

# Global Podcasting Market Research Report 2023

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## Abstracts

A podcast is an episodic sequence of digital audio files that users can access and download on their devices for listening. There are various podcasting and streaming application services that present a sophisticated method to manage private consumption queues. Aside from entertainment, podcasting is being utilized by famous brands to communicate to a bound audience. Through podcasting, businesses and brands can tell their story anywhere, which assists them in establishing their jurisdiction across the industry.

According to QYResearch's new survey, global Podcasting market is projected to reach US\$ 38340 million in 2029, increasing from US\$ 18530 million in 2022, with the CAGR of 11.6% during the period of 2023 to 2029. Influencing issues, such as economy environments, COVID-19 and Russia-Ukraine War, have led to great market fluctuations in the past few years and are considered comprehensively in the whole Podcasting market research.

At present, the global communications industry is developing rapidly, with new technology highlights such as meta-universe, 5G, cloud technology application, artificial intelligence and big data, etc., which have become the main driving force for the rapid updating and iteration of the communications industry. From the perspective of competition, the industry concentration of each segment of the global communications industry is relatively high at present, and the leading companies are mainly concentrated in China and the United States. And as the R&D investment of the leading companies increases, and the related technology development becomes more and more mature, the healthy competition and cooperation among the enterprises is expected to boost the scale of the global communications industry to further increase. According to our research, the global communications industry market size in 2022 will be about 286.1 billion U.S. dollars.

## Report Scope

This report, based on historical analysis (2018-2022) and forecast calculation (2023-2029), aims to help readers to get a comprehensive understanding of global Podcasting market with multiple angles, which provides sufficient supports to readers' strategy and decision making.

## By Company

The Slate Group

Apple

Amazon.com

Entercom Communications Corporation

Sirius XM Holdings

iHeartMedia

Spotify

TuneIn

The Adecco Group

Soundcloud

## Segment by Type

Interviews

Panels

Conversational

Others

## Segment by Application

News and Politics

Society and Culture

Sports

Others

## By Region

North America

United States

Canada

Europe

Germany

France

UK

Italy

Russia

Nordic Countries

Rest of Europe

Asia-Pacific

China

Japan

South Korea

Southeast Asia

India

Australia

Rest of Asia

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

Turkey

Saudi Arabia

UAE

Rest of MEA

The Podcasting report covers below items:

Chapter 1: Product Basic Information (Definition, Type and Application)

Chapter 2: Global market size, regional market size. Market Opportunities and Challenges

Chapter 3: Companies' Competition Patterns

Chapter 4: Product Type Analysis

Chapter 5: Product Application Analysis

Chapter 6 to 10: Country Level Value Analysis

Chapter 11: Companies' Outline

Chapter 12: Market Conclusions

Chapter 13: Research Methodology and Data Source

## Contents

### 1 REPORT OVERVIEW

- 1.1 Study Scope
- 1.2 Market Analysis by Type
  - 1.2.1 Global Podcasting Market Size Growth Rate by Type: 2018 VS 2022 VS 2029
  - 1.2.2 Interviews
  - 1.2.3 Panels
  - 1.2.4 Conversational
  - 1.2.5 Others
- 1.3 Market by Application
  - 1.3.1 Global Podcasting Market Growth by Application: 2018 VS 2022 VS 2029
  - 1.3.2 News and Politics
  - 1.3.3 Society and Culture
  - 1.3.4 Sports
  - 1.3.5 Others
- 1.4 Study Objectives
- 1.5 Years Considered
- 1.6 Years Considered

### 2 GLOBAL GROWTH TRENDS

- 2.1 Global Podcasting Market Perspective (2018-2029)
- 2.2 Podcasting Growth Trends by Region
  - 2.2.1 Global Podcasting Market Size by Region: 2018 VS 2022 VS 2029
  - 2.2.2 Podcasting Historic Market Size by Region (2018-2023)
  - 2.2.3 Podcasting Forecasted Market Size by Region (2024-2029)
- 2.3 Podcasting Market Dynamics
  - 2.3.1 Podcasting Industry Trends
  - 2.3.2 Podcasting Market Drivers
  - 2.3.3 Podcasting Market Challenges
  - 2.3.4 Podcasting Market Restraints

