

Online Music Streaming in the United States

Industry Report | 2025-12-04 | 36 pages | MarketLine

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Report description:

Online Music Streaming in the United States

Summary

Online Music Streaming in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The online music streaming market includes the revenue generated from the streaming of music online. This revenue is primarily generated from two sources: subscription services and ad-supported streams. Subscription service charges are generally paid monthly or annually by users who want to access exclusive content or avoid ads while listening. Ad-supported streams, on the other hand, are free to use but display ads during the streaming experience.
- The US online music streaming market recorded revenues of \$12,518.9 million in 2024, representing a compound annual growth rate (CAGR) of 11.9% between 2019 and 2024.
- The subscription services segment accounted for the market's largest proportion in 2024, with total revenues of \$10,687.0 million, equivalent to 85.4% of the market's overall value.
- In 2024, the US online music streaming market experienced an annual growth of 4.2%. The market's growth is driven by the increased number of internet users. According to the World Bank, in 2024, the internet users in the US reached 328.1 million, up 0.7% from 2023.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online

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music streaming market in the United States

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online music streaming market in the United States
- Leading company profiles reveal details of key online music streaming market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the United States online music streaming market with five year forecasts

Reasons to Buy

- What was the size of the United States online music streaming market by value in 2024?
- What will be the size of the United States online music streaming market in 2029?
- What factors are affecting the strength of competition in the United States online music streaming market?
- How has the market performed over the last five years?
- What are the main segments that make up the United States's online music streaming market?

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