

Ifpi | representing the
recording industry
worldwide

Global Analysis of Vinyl Sales Trends

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IFPI Global Analysis Manager



IFPI – Representing the recorded music industry



IFPI is the voice of the recording industry worldwide, representing over 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.

IFPI is a not-for-profit international organisation registered in Switzerland. We have offices in London, Brussels, Singapore, Miami, Nairobi and Abu Dhabi plus a representative office in Beijing.

70 IFPI has more than 70 offices, National Groups and Affiliated MLCs

70 Our members operate in more than 70 countries worldwide

Revenue Reporting Methodology



Revenues reported at trade value

Also known as wholesale value, this refers to record companies' revenue from the sale and licensing of recorded music products and content to digital service providers, domestic retailers/intermediaries, net of discounts, returns, taxes and sales allowances. Figures are provided by the record companies to IFPI for the respective markets.



Coverage factor applied to represent 100% of the market

The local IFPI national group in the respective markets then applies a coverage factor (typically using charts data) to the figures to account for non-reporting companies, therefore representing 100% of the market.



FX rates applied

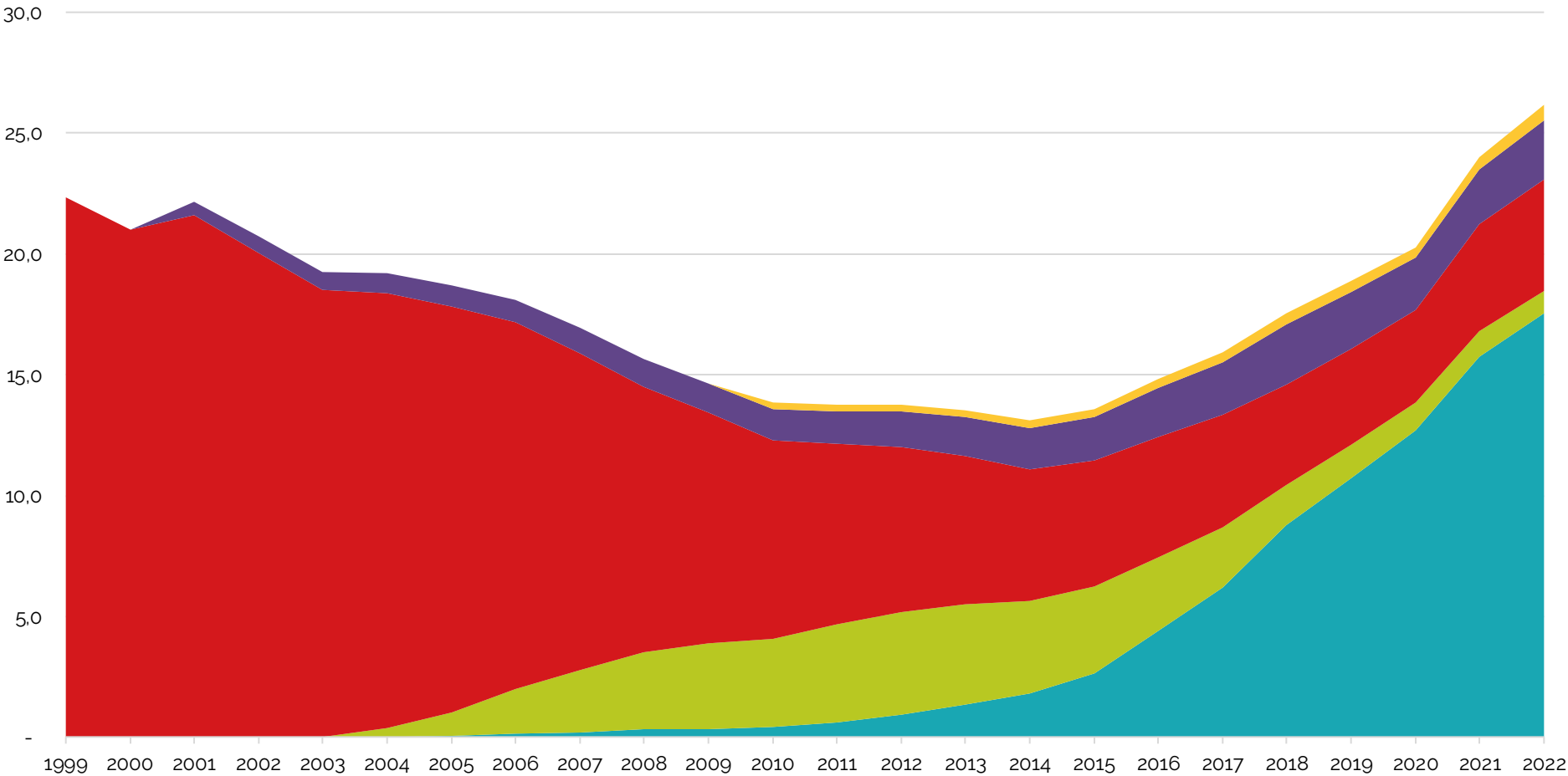
IFPI restates all historic local currency values on an annual basis. Market values can therefore vary retrospectively as a result of foreign currency movements.



