A look at how recorded music is enjoyed around the world
Music listening is popular across the world.

Device usage across age groups is varied.

A global picture of music lovers.

The world's favourite genres.

Music purchasing habits vary across age groups.

Across the world, radio remains an important part of people's listening experience.

23% stream rip music from illegal sites.

Social media plays a big part in engagement with music.

25.6hrs Time spent listening to music each week in Mexico.

Home-grown talent amongst favourite genres.

Radio listening

Unlicensed music

Country focus: China

Country focus: India

Country focus: Mexico

Country focus: South Korea
This report paints a vibrant picture of a world enjoying the widespread availability of rich and varied music. Record companies work every day to make this happen.

As we explore listening habits at a country level, we see how fans are embracing local genres, not only enriching their lives but also shaping their culture.
Across the world, more music is being listened to in increasingly varied ways. Based on research conducted by IFPI in 2019 across 19 leading music markets this report provides an insight into music listening habits.

**Music listening in 2019**

*89%* listen to music through on-demand streaming

**Streaming music popular globally**

There is a surge when it comes to older age groups using music streaming services

The highest rate of growth for use of streaming services is in the 35-64 age group

**More than 2.6 hrs daily**

That is the equivalent of listening to **52** three minute tracks

**Time spent listening to music each week is up**

More than the 17.8-hour average in 2018

**54%** say they love or are fanatical about music

**Fans are highly engaged with music**

Of 35-64s, **23%** used a music streaming service in the past month

**Copyright infringement remains a threat**

(8% from 2018)
In 2019, engagement with on-demand streaming is high across both paid and free services and all age groups. For audio streaming, access to large catalogues of music and convenience are cited as top reasons for using a streaming service.
Device usage across age groups is varied.

Rapid adoption of smartphones by younger users.

Global device share of music listening time

- **Smartphone**: 27%
- **Radio**: 29%
- **Hi-Fi or turntable**: 8%
- **Computer / laptop**: 19%
- **Other mobile device**: 4%
- **Other**: 6%

Number that used smart speakers for music in the last three months

- **Global**: 20%
- **US**: 34%
- **UK**: 30%
- **Germany**: 22%
- **Sweden**: 19%

Younger users rapidly adopting smartphones for music listening

- **Global**
  - Share of music listening on a smartphone: 27%
  - 44% of 16-24-year olds’ total music listening time is on a smartphone
  - 68% of 16-24-year olds chose a smartphone when asked “If you only had one device to listen on...”
Across the world, highly engaged music fans are exploring new ways to listen to their favourite artists.

Music is loved globally

- More than half say they love or are fanatical about music: 54%
- Loving music is highest amongst 16-24s: 63%
- Only a small number say music is ‘unimportant’ to them: 2.5%

Top three listening activities:

- In the car: 70%
- Relaxing at home: 64%
- Cooking or cleaning: 51%

A profile of music lovers

- Listen to 50% more music each week: 75%
- Listen to 75% more music on-demand (e.g. through streaming services): 54%
- Listen to twice as much music through streaming services: 63%
- Are almost twice as likely to use audio streaming for music: 62%
- Are twice as likely to pay for a streaming subscription: 59%
- Listen to twice as much music on CD or vinyl: 59%
- Are more than twice as likely to use TikTok and Snapchat on a daily basis: 57%
- Listen to music at gigs or concerts almost three times as much: 75%
This year’s Top 10 paints a diverse picture of music listening, with local genres performing well in numerous countries.

**Top 10 favourite genres globally**

#01 | Pop
#02 | Rock
#03 | Oldies
#04 | Hip-hop/Rap
#05 | Dance/Electronic
#06 | Indie/Alternative
#07 | K-Pop
#08 | Metal
#09 | R&B
#10 | Classical

**Local music genres embraced by fans**

- **Dutch Hip-hop/Rap**: 40%
- **French-Language sung poetry**: 16%
- **French-Language pop**: 33%
- **Korean Pop**: 69%
- **French-Language latin pop**: 57%
- **French-Language Latin**: 45%
- **French-Language K-Pop**: 25%
- **French-Language Disco Polo**: 18%

**Hip-hop and rap popular with young fans globally**

- 16-24s are more than four times as likely to choose hip-hop or rap as their favourite genre as any other age group.
- In South Africa (27%), Russia (23%), Poland (24%) and Germany (21%) more than one in five 16-24s say hip-hop / rap is their favourite genre.
- In France, over a quarter (26%) of 16-24s say that French-language urban music or hip-hop / rap is their favourite genre.
A snapshot of engagement with physical formats and digital downloads globally.

Music purchasing around the world

Any music purchased in the last month (CDs, vinyl, downloads)
Radio listening

Across the world, radio remains an important part of people’s music listening experience.

