



Spotify India 3 years in



+1,50,000

User playlists created everyday

Cities and towns that streamed Spotify in 2021



+7500



Haryanvi Pop

One of the most exported genres to the world

Popular music languages

English | हिन्दी (Hindi) | ਪੰਜਾਬੀ (Punjabi) | తెలుగు (Telugu) | தமிழ் (Tamil) | 한국어 (Korean)

Top RADAR artists

- 1 Adarsh Rao
- 2 Anuv Jain
- 3 NAALAYAK
- 4 OAFF
- 5 Kayan

Top emojis for Spotify playlists 🖤 ✨ 🔥 😍 💜

4

of the top 10 podcasts are influencer-led

Popular podcast genres in languages

বাংলা (Bengali) 🖤 Fiction, Arts, Comedy

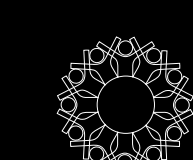
हिन्दी (Hindi) 🖤 Society & Culture, Fiction, Education

മലയാളം (Malayalam) 🖤 Comedy, Education, Health & Fitness

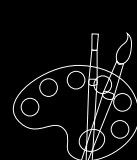
தமிழ் (Tamil) 🖤 Comedy, Arts, Education

ਪੰਜਾਬੀ (Punjab) 🖤 Society & Culture, Religion & Spirituality, Education

Podcasts Gen-Z is listening to



Society & Culture



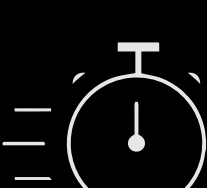
Arts



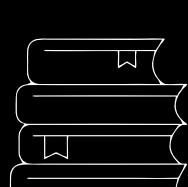
Education



Comedy



Short-form content resonates most with these listeners



They listen to podcasts for **learning and knowledge**

*Data from Feb 15, 2021 - Feb 15, 2022