Global Recorded Music Industry: 2022



GLOBAL RECORDED INDUSTRY REVENUES (US\$BN) 1999 - 2022



US\$26.2bn

**GLOBAL RECORDED
MUSIC REVENUES
2022**

+US\$2.2bn

**GLOBAL RECORDED
MUSIC REVENUE
GROWTH 2022 (\$)**

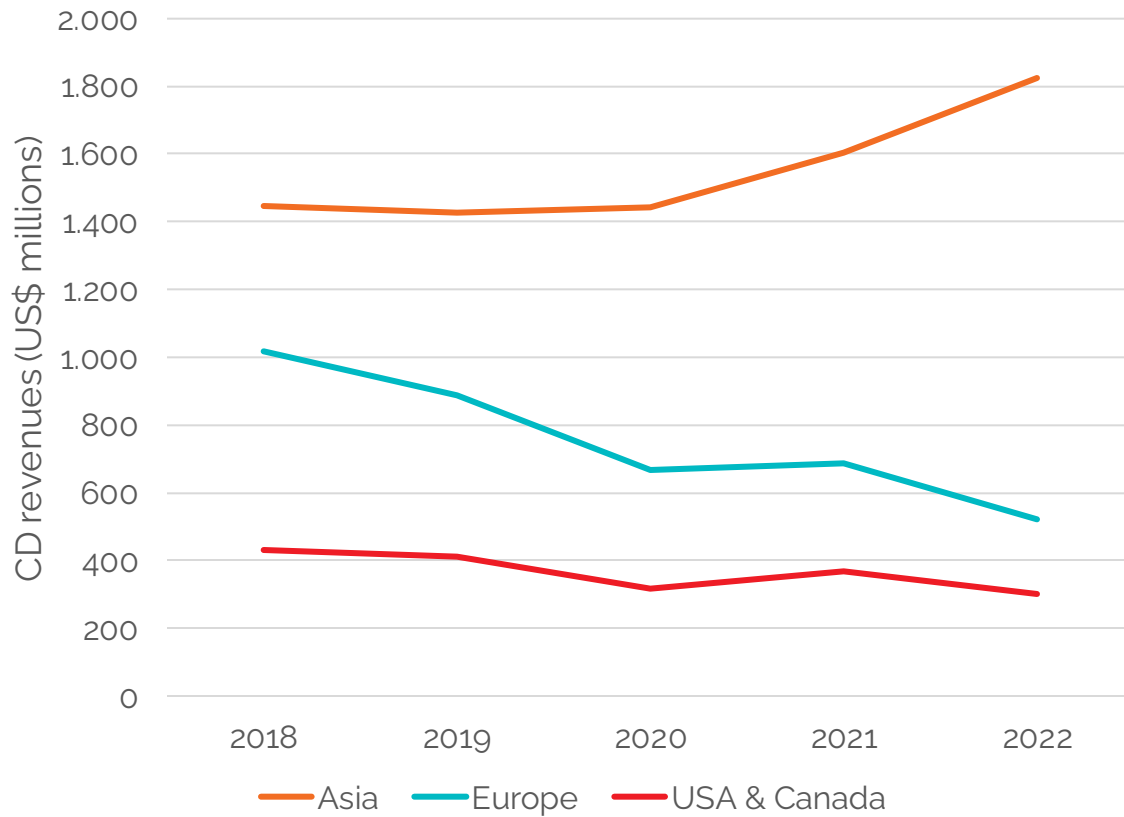
+9.0%

**GLOBAL RECORDED
MUSIC REVENUE
GROWTH 2022 (%)**

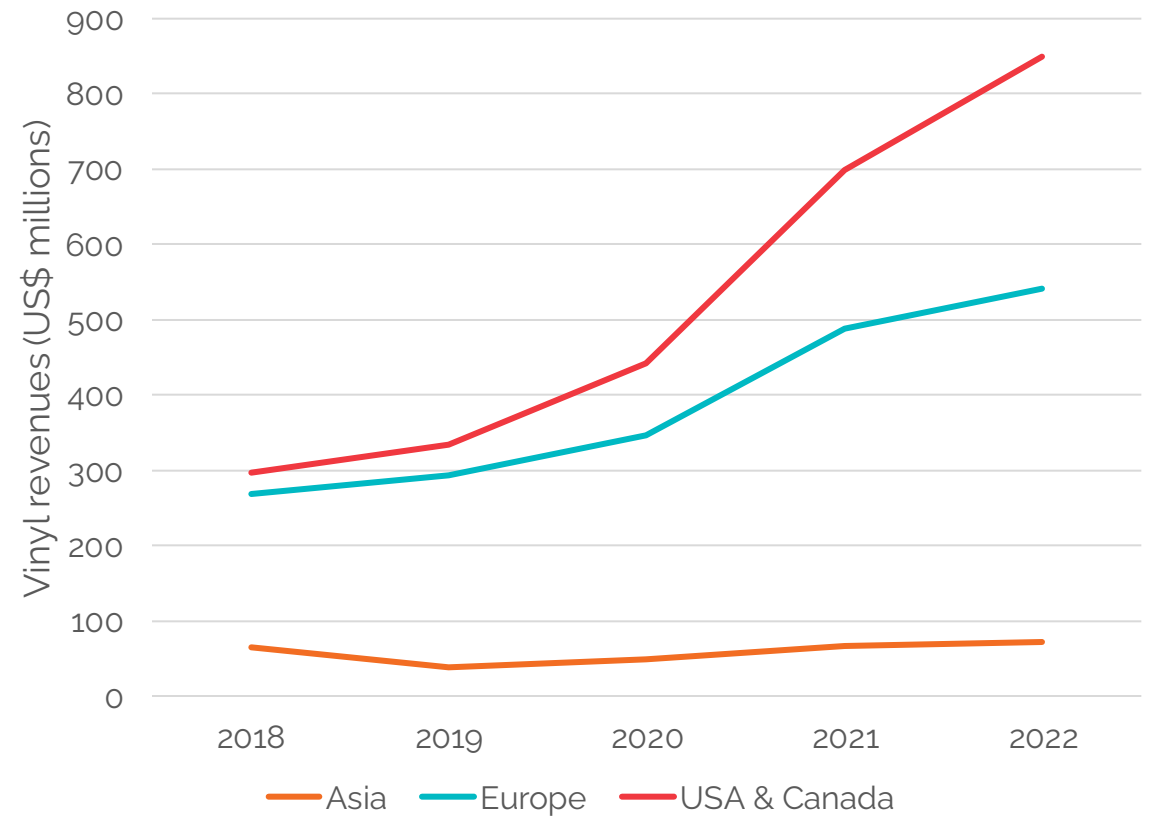
Global Physical Revenues



CD revenues 2018-2022



Vinyl revenues 2018 - 2022



16

Consecutive years of vinyl revenue growth

+17.1%

Vinyl revenue growth in 2022 – the 3rd consecutive year of double-digit % growth



Global Vinyl Revenues



Global Vinyl Revenues: 1999-2022 (US\$ millions)