### 3 COMPETITION LANDSCAPE BY KEY PLAYERS

- 3.1 Global Top Podcasting Players by Revenue
  - 3.1.1 Global Top Podcasting Players by Revenue (2018-2023)
  - 3.1.2 Global Podcasting Revenue Market Share by Players (2018-2023)

- 3.2 Global Podcasting Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Players Covered: Ranking by Podcasting Revenue
- 3.4 Global Podcasting Market Concentration Ratio
  - 3.4.1 Global Podcasting Market Concentration Ratio (CR5 and HHI)
  - 3.4.2 Global Top 10 and Top 5 Companies by Podcasting Revenue in 2022
- 3.5 Podcasting Key Players Head office and Area Served
- 3.6 Key Players Podcasting Product Solution and Service
- 3.7 Date of Enter into Podcasting Market
- 3.8 Mergers & Acquisitions, Expansion Plans

## **4 PODCASTING BREAKDOWN DATA BY TYPE**

- 4.1 Global Podcasting Historic Market Size by Type (2018-2023)
- 4.2 Global Podcasting Forecasted Market Size by Type (2024-2029)

## **5 PODCASTING BREAKDOWN DATA BY APPLICATION**

- 5.1 Global Podcasting Historic Market Size by Application (2018-2023)
- 5.2 Global Podcasting Forecasted Market Size by Application (2024-2029)

## **6 NORTH AMERICA**

- 6.1 North America Podcasting Market Size (2018-2029)
- 6.2 North America Podcasting Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 6.3 North America Podcasting Market Size by Country (2018-2023)
- 6.4 North America Podcasting Market Size by Country (2024-2029)
- 6.5 United States
- 6.6 Canada

## **7 EUROPE**

- 7.1 Europe Podcasting Market Size (2018-2029)
- 7.2 Europe Podcasting Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 7.3 Europe Podcasting Market Size by Country (2018-2023)
- 7.4 Europe Podcasting Market Size by Country (2024-2029)
- 7.5 Germany
- 7.6 France
- 7.7 U.K.
- 7.8 Italy

7.9 Russia

7.10 Nordic Countries

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific Podcasting Market Size (2018-2029)

8.2 Asia-Pacific Podcasting Market Growth Rate by Region: 2018 VS 2022 VS 2029

8.3 Asia-Pacific Podcasting Market Size by Region (2018-2023)

8.4 Asia-Pacific Podcasting Market Size by Region (2024-2029)

8.5 China

8.6 Japan

8.7 South Korea

8.8 Southeast Asia

8.9 India

8.10 Australia

## **9 LATIN AMERICA**

9.1 Latin America Podcasting Market Size (2018-2029)

9.2 Latin America Podcasting Market Growth Rate by Country: 2018 VS 2022 VS 2029

9.3 Latin America Podcasting Market Size by Country (2018-2023)

9.4 Latin America Podcasting Market Size by Country (2024-2029)

9.5 Mexico

9.6 Brazil

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Podcasting Market Size (2018-2029)

