

WE ARE COMPLETISTS. OUR WORK IS NEVER DONE.

THE BEGINNING

# 2000

Started in a bedroom  
with the idea to find and  
connect community

**1,354 Releases**

**112 Contributors**

Founder + Friends

TODAY

# 2023

Where record  
collectors around  
the world call home

**16.6M Releases**

**964k Contributors**

Global fans, collectors, archivists, industry

DISCOGS IS BIG

**2000 - 2023**

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**12M**

Members

**5M**

Buyers

**300K**

Sellers

**125M**

Items Sold

**100M**

Annual Visitors

**714M**

Items in Collections

**IN 2022**

**EVERY 4 SECONDS**

**an order was placed on Discogs**

**2019-2023**

**WHAT HAS AND  
HASN'T CHANGED**

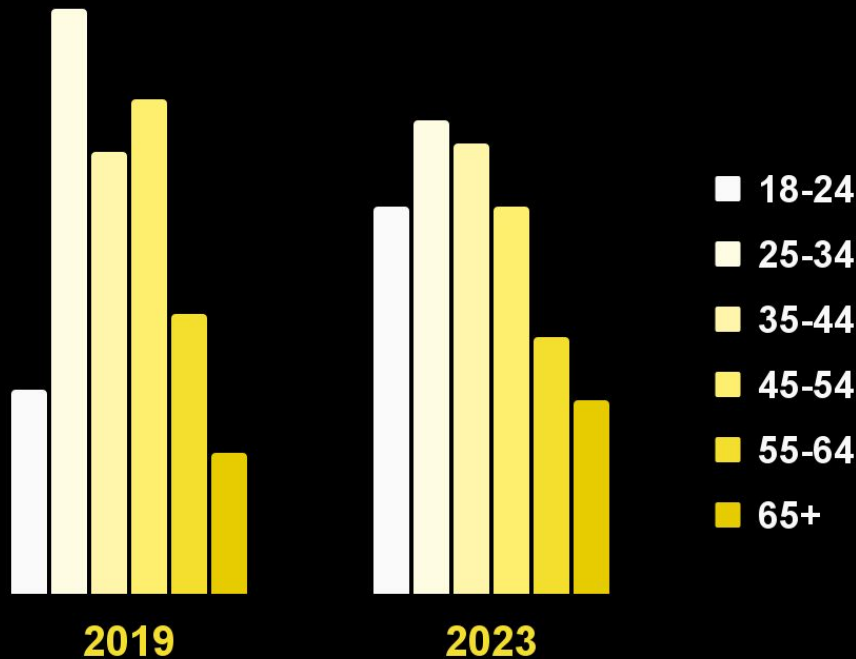
## WHAT HAS CHANGED

# AGE OF COMMUNITY IS SHIFTING

Shift toward more **balanced** age demographic  
**Younger collectors** coming in at larger numbers  
People of **all ages** are starting to collect

As seen on Discogs

## Age



## WHAT HAS CHANGED

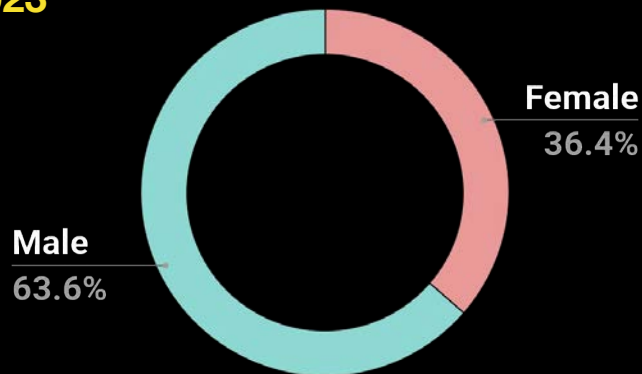
# GENDER OF COMMUNITY IS SHIFTING

- Gender is slowly shifting toward a balance of male/female
- 4% shift in gender since 2020 toward female collectors