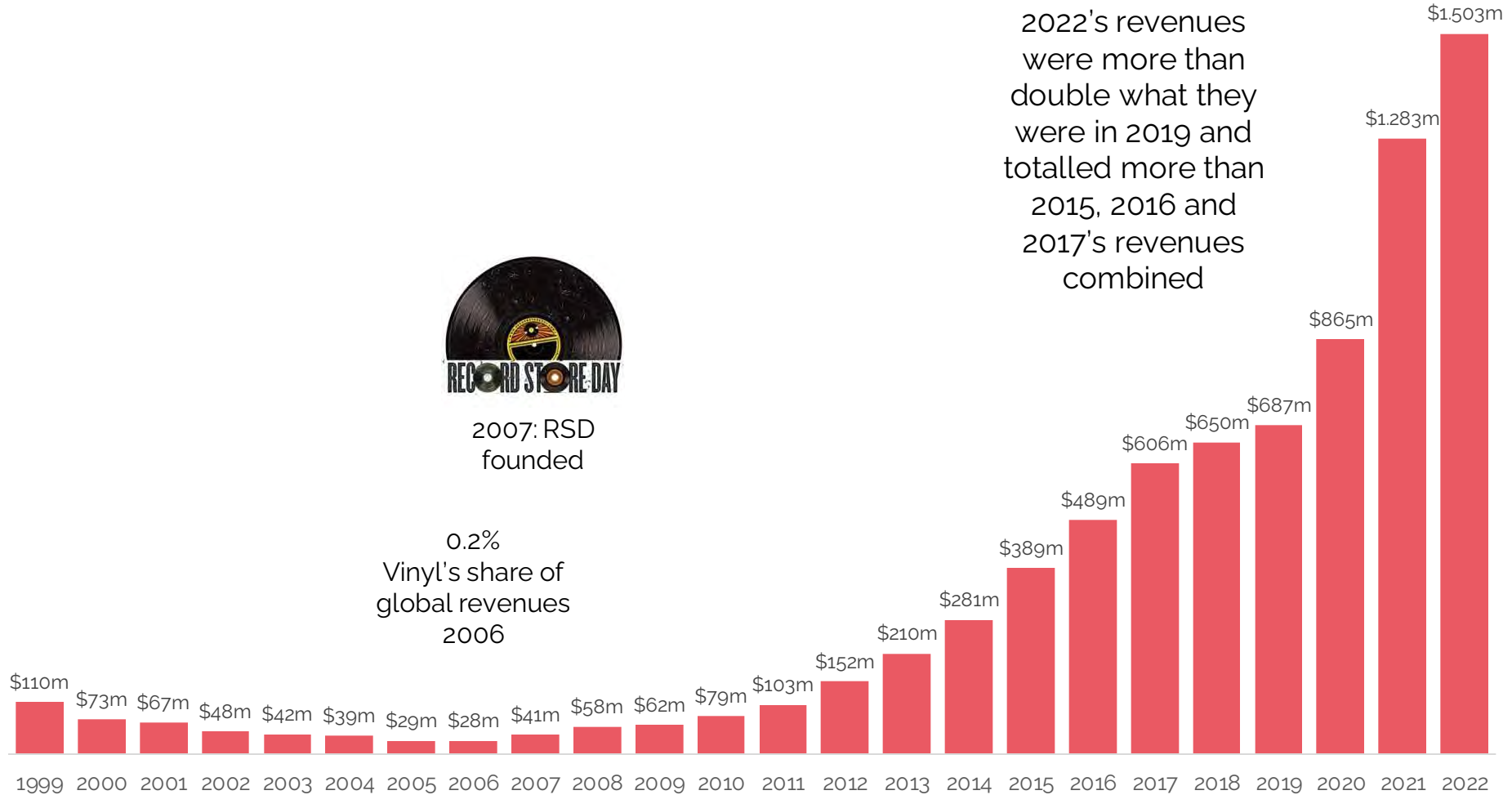
6%
Vinyl's share of global revenues

2022's revenues were more than double what they were in 2019 and totalled more than 2015, 2016 and 2017's revenues combined

