

German Music industry 2025:

Retail turnover increases by 2.3 percent

Berlin, February 26, 2026 – Retail turnover generated in Germany from the sale of music on CDs, vinyl LPs, and downloads, as well as in the streaming sector, totalled €2.42 billion in 2025¹ (industry revenues from these sales amounted to €1.33 billion). This represents an increase of 2.3 percent over the same period last year. As in previous years, music streaming was the driving force behind this development in 2025, with retail turnover growing by 4.1 percent to 84.4 percent of total revenue, meaning that streaming alone generated more than €2 billion in sales. The split between physical (CDs and vinyl) and digital (streaming and downloads) business in Germany is now 14.2 percent to 85.8 percent.

The physical market segment declined by 5.9 percent overall, generating revenues of €345 million. Within this segment, vinyl continued to grow last year (+2.8 %); however, despite a decline of 11.3 percent, vinyl records have not yet caught up with CDs which still accounted for 44.2 percent of the physical market and remained the second strongest sales segment in 2025.

Dr. **Florian Drücke**, Chairman & CEO of Bundesverband Musikindustrie (BVMI): "The music market continues to develop and change rapidly, the dynamics of our industry in the area of innovative partnerships are high, and sales growth in Germany is solid in a highly competitive environment. In view of the increasing penetration of AI in all industry segments, we are particularly interested in expanding the digital licensing business based on strong copyright laws that must not be watered down. The music industry finds itself in a very challenging phase in which our members play a central role."

Drücke continues: "In the current environment, it is important that we work together even more intensively to explain the profound changes in the music business. This at a time when musical "elite sport" is encountering musical "mass sport" and now also more and more AI-generated content, and the competition for attention is constantly increasing. We will continue to focus on explaining the (market) economic context of our industry, particularly with regard to the structure and nature of partnership models for the sustainable success of artists. In doing so, it is important to keep an eye also on the opportunities offered by the current music market."

¹ Revenues valued at retail basis incl. VAT



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About the German Music Industry Association (BVM):

The German Music Industry Association (BVM) represents the interests of around 150 record producers and music companies, which account for a good 80 percent of the German music market. The association promotes the interests of the music industry in German and European politics and serves as a central point of contact for the public regarding the music industry. In addition to compiling and publishing market statistics, the BVM's portfolio includes industry-related services. Since 1975, it has been awarding GOLD and PLATINUM certifications to the most successful artists in Germany, and since 2014 also DIAMOND certifications. Since 1977, the Official German Charts have been compiled on behalf of the BVM. The PLAYFAIR initiative was launched in 2013 to guide consumers in their use of music on the internet.

Further information: www.musikindustrie.de