10.2 Middle East & Africa Podcasting Market Growth Rate by Country: 2018 VS 2022 VS 2029

10.3 Middle East & Africa Podcasting Market Size by Country (2018-2023)

10.4 Middle East & Africa Podcasting Market Size by Country (2024-2029)

10.5 Turkey

10.6 Saudi Arabia

10.7 UAE

## **11 KEY PLAYERS PROFILES**

11.1 The Slate Group



- 11.1.1 The Slate Group Company Detail
- 11.1.2 The Slate Group Business Overview
- 11.1.3 The Slate Group Podcasting Introduction
- 11.1.4 The Slate Group Revenue in Podcasting Business (2018-2023)
- 11.1.5 The Slate Group Recent Development
- 11.2 Apple
  - 11.2.1 Apple Company Detail
  - 11.2.2 Apple Business Overview
  - 11.2.3 Apple Podcasting Introduction
  - 11.2.4 Apple Revenue in Podcasting Business (2018-2023)
  - 11.2.5 Apple Recent Development
- 11.3 Amazon.com
  - 11.3.1 Amazon.com Company Detail
  - 11.3.2 Amazon.com Business Overview
  - 11.3.3 Amazon.com Podcasting Introduction
  - 11.3.4 Amazon.com Revenue in Podcasting Business (2018-2023)
  - 11.3.5 Amazon.com Recent Development
- 11.4 Entercom Communications Corporation
  - 11.4.1 Entercom Communications Corporation Company Detail
  - 11.4.2 Entercom Communications Corporation Business Overview
  - 11.4.3 Entercom Communications Corporation Podcasting Introduction
  - 11.4.4 Entercom Communications Corporation Revenue in Podcasting Business (2018-2023)
  - 11.4.5 Entercom Communications Corporation Recent Development
- 11.5 Sirius XM Holdings
  - 11.5.1 Sirius XM Holdings Company Detail
  - 11.5.2 Sirius XM Holdings Business Overview
  - 11.5.3 Sirius XM Holdings Podcasting Introduction
  - 11.5.4 Sirius XM Holdings Revenue in Podcasting Business (2018-2023)
  - 11.5.5 Sirius XM Holdings Recent Development
- 11.6 iHeartMedia
  - 11.6.1 iHeartMedia Company Detail
  - 11.6.2 iHeartMedia Business Overview
  - 11.6.3 iHeartMedia Podcasting Introduction
  - 11.6.4 iHeartMedia Revenue in Podcasting Business (2018-2023)
  - 11.6.5 iHeartMedia Recent Development
- 11.7 Spotify
  - 11.7.1 Spotify Company Detail
  - 11.7.2 Spotify Business Overview

- 11.7.3 Spotify Podcasting Introduction
- 11.7.4 Spotify Revenue in Podcasting Business (2018-2023)
- 11.7.5 Spotify Recent Development
- 11.8 TuneIn
  - 11.8.1 TuneIn Company Detail
  - 11.8.2 TuneIn Business Overview
  - 11.8.3 TuneIn Podcasting Introduction
  - 11.8.4 TuneIn Revenue in Podcasting Business (2018-2023)
  - 11.8.5 TuneIn Recent Development
- 11.9 The Adecco Group
  - 11.9.1 The Adecco Group Company Detail
  - 11.9.2 The Adecco Group Business Overview
  - 11.9.3 The Adecco Group Podcasting Introduction
  - 11.9.4 The Adecco Group Revenue in Podcasting Business (2018-2023)
  - 11.9.5 The Adecco Group Recent Development
- 11.10 Soundcloud
  - 11.10.1 Soundcloud Company Detail
  - 11.10.2 Soundcloud Business Overview
  - 11.10.3 Soundcloud Podcasting Introduction
  - 11.10.4 Soundcloud Revenue in Podcasting Business (2018-2023)
  - 11.10.5 Soundcloud Recent Development

## **12 ANALYST'S VIEWPOINTS/CONCLUSIONS**

## **13 APPENDIX**

- 13.1 Research Methodology
  - 13.1.1 Methodology/Research Approach
  - 13.1.2 Data Source
- 13.2 Disclaimer
- 13.3 Author Details

## List Of Tables

### LIST OF TABLES

Table 1. Global Podcasting Market Size Growth Rate by Type (US\$ Million): 2018 VS 2022 VS 2029

Table 2. Key Players of Interviews

Table 3. Key Players of Panels

Table 4. Key Players of Conversational

Table 5. Key Players of Others

Table 6. Global Podcasting Market Size Growth by Application (US\$ Million): 2018 VS 2022 VS 2029

Table 7. Global Podcasting Market Size by Region (US\$ Million): 2018 VS 2022 VS 2029

Table 8. Global Podcasting Market Size by Region (2018-2023) & (US\$ Million)

Table 9. Global Podcasting Market Share by Region (2018-2023)

Table 10. Global Podcasting Forecasted Market Size by Region (2024-2029) & (US\$ Million)

Table 11. Global Podcasting Market Share by Region (2024-2029)

Table 12. Podcasting Market Trends

Table 13. Podcasting Market Drivers

Table 14. Podcasting Market Challenges

Table 15. Podcasting Market Restraints

Table 16. Global Podcasting Revenue by Players (2018-2023) & (US\$ Million)

Table 17. Global Podcasting Market Share by Players (2018-2023)

Table 18. Global Top Podcasting Players by Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Podcasting as of 2022)

Table 19. Ranking of Global Top Podcasting Companies by Revenue (US\$ Million) in 2022

Table 20. Global 5 Largest Players Market Share by Podcasting Revenue (CR5 and HHI) & (2018-2023)