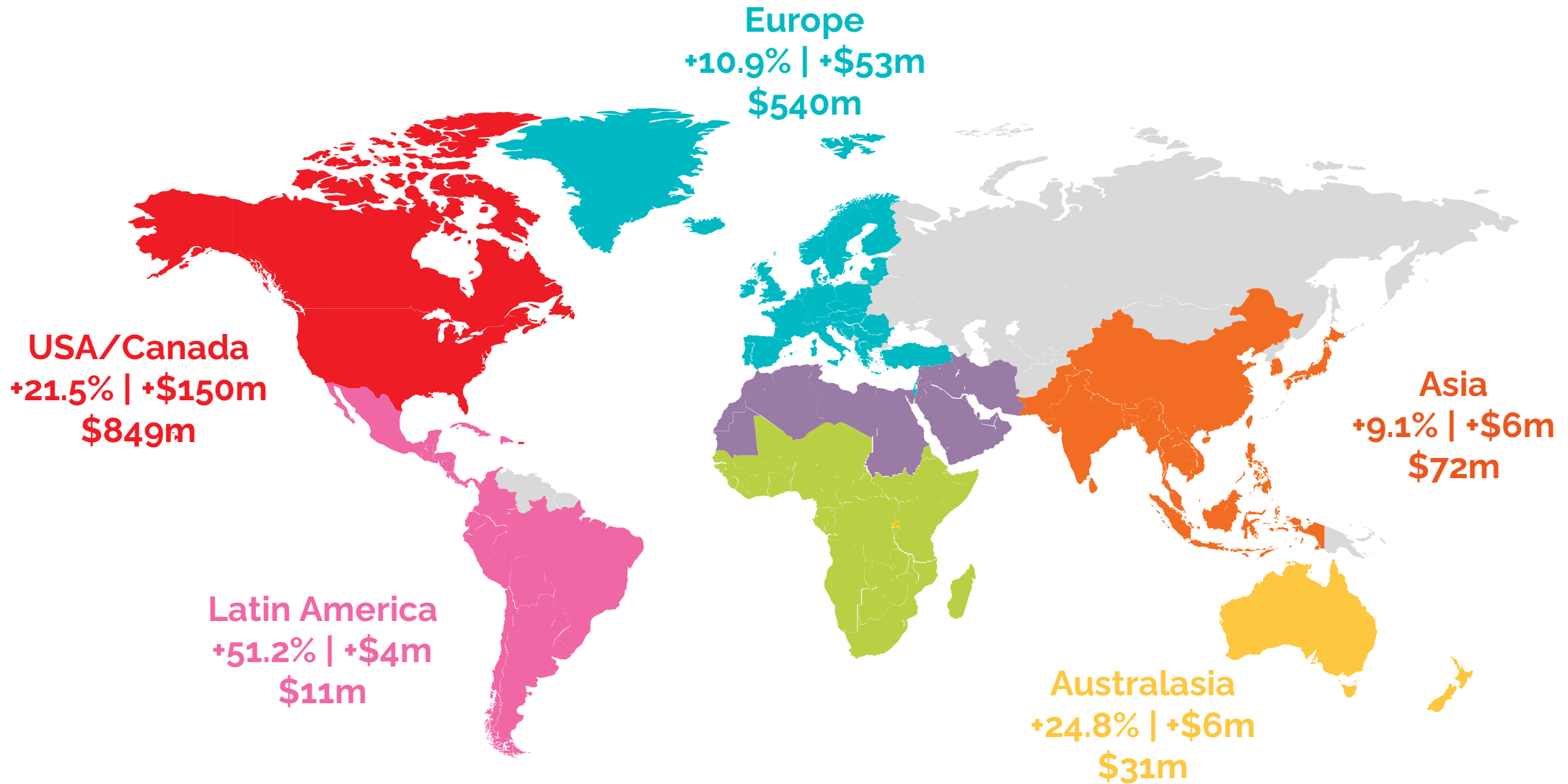


2007: RSD founded

