

## German recorded music market 2022

### **Sales of the music industry in Germany exceed the 2-billion-euro mark again for the first time in 20 years**

Berlin, 28 February 2023 – The music industry in Germany turned over a total of 2.07 billion euros\* in 2022 with sales of CDs, vinyl LPs and downloads as well as revenues from the streaming business. It is for the first time in 20 years that the 2-billion-euro-mark has been surpassed; the last time this was the case was in 2002 (2.21 bn euros). Compared to 2021, the market growth amounts to 6.1 percent.

Unlike 20 years ago, however, today the vast majority of revenues (80.3 per cent) come from online sales compared to 19.7 per cent from the physical business. By far the strongest market segment is audio streaming, which grew by a significant 14.0 percent, now accounting for 73.3 percent of total industry sales. Despite a renewed decline (-17.1%), the second most important revenue earner remains the CD with a market share of 12.9 percent, vinyl is in third place as in the previous year with a revenue share of 6 percent; however, the increase (5.1%) here was significantly lower than last year (2021: +20.1%). Downloads contribute only 2.2 percent.

Overall, the digital business grew by 11.7 percent in 2022, while the physical market declined by 11.9 percent.

Dr **Florian Drücke**, Chairman & CEO of the BVMI: "A plus of 6.1 percent means growth for the fourth year in a row. The fact that the German music industry has taken the 2-billion-euro mark for the first time in two decades is good news of far more than symbolic value! Looking at streaming, it will be exciting to see how the price increases we have seen recently from the first providers will now play out in the wider market and also how Short Form Videos will be able to monetise even more. On the subject of vinyl, on the other hand, our data has shown for many years that records also have a strong appeal to many young people. Here, the culture passport could have a stimulating effect from summer 2023 and inspire fans and the industry alike."

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\* Revenues valued at retail basis including VAT

**About the Bundesverband Musikindustrie e. V. (German Music Industry Association):**

*The Bundesverband Musikindustrie (German Music Industry Association, BVMI) represents the interests of roughly 200 music industry labels and companies who themselves comprise more than 80 percent of the German music market. As the music industry's advocacy group, the BVMI works to promote and uphold the concerns of the music industry among German and European policymaking bodies. It also serves the public as the central contact partner for all issues relating to the music industry. In addition to the compilation and publication of market statistics, the BVMI portfolio also includes many other industry related services. Since 1975, the BVMI has handed out GOLD and PLATIN to the most successful artists in Germany. It launched DIAMOND in 2014 and has also commissioned the compilation of the Official German Charts since 1977. In 2013, the BVMI started its PLAYFAIR initiative, which provides consumers with guidance with regard to online music consumption. For more information, please visit: [www.musikindustrie.de](http://www.musikindustrie.de), [www.playfair.org](http://www.playfair.org)*