Table 21. Key Players Headquarters and Area Served

Table 22. Key Players Podcasting Product Solution and Service

Table 23. Date of Enter into Podcasting Market

Table 24. Mergers & Acquisitions, Expansion Plans

Table 25. Global Podcasting Market Size by Type (2018-2023) & (US\$ Million)

Table 26. Global Podcasting Revenue Market Share by Type (2018-2023)

Table 27. Global Podcasting Forecasted Market Size by Type (2024-2029) & (US\$ Million)

- Table 28. Global Podcasting Revenue Market Share by Type (2024-2029)
- Table 29. Global Podcasting Market Size by Application (2018-2023) & (US\$ Million)
- Table 30. Global Podcasting Revenue Market Share by Application (2018-2023)
- Table 31. Global Podcasting Forecasted Market Size by Application (2024-2029) & (US\$ Million)
- Table 32. Global Podcasting Revenue Market Share by Application (2024-2029)
- Table 33. North America Podcasting Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029
- Table 34. North America Podcasting Market Size by Country (2018-2023) & (US\$ Million)
- Table 35. North America Podcasting Market Size by Country (2024-2029) & (US\$ Million)
- Table 36. Europe Podcasting Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029
- Table 37. Europe Podcasting Market Size by Country (2018-2023) & (US\$ Million)
- Table 38. Europe Podcasting Market Size by Country (2024-2029) & (US\$ Million)
- Table 39. Asia-Pacific Podcasting Market Size Growth Rate by Region (US\$ Million): 2018 VS 2022 VS 2029
- Table 40. Asia-Pacific Podcasting Market Size by Region (2018-2023) & (US\$ Million)
- Table 41. Asia-Pacific Podcasting Market Size by Region (2024-2029) & (US\$ Million)
- Table 42. Latin America Podcasting Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029
- Table 43. Latin America Podcasting Market Size by Country (2018-2023) & (US\$ Million)
- Table 44. Latin America Podcasting Market Size by Country (2024-2029) & (US\$ Million)
- Table 45. Middle East & Africa Podcasting Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029
- Table 46. Middle East & Africa Podcasting Market Size by Country (2018-2023) & (US\$ Million)
- Table 47. Middle East & Africa Podcasting Market Size by Country (2024-2029) & (US\$ Million)
- Table 48. The Slate Group Company Detail
- Table 49. The Slate Group Business Overview
- Table 50. The Slate Group Podcasting Product
- Table 51. The Slate Group Revenue in Podcasting Business (2018-2023) & (US\$ Million)
- Table 52. The Slate Group Recent Development
- Table 53. Apple Company Detail

- Table 54. Apple Business Overview
- Table 55. Apple Podcasting Product
- Table 56. Apple Revenue in Podcasting Business (2018-2023) & (US\$ Million)
- Table 57. Apple Recent Development
- Table 58. Amazon.com Company Detail
- Table 59. Amazon.com Business Overview
- Table 60. Amazon.com Podcasting Product
- Table 61. Amazon.com Revenue in Podcasting Business (2018-2023) & (US\$ Million)
- Table 62. Amazon.com Recent Development
- Table 63. Entercom Communications Corporation Company Detail
- Table 64. Entercom Communications Corporation Business Overview
- Table 65. Entercom Communications Corporation Podcasting Product
- Table 66. Entercom Communications Corporation Revenue in Podcasting Business (2018-2023) & (US\$ Million)
- Table 67. Entercom Communications Corporation Recent Development
- Table 68. Sirius XM Holdings Company Detail
- Table 69. Sirius XM Holdings Business Overview
- Table 70. Sirius XM Holdings Podcasting Product
- Table 71. Sirius XM Holdings Revenue in Podcasting Business (2018-2023) & (US\$ Million)
- Table 72. Sirius XM Holdings Recent Development
- Table 73. iHeartMedia Company Detail
- Table 74. iHeartMedia Business Overview
- Table 75. iHeartMedia Podcasting Product
- Table 76. iHeartMedia Revenue in Podcasting Business (2018-2023) & (US\$ Million)
- Table 77. iHeartMedia Recent Development
- Table 78. Spotify Company Detail
- Table 79. Spotify Business Overview
- Table 80. Spotify Podcasting Product
- Table 81. Spotify Revenue in Podcasting Business (2018-2023) & (US\$ Million)
- Table 82. Spotify Recent Development
- Table 83. TuneIn Company Detail
- Table 84. TuneIn Business Overview
- Table 85. TuneIn Podcasting Product
- Table 86. TuneIn Revenue in Podcasting Business (2018-2023) & (US\$ Million)
- Table 87. TuneIn Recent Development
- Table 88. The Adecco Group Company Detail
- Table 89. The Adecco Group Business Overview
- Table 90. The Adecco Group Podcasting Product

