

Online Music Streaming Market By Service (On-demand streaming, Live streaming), By Revenue Model (Subscription, Non-subscription), By Platform (App, Browser), By End-User (Individual, Commercial), By Content Type (Audio, Video): Global Opportunity Analysis and Industry Forecast, 2025-2034

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Abstracts

The online music streaming market was valued at \$17,732.9 million in 2024 and is estimated to reach \$52,565.8 million by 2034, exhibiting a CAGR of 11.6% from 2025 to 2034.

Online music streaming is the process of listening to music through the internet without downloading the songs. Users can play songs, albums, or playlists directly from websites or apps on phones, computers, smart speakers, or other connected devices. Music is sent in small parts from remote servers, which allows playback to begin almost instantly. The sound quality adjusts automatically based on internet speed to keep the music playing smoothly. Online music streaming offers access to large music libraries through free or paid services, which makes it easy to listen as per user convenience.

The rise in popularity of subscription-based models has significantly increased demand in the global online music streaming market by offering users an affordable and uninterrupted listening experience. Unlike ad-supported models, subscription services provide high-quality audio, offline access, and curated playlists, which attract users seeking convenience and premium features.

Platforms such as Spotify, Apple Music, and Amazon Music have seen consistent growth in paying subscribers, driven by monthly pricing plans that cater to various

income levels and usage patterns. The flexibility of individual, student, and family plans has widened adoption across demographics, which has encouraged users to shift from free to paid tiers. Thus, subscription-based services remain the primary revenue driver, offering ad-free and high-quality audio experiences. Bundling of music with podcasts, audiobooks, and podcasts is also a strong engagement tool. Platforms are increasingly offering live video performances, virtual concerts, and interactive content, alongside user-generated music videos and shared playlists, thus enhancing community engagement and retention.

Emerging trends and innovation continue to help key market players remain competitive in the market. Platforms such as Spotify and others are exploring direct licensing and higher royalty structures to address artist concerns, which is exacerbated by the rise of AI-generated content. AI and Machine Learning power hyper-personalization, from mood-based playlists and ?AI DJs? to dynamic recommendations, thus boosting user engagement.

The online music streaming market is divided into service, revenue model, platform, end user, content type, and region. By service, the market is segmented into on-demand streaming, and live streaming. By revenue model, the market is bifurcated into subscription and non-subscription. By platform, the market is categorized into app and browser. By end user, the market is fragmented into individual and commercial. By content type, the market is segregated into audio and video. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings of the Study

By service, the on-demand streaming segment was the highest revenue contributor to the market in 2024.

By revenue model, the subscription segment was the largest segment in 2024.

By platform, the app segment dominated the global online music streaming market in 2024.

By end user, the individual segment was the leading segment in 2024.

By content type, the audio segment was the largest segment in 2024.

Region-wise, North America was the highest revenue contributor in 2024.

The key players operating in the global online music streaming industry include Amazon, Inc. (Amazon Music), Anghami, Apple, Inc. (Apple Music), Deezer,

iHeartMedia Inc., NetEase, Inc. (NetEase Cloud Music), Pandora Media, LLC, Spotify AB, TIDAL, and Tencent Music Entertainment.

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Go To Market Strategy

Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

SWOT Analysis

Key Market Segments By Service

On-demand streaming

Live streaming

By Revenue Model

Subscription

Non-subscription

By Platform

App

Browser

By End-User

Commercial

Individual

By Content Type

Audio

Video

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Netherlands

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Argentina

South Africa

Saudi Arabia

UAE

Rest of LAMEA

Key Market Players

Apple, Inc.

Tencent Music Entertainment

NetEase, Inc.

iHeartMedia, Inc.

Spotify AB

Amazon

Anghami

Deezer

Tidal

Pandora Media, LLC

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