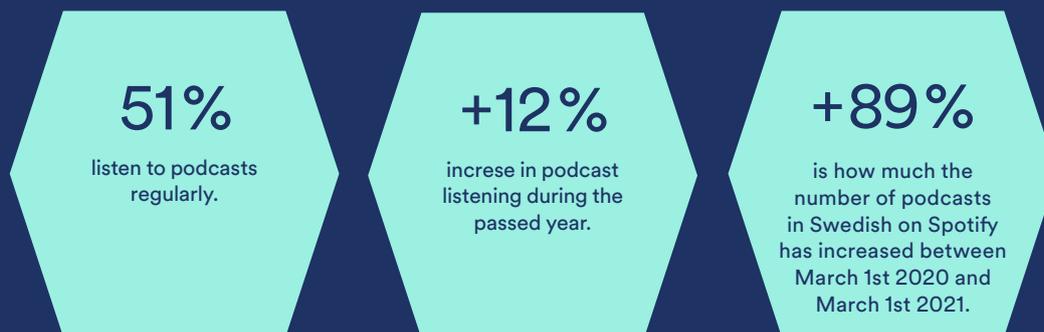


The Swedish Podcast Report 2021

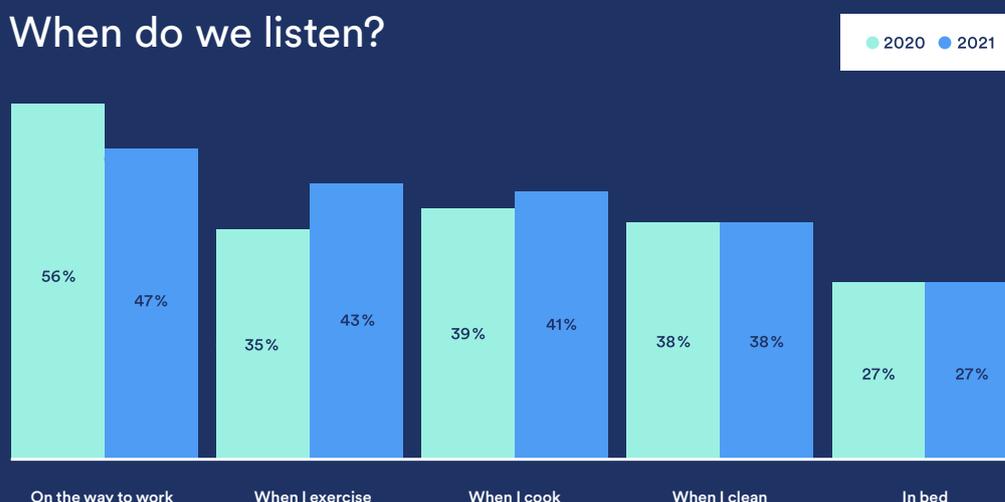
The Swedish podcast industry is continuing to grow – with more listeners and more content to choose from

More than half of all Swedes aged between 18–79 listen to podcasts regularly, i.e. at least once a month. And more than every third listen every week. The group that listens at least once a week has increased by 12 percent during the passed year.*



When frequent podcast listeners are asked about which app(s) they most often use, a majority, 48%, state that they use Spotify.*

When do we listen?



The 'new normal' has affected podcast listening

The pandemic has also impacted the Swedish podcast landscape and our listening habits.

1 in 3

Swedes state that they listen more to podcasts today than before the pandemic.*

40%

of podcast listeners aged 65–79 state that they listen more to podcasts now than before the pandemic.*

Podcasts are a source of entertainment, knowledge and news

The main reason for listening to a podcast is to be entertained, with more than 1 in 2 respondents (52%) giving this reason. However, almost as many (47%) say they listen to podcasts to gain greater knowledge and almost 1 in 4 (23%) to keep themselves up-to-date.

7 in 10

think that listening to podcasts increases their **knowledge of society** to a quite large or very large extent.*

3 in 4

have **high levels of confidence** that podcast content is truthful and correct.*

Almost
40%

discuss the content with other people very or quite often.*

30%

state that their opinions are affected by podcasts to a very or quite high degree.*

Women discuss podcasts more than men. Among women, 44 percent discuss the content of a podcast very or quite often. We also see that the 18–44 age group is more likely to discuss podcast content than other age groups.*

Societal topics are the most popular – fiction increases the most

On Spotify, podcasts relating to society top the list over most popular genres in 2020. Fiction is the genre that has increased the most on Spotify during the passed year (338% between 2019 and 2020) and history is the subject that most Swedes state that they want to hear more of in the future.*

Most popular podcast genres on Spotify in 2020:



Society and
culture



Comedy



News and
politics



Education



Lifestyle and
health

29%

of Swedes could imagine
starting a podcast.

The interest in starting a podcast is still high. Just like last year, 1 in 4 can imagine doing so. The greatest interest in starting a podcast is amongst men in the 18–29 age group.*

About The Swedish Podcast Report 2021

The Swedish Podcast Report by Spotify is an annual state report on the podcast's power and role in Sweden. The first edition of the report was published in May 2020. The report is based on a survey conducted by Kantar Sifo on behalf of Spotify. The survey has also been supplemented with data from Spotify collected in 2020 and a report from Omnicom from September 2020 based on WARC data.

Kantar Sifo's survey was conducted in Kantar Sifo's online panel. It consists of a representative sample of the public between the ages of 18 and 79. A background question on podcasting has been asked to 3,345 people. 1,000 interviews have since been conducted in the group that listens to podcasts at least once a week. The interviews were conducted from 17 to 23 February 2021.

*From Kantar Sifo's survey. **From Spotify's own data.