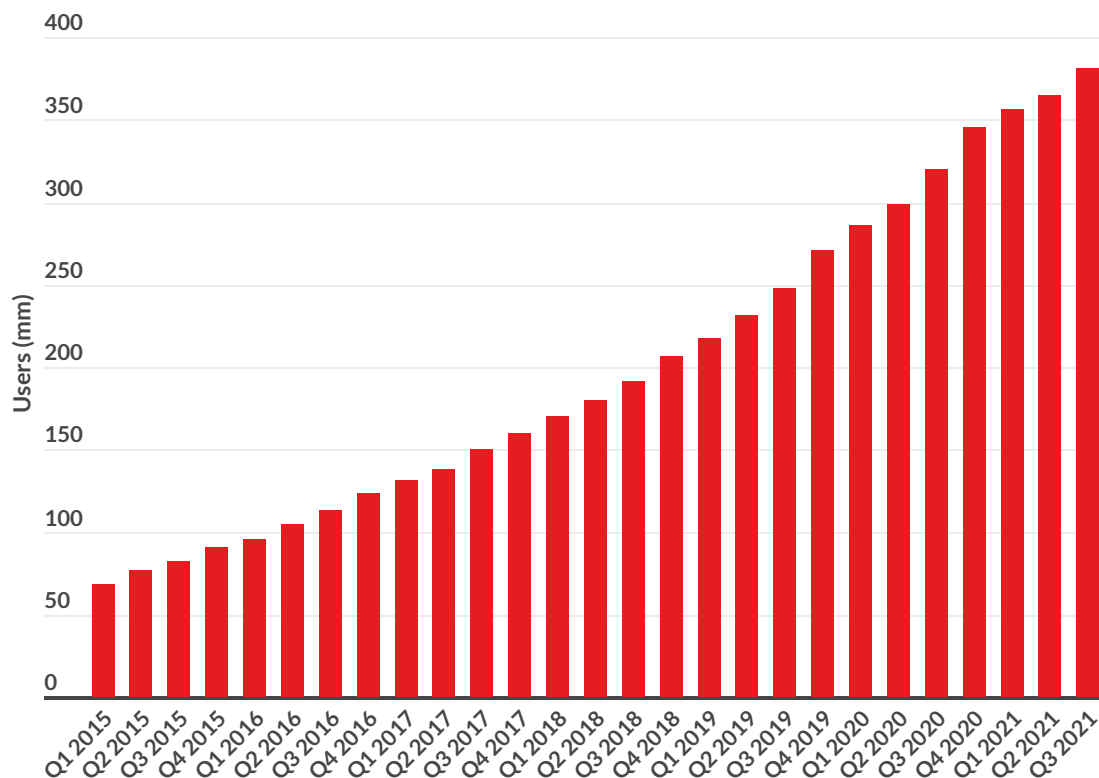
Source: Company data

Spotify profit

Year	Operating loss
2010	(€28 million)
2011	(€45 million)
2012	(€83 million)
2013	(€63 million)
2014	(€188 million)
2015	(€230 million)
2016	(€539 million)
2017	(€1.23 billion)
2018	(€78 million)
2019	(€186 million)
2020	(€581 million)

Source: Company data

Spotify users



Source: Company Data

Share



Spotify annual users

Year	Users
2015	77 million
2016	104 million
2017	138 million
2018	180 million
2019	232 million
2020	299 million
2021	365 million

