

PRESS RELEASE

**GLOBAL RECORDED MUSIC REVENUES GROW 6.4% AS RECORD
COMPANIES DRIVE INNOVATION**

~ Engagement with music on paid streaming services continues to drive industry growth,

~ AI innovation and industry response to streaming fraud will shape music's next era ~

18th March 2026 – Global recorded music revenues grew 6.4% and reached US\$31.7 billion in 2025, the eleventh year of consecutive growth, according to IFPI, the organisation representing the recording industry worldwide.

Figures released today in IFPI's *Global Music Report 2026* demonstrate how the continued work and investment from record companies and their partnerships with artists around the world is driving positive market developments – with every region seeing growth.

Engagement with paid streaming services is once again the key driver, with revenue from the format growing by 8.8% and accounting for 52.4% of global revenues. There are now 837 million users of paid streaming subscription accounts.

Record companies show the way forward with AI

Record companies are at the forefront of the next generation of AI innovation. The report details their active engagement in the development of music licensing models to generate revenue opportunities for artists – aiming to build an ecosystem where AI and human artistry thrive together.

A strong, industry wide response on streaming fraud.

The music industry faces an increasing threat from streaming fraud. By artificially generating plays for manipulated or fake content, bad actors are siphoning vital revenues away from the artists and others who power the music economy. While record companies are taking robust action, they are calling for organisations at every stage of the streaming value chain to take proactive steps to prevent, detect and act on fraudulent activity.

Commenting on the release of the Global Music Report, Victoria Oakley, CEO, IFPI said:

“Great music from incredible artists, aided by record company partnerships and investment, is driving global growth – with more people than ever before paying to engage with it on paid streaming services worldwide.

“Importantly, this growth means even greater financial returns for artists and reinvestment into an increasingly broad range of music communities worldwide.

“Music is embracing the future, demonstrated by record company partnerships with generative AI developers who respect the rights of creators. They are partners that explore how technology can be

harnessed to support and enhance creativity, not replace it. We are asking policymakers to support this work by upholding the copyright laws that are the bedrock for this progress.

“The entire music community must take action to tackle the threats facing our industry. Streaming fraud is theft, plain and simple. The organisations with the data, scale and leverage to prevent this fraudulent activity, including streaming services, content aggregators and distributors, must take decisive action.”

Recorded music revenue formats:

- **Total streaming revenues** surpassed US\$22 billion and accounted for 69.6% of global recorded music income.
- **Paid subscription streaming** grew 8.8% and accounted for 52.4% of total revenues.
- **Physical formats** returned to growth, with revenues increasing 8.0%, driven by enduring fan demand for tangible music experiences and a 13.7% rise in vinyl, its 19th consecutive year of growth.
- **Performance rights revenues** reached US\$2.9 billion in 2025 and grew by 0.3% - the fifth successive year of revenue growth.

Growth in every region around the world:

Every region saw recorded music revenue growth in 2025 and four of these posted double-digit gains. Latin America was the fastest growing region, up 17.1% in 2025.

USA & Canada +3.5%

The world's largest recorded music region increased revenues by 3.5% in 2025, held a 38.7% share of global revenues, and added more than US\$400 million to global revenues. USA, the world's single largest recorded music market posted growth of 3.3%. Canada, which dropped down one place in the global s to be the ninth largest market in 2025, saw revenue growth of 5.6%.

Europe +5.6%

Europe maintained its position as the second largest region and grew revenues by 5.6% in 2025. Europe added the second highest revenue growth of all regions and added more than US\$500 million and accounted for 30.4% of global revenues. The region's three largest markets all generated revenue growth in 2025: UK (+4.8%), Germany (+1.7%) and France (+3.7%).

Asia +10.9%

Asia saw a strong improvement in growth in 2025, with double-digit growth of 10.9% in 2025. The region maintained its status as the largest for physical revenues and accounted for 45.1% of global physical revenues in 2025. The world's second largest market, Japan, returned to growth in 2025 (+8.9%), whilst China overtook Germany to become the fourth largest global market, with strong revenue growth of 20.1%, the fastest growing market in the top 20.

Latin America +17.1%

Latin America continued its growth trajectory in 2025, generating growth of 17.1% in 2025, which marked a 16th consecutive year of growth for the region. Streaming remained the key driver and accounted for 88.1% of recorded music revenues in the region. Brazil grew by 14.1% which resulted in

the market moving up a spot in the global rankings to #8, and Mexico increased revenues by 13.3%. Mexico climbed to become the 10th largest recorded music market.

Australasia +1.5%

Recorded music revenues in the region reached US\$623 million and grew by 1.5% in 2025. Australia increased revenues by 1.2%, however dropped down two places in the global rankings to #13. New Zealand grew recorded music revenues by 3.0% and contributed 15.2% of the region's revenues.

MENA +15.2%

Middle East & North Africa (MENA) was the joint second fastest growing region and saw recorded music revenues increase by 15.2% in 2025. The region remained dominated by streaming and those revenues accounted for 97.5% of the total.

Sub-Saharan Africa +15.2%

Sub-Saharan Africa saw recorded music revenue growth of 15.2% and these revenues reached US\$120 million. South Africa remained the largest market in the region and accounted for 78.1% of the region's revenues, following growth of 12.9% in 2025.

Drawing on data supplied directly by record companies around the world, the *Global Music Report 2026* offers the definitive snapshot of an industry that continues to grow while adapting to profound technological and cultural change, demonstrating that in an era of transformation, music remains one of the most dynamic and globally connected creative sectors.

Notes

About the Global Music Report 2026

The IFPI Global Music Report 2026: Premium Edition is the definitive source of data for the global recorded music industry. It includes the most complete and reliable picture of global recorded music revenues sourced directly from our record company members worldwide and verified using our global network of country level national group members. Detailed consumption data is leveraged from charts provider partners to enable IFPI to provide the most accurate and granular view of the global recorded music market.

Local currency values are stated at independently sourced 2025 exchange rates. IFPI restates all historic local currency values on an annual basis. Market values can therefore vary retrospectively because of foreign currency movements.

About IFPI

IFPI is the voice of the recording industry worldwide, representing more than 8,000 record company members across the globe. We work to promote the value of recorded music, campaign for the rights of record producers and expand the commercial uses of recorded music around the world.

For further information please contact:

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