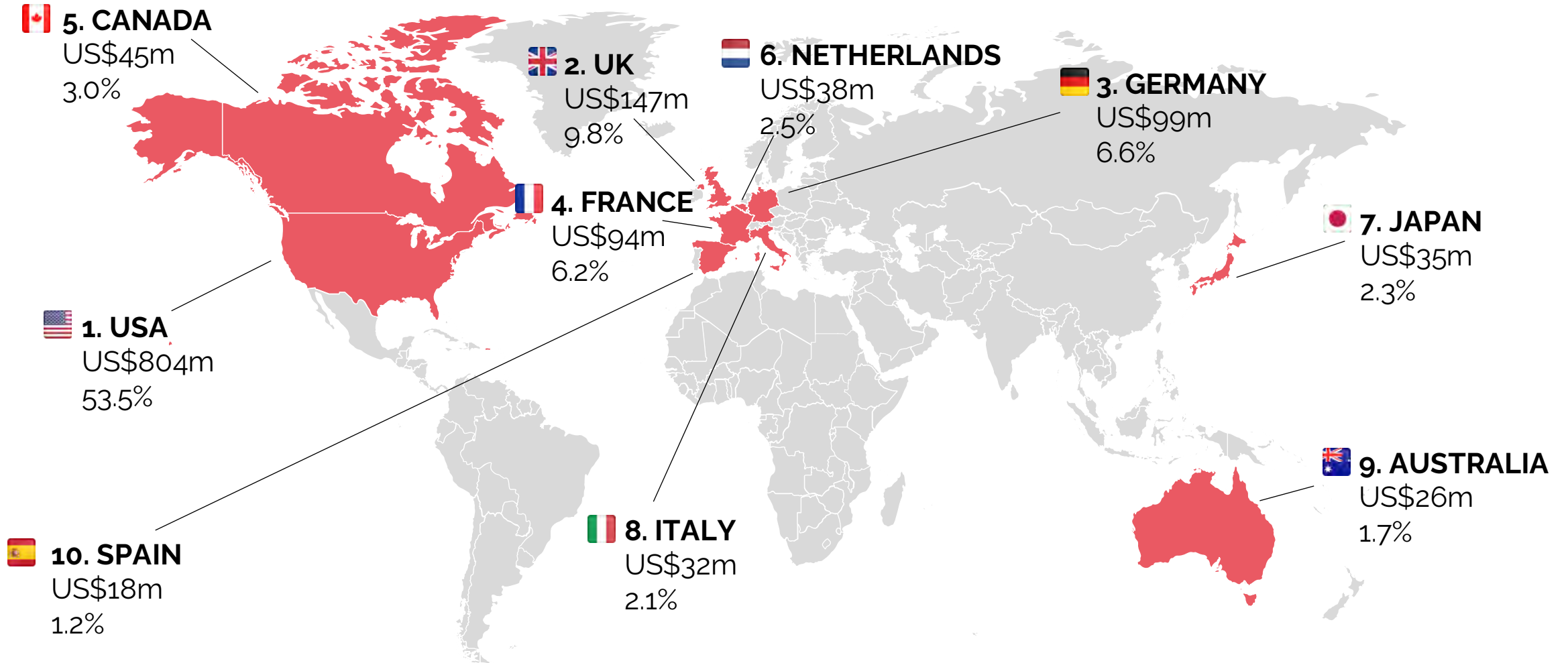
0.2%
Vinyl's share of global revenues 2006