Table 91. The Adecco Group Revenue in Podcasting Business (2018-2023) & (US\$ Million)

Table 92. The Adecco Group Recent Development

Table 93. Soundcloud Company Detail

Table 94. Soundcloud Business Overview

Table 95. Soundcloud Podcasting Product

Table 96. Soundcloud Revenue in Podcasting Business (2018-2023) & (US\$ Million)

Table 97. Soundcloud Recent Development

Table 98. Research Programs/Design for This Report

Table 99. Key Data Information from Secondary Sources

Table 100. Key Data Information from Primary Sources



## List Of Figures

### LIST OF FIGURES

- Figure 1. Global Podcasting Market Size Comparison by Type (2023-2029) & (US\$ Million)
- Figure 2. Global Podcasting Market Share by Type: 2022 VS 2029
- Figure 3. Interviews Features
- Figure 4. Panels Features
- Figure 5. Conversational Features
- Figure 6. Others Features
- Figure 7. Global Podcasting Market Size Comparison by Application (2023-2029) & (US\$ Million)
- Figure 8. Global Podcasting Market Share by Application: 2022 VS 2029
- Figure 9. News and Politics Case Studies
- Figure 10. Society and Culture Case Studies
- Figure 11. Sports Case Studies
- Figure 12. Others Case Studies
- Figure 13. Podcasting Report Years Considered
- Figure 14. Global Podcasting Market Size (US\$ Million), Year-over-Year: 2018-2029
- Figure 15. Global Podcasting Market Size, (US\$ Million), 2018 VS 2022 VS 2029
- Figure 16. Global Podcasting Market Share by Region: 2022 VS 2029
- Figure 17. Global Podcasting Market Share by Players in 2022
- Figure 18. Global Top Podcasting Players by Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Podcasting as of 2022)
- Figure 19. The Top 10 and 5 Players Market Share by Podcasting Revenue in 2022
- Figure 20. North America Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)
- Figure 21. North America Podcasting Market Share by Country (2018-2029)
- Figure 22. United States Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)
- Figure 23. Canada Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)
- Figure 24. Europe Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)
- Figure 25. Europe Podcasting Market Share by Country (2018-2029)
- Figure 26. Germany Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)
- Figure 27. France Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)
- Figure 28. U.K. Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)
- Figure 29. Italy Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)
- Figure 30. Russia Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 31. Nordic Countries Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 32. Asia-Pacific Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 33. Asia-Pacific Podcasting Market Share by Region (2018-2029)

Figure 34. China Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 35. Japan Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 36. South Korea Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 37. Southeast Asia Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 38. India Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 39. Australia Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 40. Latin America Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 41. Latin America Podcasting Market Share by Country (2018-2029)

Figure 42. Mexico Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 43. Brazil Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 44. Middle East & Africa Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 45. Middle East & Africa Podcasting Market Share by Country (2018-2029)

Figure 46. Turkey Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 47. Saudi Arabia Podcasting Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 48. The Slate Group Revenue Growth Rate in Podcasting Business (2018-2023)

Figure 49. Apple Revenue Growth Rate in Podcasting Business (2018-2023)

Figure 50. Amazon.com Revenue Growth Rate in Podcasting Business (2018-2023)

Figure 51. Entercom Communications Corporation Revenue Growth Rate in Podcasting Business (2018-2023)

Figure 52. Sirius XM Holdings Revenue Growth Rate in Podcasting Business (2018-2023)

Figure 53. iHeartMedia Revenue Growth Rate in Podcasting Business (2018-2023)

Figure 54. Spotify Revenue Growth Rate in Podcasting Business (2018-2023)

Figure 55. TuneIn Revenue Growth Rate in Podcasting Business (2018-2023)

Figure 56. The Adecco Group Revenue Growth Rate in Podcasting Business (2018-2023)

Figure 57. Soundcloud Revenue Growth Rate in Podcasting Business (2018-2023)

Figure 58. Bottom-up and Top-down Approaches for This Report

Figure 59. Data Triangulation



Figure 60. Key Executives Interviewed

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