

# **Global Podcast Advertising Market Size study & Forecast, by Ad Type (Pre-roll Ads, Host-read Ads, Supplied Ads), By Campaign Type, By Content Genre (New & Politics, Society & Culture), By End-user, and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Podcast Advertising Market is valued approximately at USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. The podcast advertising market refers to the industry segment dedicated to promoting products, services, or brands through audio advertisements inserted into podcasts. These advertisements can take various formats, including host-read endorsements, pre-recorded spots, sponsorships, and branded content. The market encompasses advertisers, podcast creators, advertising agencies, ad networks, and technology platforms facilitating ad insertion and measurement. The market growth is driven by key factors such as surge in the adoption of influencer marketing strategies, collaborations between brands and podcast creators, and expansion of podcast audience.

As per Statista, the surging interest in podcasts is reflected in the global number of listeners, which soared to a record high of 485 million consumers worldwide in 2020. As the podcast market continues to expand, projections indicate a further increase to over 800 million users by 2025. In the United States, 44% of respondents aged 26 to 35 reported listening to podcasts, compared to only 22% of users over the age of 56. Similar trends are observed in other countries such as Canada, Germany, and the United Kingdom. also, podcast publisher Wondery is projected to grow its revenue from \$10 million in 2018 to USD 25 million in 2019. This forecast aligns with the company's plans to extend its reach to a global audience, capitalizing on the expanding international podcast market. Wondery ranks among the largest podcast publishers in

the United States, according to listener metrics. However, measurement and attribution Challenges, Ad Fraud and Brand Safety Concerns stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Podcast Advertising Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa.

The North America region held the largest market share in 2022. the U.S. commanded over XX% of the regional market revenue, primarily due to its rapid technology adoption and mature audience base. Moreover, Canada's market is witnessing growth in audience size and engagement. Publishers are focusing on enhancing ad services, while companies are integrating audio-on-demand podcast strategies into their platforms. Additionally, the Asia Pacific region is projected to experience fastest growth, with a forecasted CAGR exceeding XX over the forecast period. The proliferation of digital devices, coupled with the increasing accessibility and popularity of podcast content, is driving market expansion in the region. Podcast streaming has become a preferred method for staying updated with new content among the region's population, with usage patterns varying across regions, age groups, and genders.

Major market player included in this report are:

Liberated Syndication

AdvertiseCast, LLC

Amazon.com, Inc.

Acast

Audacy, Inc.

Podbean

SoundCloud Limited

Spotify AB

Stitcher Media LLC

## SXM Media

### Recent Developments in the Market:

In June 2023, Acast launched host-read sponsorships on its self-serve podcast advertising platform, allowing advertisers globally to seamlessly book campaigns where podcast hosts personally deliver the sponsor's message across the Acast marketplace.

In June 2023, Cipla Limited, in collaboration with Schbang, unveiled the flagship campaign #BerokZindagi. This initiative is aimed at raising awareness about inhalers as a safe and effective treatment option for individuals with asthma, marking a significant step in their advocacy efforts.

### Global Podcast Advertising Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Ad Type, campaign Type, Content Genre, End-use, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to

incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Ad Type:

Pre-Rolls Ads

Host-Read Ads

Supplied Ads

By Campaign Type:

Brand Awareness Ad

Direct Response Ad

Branded Content

By Content Genre:

News and Politics

Society & Culture

Comedy

Sports

Others

By End-use:

BFSI

Media & Entertainment

Retail

IT & Telecommunication

Healthcare

Automotive

Travel and Tourism

Food & Beverages

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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