Vinyl revenues and YoY growth – by region - 2022



Vinyl by market – 2022 revenues and share of global vinyl



Vinyl growth by market: 2022



40

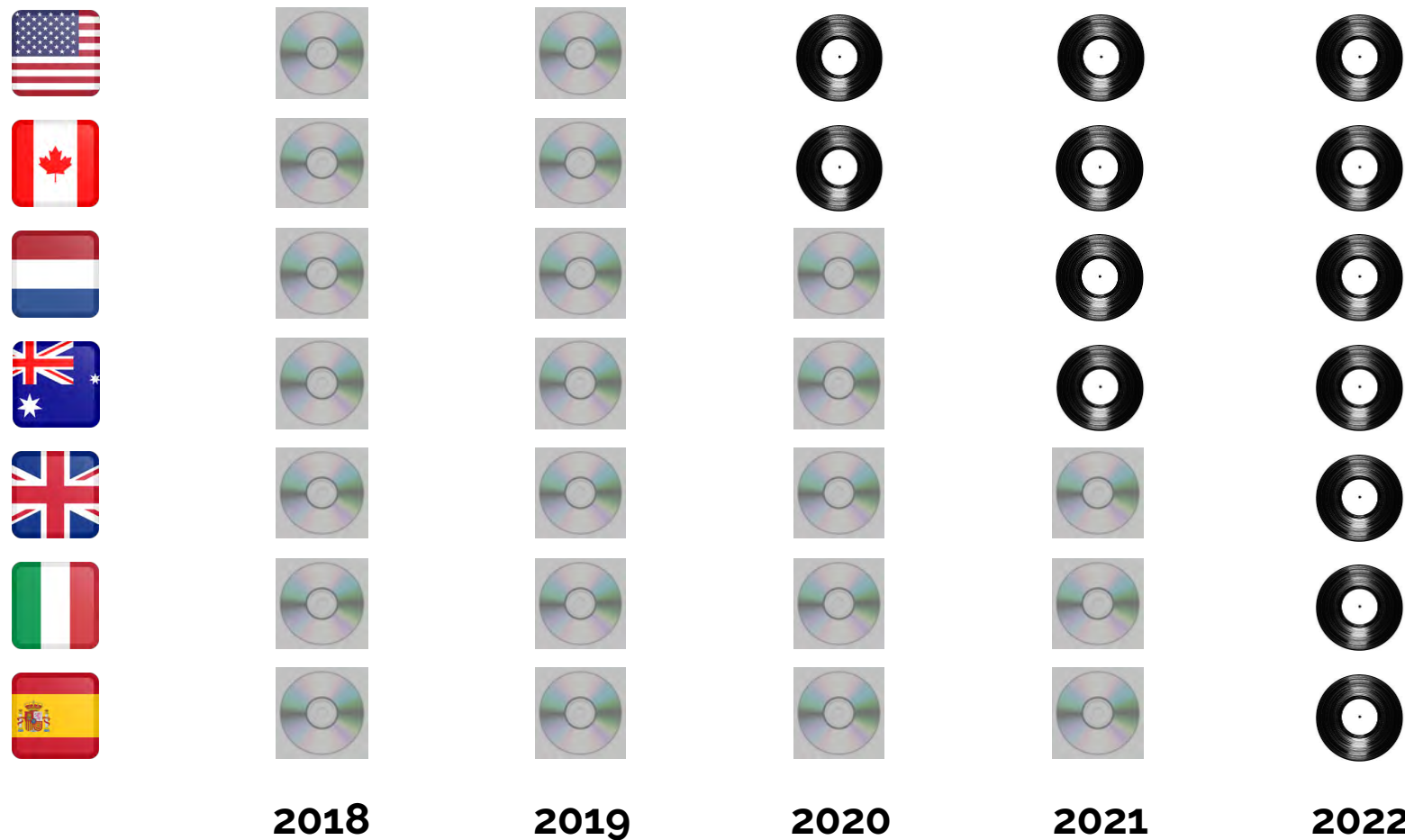
Number of markets where vinyl revenues grew in 2022



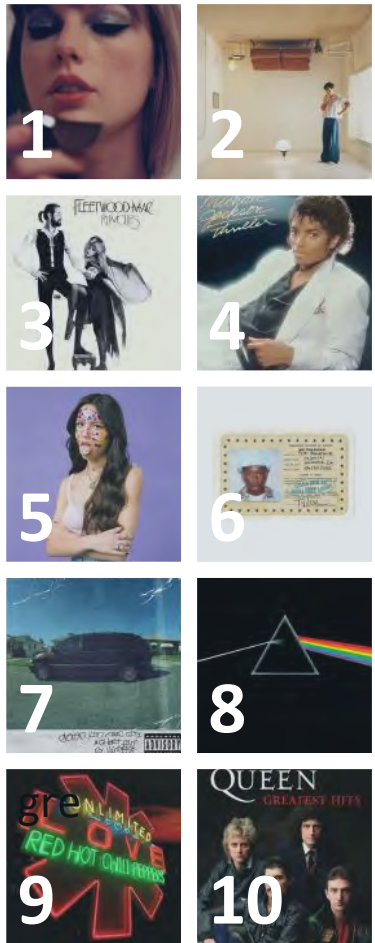
Most dominant physical format – by market

29

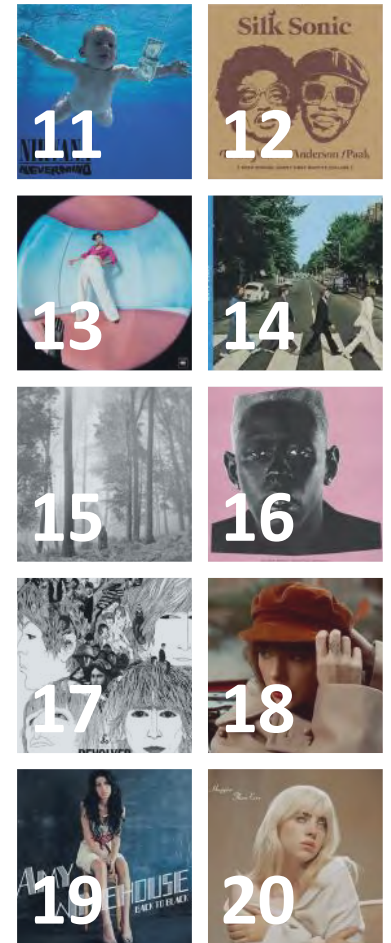
Number of markets where vinyl is the leading physical format