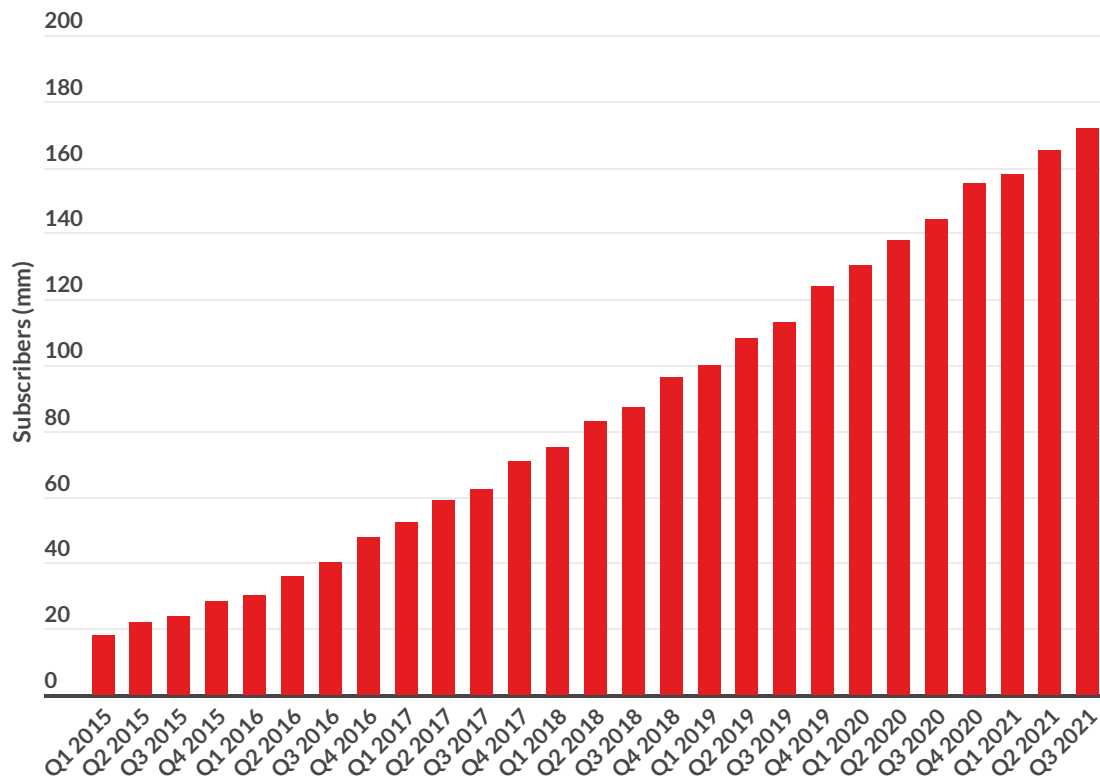
Note: Values are from Q2 of each respective year

Spotify users by region

Year	Europe	North America	Latin America	Rest of World
2016	40 million	36 million	20 million	8 million
2017	51 million	46 million	28 million	13 million
2018	67 million	56 million	38 million	20 million
2019	84 million	65 million	49 million	35 million
2020	102 million	78 million	66 million	54 million
2021	121 million	85 million	78 million	71 million

Source: Company data

Spotify subscribers



Source: Company Data

Share



Spotify annual subscribers

Year	Subscribers
2015	22 million
2016	36 million
2017	59 million
2018	83 million
2019	108 million
2020	138 million
2021	165 million

Spotify subscribers by region

Year	Europe	North America	Latin America	Rest of World
2018	33 million	26 million	17 million	7 million
2019	43 million	32 million	22 million	11 million
2020	54 million	40 million	29 million	15 million
2021	66 million	48 million	33 million	18 million

Source: Company data

Spotify age demographics

Age	Percentage of userbase
18-24	26
25-34	29

35-44	16
45-54	11
55+	19

Note: Covers U.S. age demographics

Source: [Verto Analytics](#)

Spotify gender demographics

Gender	Percentage of userbase
Female	56
Male	44

Note: Covers U.S. age demographics

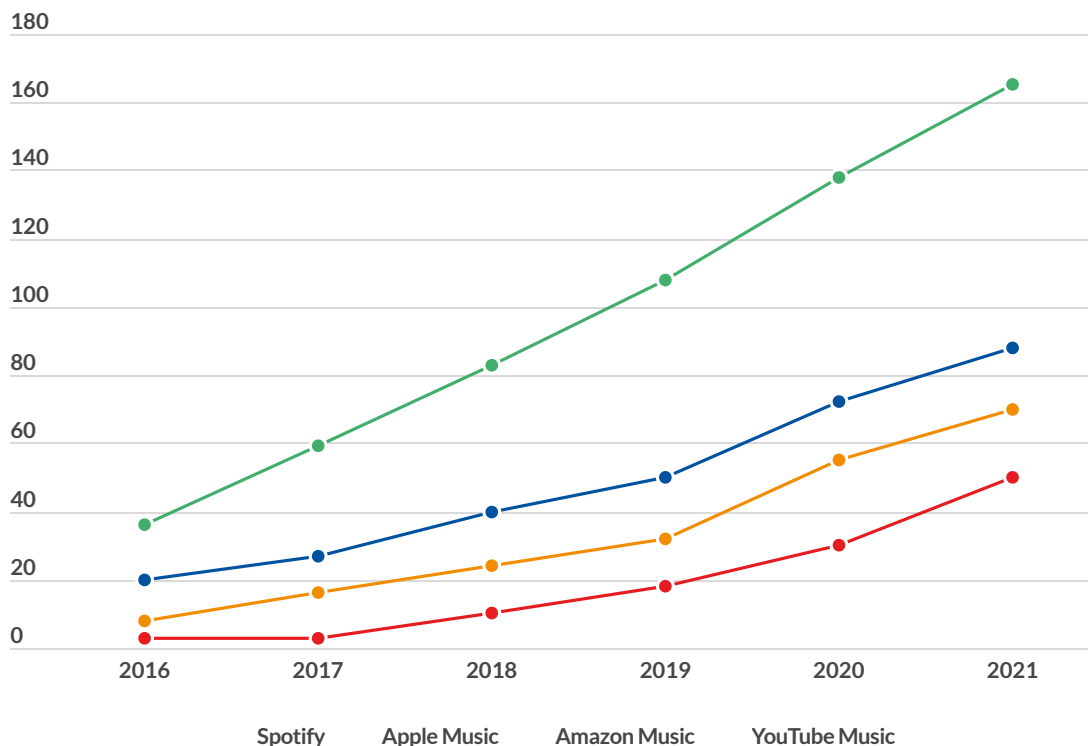
Source: [Verto Analytics](#)