As seen on Discogs

## Gender

2023



2020

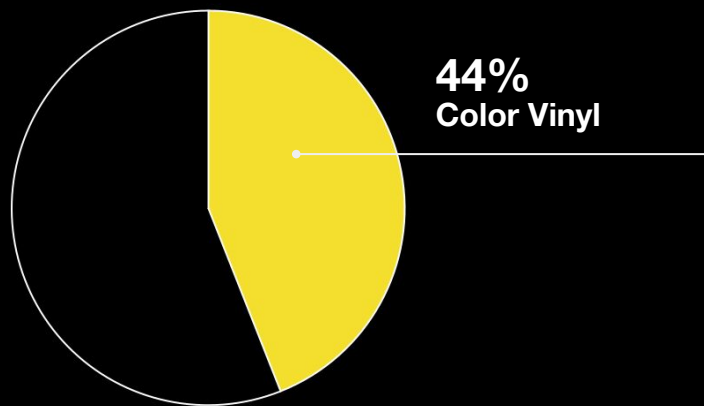


WHAT HAS CHANGED

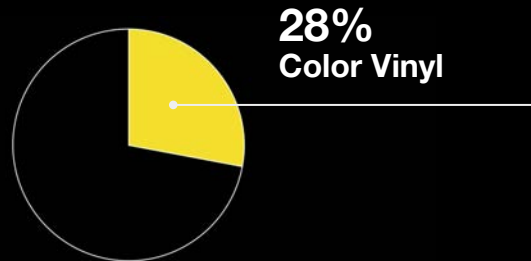
# COLOR VINYL IS GROWING IN POPULARITY

among the Top 100 Selling releases for the year on Discogs

2023



2019

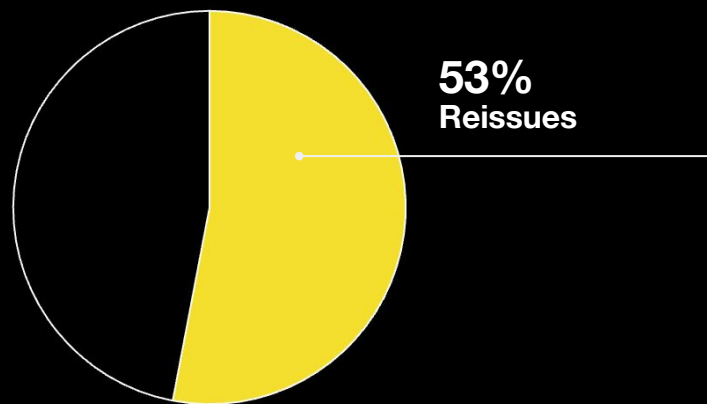


WHAT HAS CHANGED

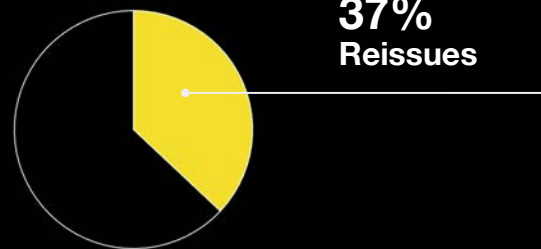
# REISSUES HAVE GROWN IN POPULARITY

among the Top 100 Selling  
releases for the year on Discogs

2023



2019





## WHAT HAS CHANGED

**MORE VARIANTS  
AVAILABLE AT  
TIME OF RELEASE**

**2023**

**8 Variants**  
MEDIAN

**2019**

**5.5 Variants**  
MEDIAN

WHAT HAS CHANGED

# FANDOM IS DRIVING MULTIPLE VARIANT PURCHASES

+ colored vinyl collecting is 150% higher since 2019



**Midnights** 2022

**31%** of Collectors  
Collected 2 or more  
of 6 Vinyl Variants

**There's a Tunnel..** 2023

**25%** of Collectors  
Collected 2 or more  
of 7 Vinyl Variants

**72 Seasons** 2023

**11%** of Collectors  
Collected 2 or more  
of 5 Vinyl Variants

**Harry's House** 2022

**9%** of Collectors  
Collected 2 or more  
of 3 Vinyl Variants

# 2019 TOP SELLER CATALOG CLASSICS

94% originally released  
30+ years prior

In 2019, new releases began  
edging into Top 100



# 2023 TOP SELLERS ARE NEWER RELEASES MORE FEMALE ARTISTS