IFPI Global Vinyl Album Chart 2022

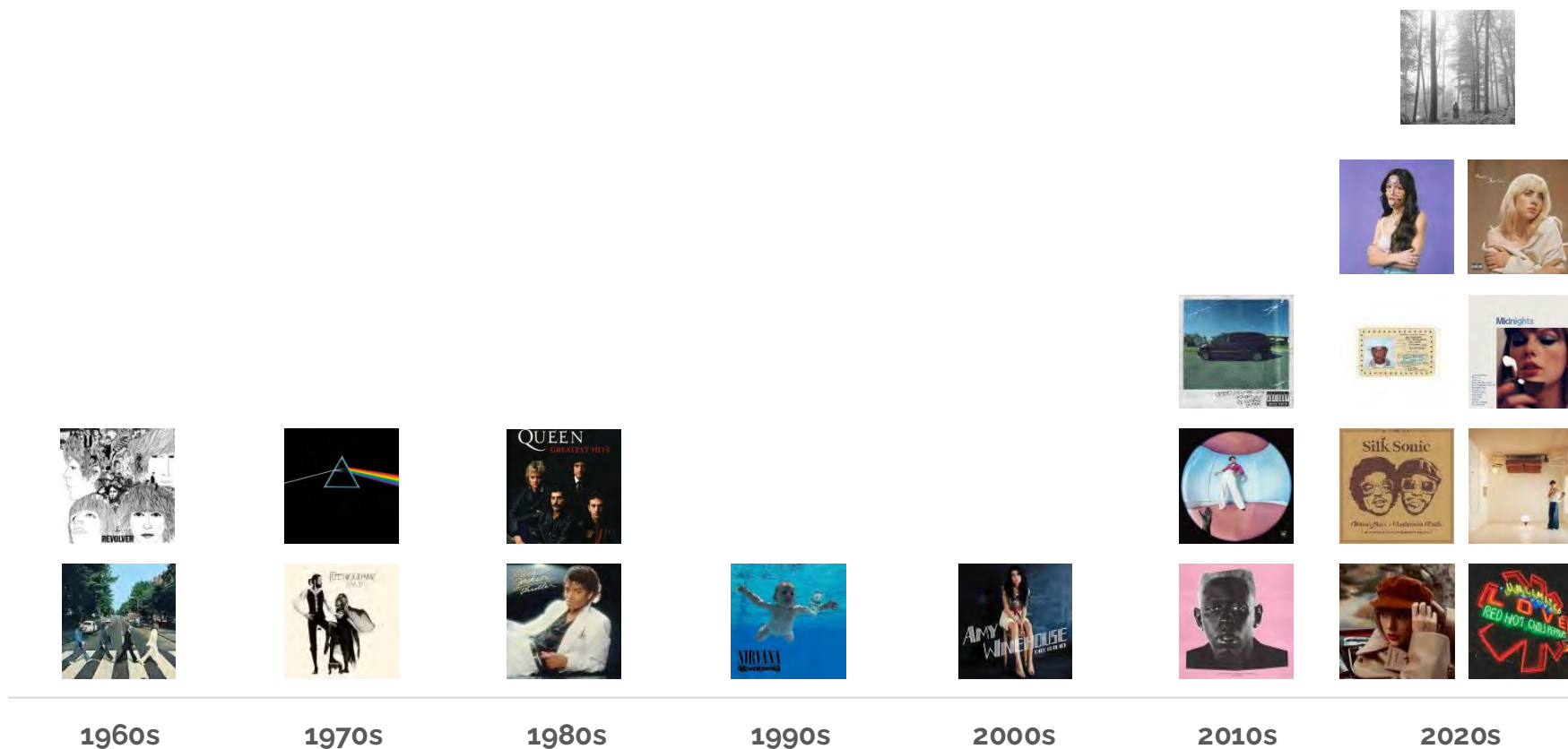


Rank	Artist	Album Name	Global Units
1	Taylor Swift	Midnights	1,132K
2	Harry Styles	Harry's House	779K
3	Fleetwood Mac	Rumours	348K
4	Michael Jackson	Thriller	278K
5	Olivia Rodrigo	SOUR	277K
6	Tyler, The Creator	CALL ME IF YOU GET LOST	260K
7	Kendrick Lamar	good kid, m.A.A.d city	256K
8	Pink Floyd	The Dark Side of the Moon	253K
9	Red Hot Chili Peppers	Unlimited Love	231K
10	Queen	Greatest Hits	224K
11	Nirvana	Nevermind	222K
12	Silk Sonic	An Evening with Silk Sonic	217K
13	Harry Styles	Fine Line	205K
14	The Beatles	Abbey Road	204K
15	Taylor Swift	Folklore	191K
16	Tyler, The Creator	IGOR	176K
17	The Beatles	Revolver	175K
18	Taylor Swift	Red (Taylor's Version)	162K
19	Amy Winehouse	Back To Black	159K
20	Billie Eilish	Happier Than Ever	155K



Notes: These figures cover the period 1 January 2022 to 31 December 2022. Total global units are the combined total unit submissions for vinyl albums, as submitted by the reporting companies.

