



# SECONDARY RESEARCH REPORT

---

By: Stream Team

Abigail Finch, Lila Henningsen, Margaux Lawrence, and Mia Ciocca

# 4P'S OF CLIENT

- **Product:** Music Streaming Platform
- **Price:**
  - Free, with ads
  - \$5.99/month
  - \$11.99/month
  - \$16.99/month
  - \$19.99/month
- **Place:** Web access is <https://www.spotify.com/us/download/mac/> , App Store, Google Play, Microsoft Store, Amazon App Store
- **Promotion:**
  - Social Media, New Media Advertisements (ads, commercials, digital posters), Spotify Wrapped
  - Get a 3-month free trial on Spotify for Premium Individual new subscribers



# 4P'S OF COMPETITOR- APPLE MUSIC

- **Product:** Music Streaming Platform
- **Price:**
  - \$10.99/month
  - \$5.99/month
  - \$16.99/month
- **Place:** Web access is [music.apple.com](https://music.apple.com), App Store, Microsoft Store, Google Play Store
- **Promotion:**
  - Social Media, New Media advertisements (ads, commercials), Superbowl
  - Traditional Media (billboards)
  - Get a 1-month free trial on Apple music for Individual and Student membership new subscribers
  - Get a 3-month free trial on Apple music for Family membership new subscribers



# 4P'S OF COMPETITOR- YOUTUBE MUSIC

- **Product:** Music Streaming platform
- **Price:**
  - Free, with ads
  - \$5.49 - \$7.99/month
  - \$10.99 - \$13.99/month
  - \$16.99 - \$22.99/month
- **Place:** Web access is [music.youtube.com](https://music.youtube.com), Google Play Store, App Store
- **Promotion:**
  - Advertises within the YouTube platform
  - Individuals can pay \$109.99 - \$139.99 / year to save 15% compared to the Individual monthly plan.



# 4P'S OF COMPETITOR- AMAZON MUSIC

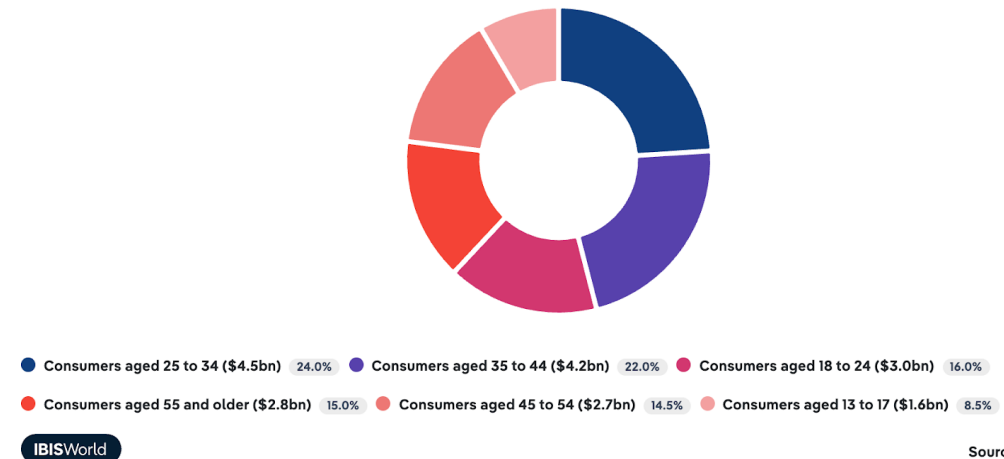
- **Product:** Music Streaming platform
- **Price:**
  - Free, limited
  - \$5.99/month
  - \$10.99/month
  - \$11.99/month
  - \$19.99/month
- **Place:** Web access is [music.amazon.com](https://music.amazon.com), App Store, Google Play Store
- **Promotion:**
  - Advertises within Amazon services and on their platforms
  - 4-month free trial on Amazon Music Unlimited
  - Amazon Music is bundling subscriptions with Audible



# CONSUMER ANALYSIS

- Spotify's main consumer is people ages 25-34 who are leading in the company's revenue contribution.
- Spotify targets the young audience of 18-24 year-olds as well due to their high demand for streaming, engagement with emerging artists, and consistency of participation in media trends.