Spotify usage time by region

Region	Average daily usage (minutes)
Asia Pacific	110
Europe	99
Latin America	117
Middle East & Africa	124
North America	140

Source: [GlobalWebIndex](#)

Spotify vs Apple Music: users



Sources: Company data, Edison Trends

Share

Spotify FAQ

How many songs are on Spotify?

Spotify currently holds 70 million songs in its library, with 60,000 added every day

Who is the most streamed artist on Spotify?

Drake is the most streamed artist, with more than 40 billion lifetime plays ([ChartMasters](#))

What is the most streamed song on Spotify?

Ed Sheeran's Shape of You holds the top spot at 2.9 billion plays ([full list](#))

How many countries is Spotify available in?

Spotify is currently available in 171 markets

How many Spotify users access the app once a day?

44% of users listen to Spotify on a daily basis ([Goodwater Capital](#))

How many podcasts are on Spotify?

Spotify currently holds 2.9 million podcasts in its library

How much does Spotify pay an artist per stream?

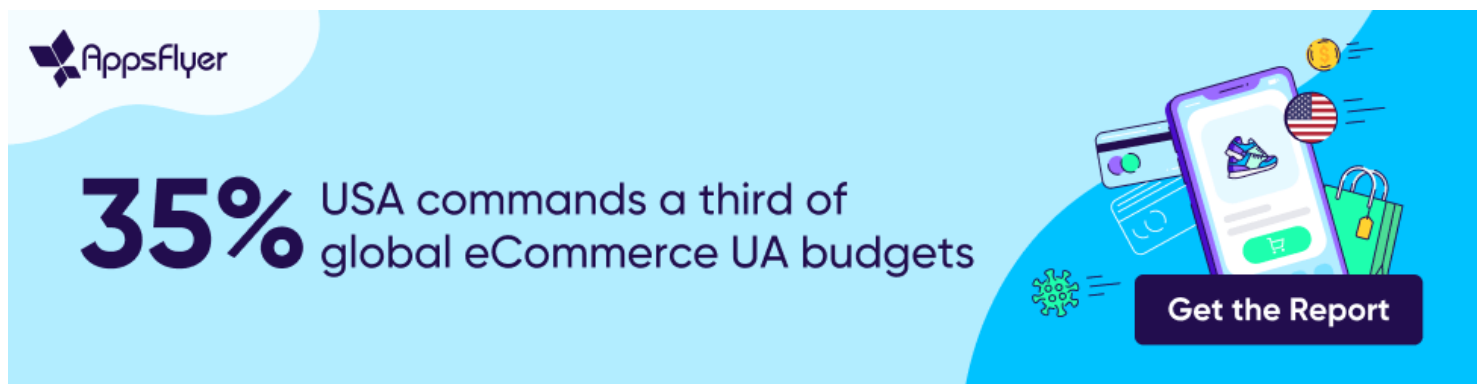
Estimates vary on how much a Spotify stream is worth to artist: from \$0.006-0.0084 to as low as \$0.00318 per stream ([The Verge/Soundcharts](#))

How much has Spotify paid out to rights holders since launch?

Spotify claims it has paid €21 billion to rights holders

More Music & Audio App Data

- [Apple Music Revenue and Usage Statistics \(2021\)](#)
- [Pandora Music Revenue and Usage Statistics \(2021\)](#)
- [Clubhouse Revenue and Usage Statistics \(2021\)](#)
- [SoundCloud Revenue And Usage Statistics \(2021\)](#)

A banner advertisement for AppsFlyer. On the left, the AppsFlyer logo is in the top left corner. Below it, the text "35% USA commands a third of global eCommerce UA budgets" is displayed in large, bold, dark blue font. On the right side, there is a graphic illustration featuring a smartphone with a shopping cart icon on its screen, a credit card, a shopping bag, and a small virus-like icon. Below the illustration is a dark blue button with the text "Get the Report" in white.

AppsFlyer

35% USA commands a third of global eCommerce UA budgets

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