IFPI Global Vinyl Album Chart – By release date



Vinyl Charts – USA and UK: H1-23



Vinyl Charts – USA and UK: H2-23



Taylor Swift – *Speak Now*
(Taylor's Version)



Travis Scott – *UTOPIA*



Olivia Rodrigo – *GUTS*

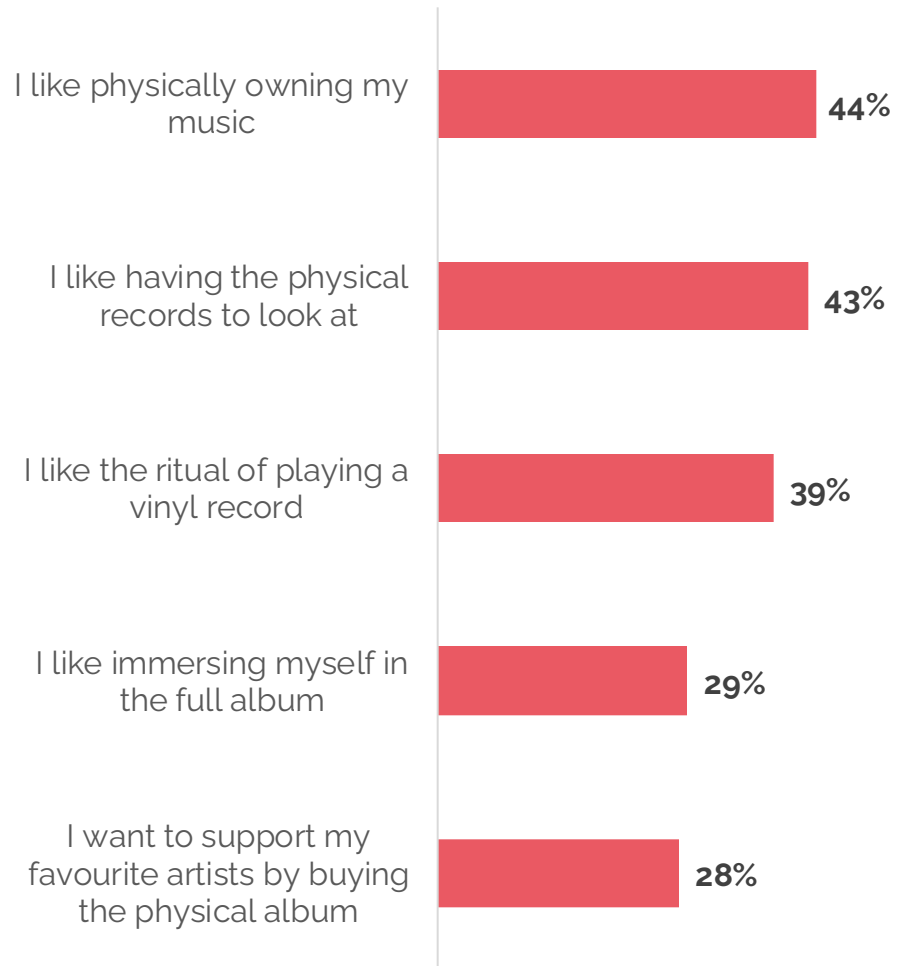


Taylor Swift – *1989*
(Taylor's Version)

Over 44,000 internet users globally were surveyed from a demographically representative sample

IFPI Engaging with Music 2022 *ifpi*

Most common reasons people have to buy vinyl (Europe):



Vinyl buyers: The original superfans

Europe average

Vinyl buyers

20.4

HOURS SPENT LISTENING TO MUSIC EACH WEEK

29.7

6

NUMBER OF GENRES LISTENED TO

12

45%

PAY FOR A STREAMING SUBSCRIPTION

73%

32%

DISCOVER NEW MUSIC AT LEAST ONCE A WEEK

64%

25%

WATCH LIVE STREAMS OF MUSIC EVENTS

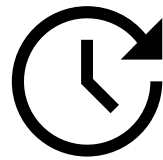
67%



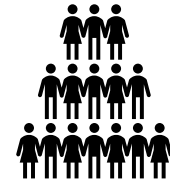
2023 and beyond



Physical revenue
growth



2023 - 2024



Superfans

Global Music Report (GMR) 2023



IFPI's GMR 2023 contains a detailed assessment of the recorded music industry for 2022. The report features extensive and authoritative data for the global industry and across 58 individual markets.



Over 170 pages with a detailed, analytical, and comprehensive picture of the key trends affecting today's music business

Invaluable source of data and analysis about the recorded music market globally for music companies, analysts, investors, commentators, academics, and many others

Global and regional data, as well as country-level data for 58 markets, from 2018-2022, by format.

Detailed analysis of IFPI's Global Charts - which includes the inaugural Global Streaming Album Chart

Includes a detailed Excel spreadsheet which includes all data in flat file format, a PDF copy of the full Global Music Report as well as a PowerPoint presentation summarising key findings and datapoints.

Thank you!

Dan Francis

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