Music Streaming Services in the US  
**Major Markets Segmentation**  
Industry revenue in 2025 broken down by key markets



# INDUSTRY ANALYSIS

Industry Trends

- Revenue Growth (2020–2025)
- Market Size (2025)
- Overall Subscribers
- Lifecycle Stage = Growth Phase

# INDUSTRY ANALYSIS

Consumer Trends



- TikTok has become a major driver of music discovery
- Gen Z and teens are vital for trend-setting and future growth but require low-cost/free entry points and social features
- Spotify has teamed up with fitness subscriptions such as Strava in 2023 and Peloton in 2021



# INDUSTRY ANALYSIS

External Factors

- 432 million people have mobile internet connections in 2025 and 503.5 million are projected to have mobile internet connections in 2030
- Privacy regulations are external influences
- AI is driving personalized music recommendations

# SWOT- STRENGTHS

- Strong brand awareness
- Plans that meet everyone's needs are accessible
- The market leader of making money
- They have a data set of over 700 million + playlists
- Successful advertisement methods
- Excellence in use of AI
- One-stop platform

## SWOT- WEAKNESSES

- Expensive
- Flawed app design (cluttered, confusing)
- Dependent on online connection (wifi, stable internet)
- Narrow target market
- Predominantly in the United States

## SWOT- OPPORTUNITIES

- Leverage TikTok-driven music discovering
- Expanding fan monetization tools (e.g. affiliate links to merch)
- Partnering and bundling with fitness subscriptions/apps
- Older demographic format/setting/layout

## SWOT- THREATS

- Market saturation
- More costly streaming compared to some competitors
- Customers can share accounts
- Consumer fatigue with subscription services
- Constant shifts in technology

# PROBLEM STATEMENTS

Statement 1

Spotify does not target Generation X causing them to be missing out on a loyal, high-income audience.

# PROBLEM STATEMENTS

Statement 2

Spotify does not go out of their way to highlight things that make them unique. We want our client to stand out from their competitors like Apple and Amazon, who promote their bundle services.

# PROBLEM STATEMENTS

Statement 3

For older users, the platform and organization of the app can be confusing. It does not align with Spotify's goal of being fully accessible, and it could make older users stray away from using the platform.



# PROBLEM STATEMENTS

Statement 4

Spotify's main audience is people who live in the U.S. which means they should target overlooked audiences to expand their profit, growth, and awareness.

# COMMUNICATION OBJECTIVES

## Objective 1

Connect with Gen X. Create content and messages that actually speak to this group and show how Spotify fits into their everyday life.

# COMMUNICATION OBJECTIVES

## Objective 2

Show off what makes Spotify different. Push the features that set it apart, like personalized playlists, podcasts, and audiobooks, so people see it as more than just another streaming app.

# COMMUNICATION OBJECTIVES

## Objective 3

Get people using more features. Encourage users to branch out and try podcasts, audiobooks, or playlist sharing to keep them more engaged and loyal.

# COMMUNICATION OBJECTIVES

Objective 4

Find out what specifically resonates with  
audiences.

# WORKS CITED

- AdForum. (2025). *Spotify Wrapped*. AdForum.
- <https://texastcu.adforum.com/creative-work/search?brand=apple+music&o=date>
- Amazon. (2025). Amazon Music. <https://music.amazon.com/>
- Apple. (2025). Apple Music. <https://www.apple.com/apple-music/>
- Curtis, W. (2025, July). *Music Streaming Services in the US*. IBISWorld Industry Reports.
- <https://my.ibisworld.com/us/en/industry-specialized/OD6193/at-a-glance>.
- Sevilla, Gadjó. (2025). *Music streaming hits 100 million paid subscriber milestone, but growth is slowing*. EMarketer.
- <https://content-na1.emarketer.com/music-streaming-hits-100-million-paid-subscriber-milestone--growth-slowing>.
- Spotify Newsroom. (2021). *Spotify and Peloton Partner to Help You Break a Sweat Without Missing a Beat*. Spotify.
- <https://newsroom.spotify.com/2021-11-03/spotify-and-peloton-partner-to-help-you-break-a-sweat-without-missing-a-beat/>.
- Spotify Newsroom. (2023). *Spotify and Strava Team Up for a First-Place Integration*. Spotify.
- <https://newsroom.spotify.com/2023-04-12/spotify-strava-integration-stream-track-workout/>.
- YouTube. (2025). YouTube Music. <https://music.youtube.com/>