Devices used to listen to music on the radio

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use a smartphone</td>
<td>51%</td>
</tr>
<tr>
<td>Use a standalone radio</td>
<td>45%</td>
</tr>
<tr>
<td>Use a smart speaker or voice-activated speaker</td>
<td>10%</td>
</tr>
</tbody>
</table>

Total hours spent listening to music on broadcast radio

<table>
<thead>
<tr>
<th>Country</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netherlands</td>
<td>10.5 hrs</td>
</tr>
<tr>
<td>Poland</td>
<td>9 hrs</td>
</tr>
<tr>
<td>Germany</td>
<td>8.3 hrs</td>
</tr>
<tr>
<td>New Zealand</td>
<td>7.3 hrs</td>
</tr>
<tr>
<td>South Africa</td>
<td>7 hrs</td>
</tr>
</tbody>
</table>

Radio listening includes broadcast radio (live or catch-up) and internet radio stations or services. It does not include the "radio" function on dedicated music streaming services.
Using unlicensed sources to listen to or download music, otherwise known as copyright infringement, remains a threat to the music ecosystem.

Access to music through copyright infringement

- **27%**
  - Of those accessing content by unlicensed means would choose on-demand streaming to find and listen to music if copyright infringement was no longer an option.

- **38%**
  - Of 16-24s used copyright infringement as a way to listen to or obtain music in the past month.

- **23%**
  - Stream rip music

- **34%**
  - Stream ripping is the illegal practice of creating a downloadable file from content that is available to stream online. It is now the most prevalent form of online music copyright infringement.
Social media plays a large part in engagement with music.

**Country focus: China**

Time spent listening to music each week

17.7 hrs

Device usage in past three months

96% use smartphones to listen to music

Listening activities

- **Relaxing at home**: 62%
- **In the car**: 44%
- **At Karaoke**: 24%

Listening activities

Favourite genre

- #01 | Pop
- #02 | Oldies
- #03 | C-Pop
- #04 | Soundtracks
- #05 | Folk
- #06 | Classical / Opera
- #07 | Rock
- #08 | Dance / Electronic
- #09 | Singer-songwriter
- #10 | Chinese Traditional Opera

Social media usage

74% use social media sites or apps to listen to music or watch music videos

*Any social media sites or apps used to listen to music or watch music videos in the last day*
Local music dominates favourite genres.

**Time spent listening to music each week**

19.1 hrs

**Device usage in past three months**

97% use smartphones to listen to music

**Listening activities**

- Relaxing at home: 75%
- In the car: 62%
- At a party: 45%

**Social media usage**

62% use social media sites or apps to listen to music or watch music videos

**Favourite genre**

- #01 | Bollywood New
- #02 | Bollywood Old (Kishore, Rafi etc.)
- #03 | Other regional music (e.g. Telugu, Tamil, Marathi, Bhojpuri)
- #04 | Punjabi
- #05 | Pop
- #06 | Hip-Hop / Rap
- #07 | Oldies
- #08 | Devotional / Spiritual Music
- #09 | Indian Classical Music – Hindustani
- #10 | Soundtracks

*Any social media sites or apps used to listen to music or watch music videos in the last day
Highly engaged listeners in Mexico embrace music in all aspects of their lives.

Country focus

Mexico

Time spent listening to music each week

25.6 hrs

Device usage in past three months

95% of consumers use smartphones to listen to music.

Listening activities

- On my commute: 52%
- Exercising / at the gym: 45%
- At bars or clubs: 44%

Favourite genre

- #01 | Rock
- #02 | Pop
- #03 | Latin pop
- #04 | Regional Mexican
- #05 | Oldies
- #06 | Dance / Electronic
- #07 | Latin
- #08 | Reggaeton
- #09 | Indie / Alternative
- #10 | Metal

Social media usage

56% use social media sites or apps to listen to music or watch music videos.

*Any social media sites or apps used to listen to music or watch music videos in the last day
Home-grown talent amongst favourite genres.

Country focus: South Korea

Time spent listening to music each week

13.9 hrs

Device usage in past three months

<table>
<thead>
<tr>
<th>90%</th>
<th>43%</th>
</tr>
</thead>
<tbody>
<tr>
<td>use smartphones to listen to music</td>
<td>of total music listening time is on a smartphone</td>
</tr>
</tbody>
</table>

Listening activities

<table>
<thead>
<tr>
<th>62%</th>
<th>52%</th>
<th>36%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxing at home</td>
<td>In the car</td>
<td>On my commute to work or school / college</td>
</tr>
</tbody>
</table>

Favourite genre

<table>
<thead>
<tr>
<th>#01</th>
<th>K-Pop</th>
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<tr>
<td>#02</td>
<td>Pop</td>
</tr>
<tr>
<td>#03</td>
<td>K-Trot</td>
</tr>
<tr>
<td>#04</td>
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</tr>
<tr>
<td>#09</td>
<td>Christian / Gospel</td>
</tr>
<tr>
<td>#10</td>
<td>Hip-Hop / Rap</td>
</tr>
</tbody>
</table>
IFPI is the organisation that promotes the interests of the international recording industry worldwide. Its membership comprises some 1,300 major and independent companies in almost 60 countries. It also has affiliated industry groups in 56 countries. IFPI’s mission is to promote the value of recorded music, campaign for the rights of record producers and expand the commercial uses of recorded music in all markets where its members operate.
Based on research conducted by IFPI in 2018, this report provides a snapshot of how consumers across 18 of the world's leading music markets are engaging with recorded music.