

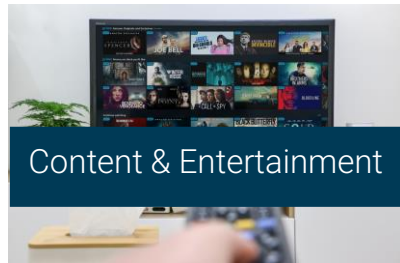


Vinyl by the Numbers



June 2024
James Duvall

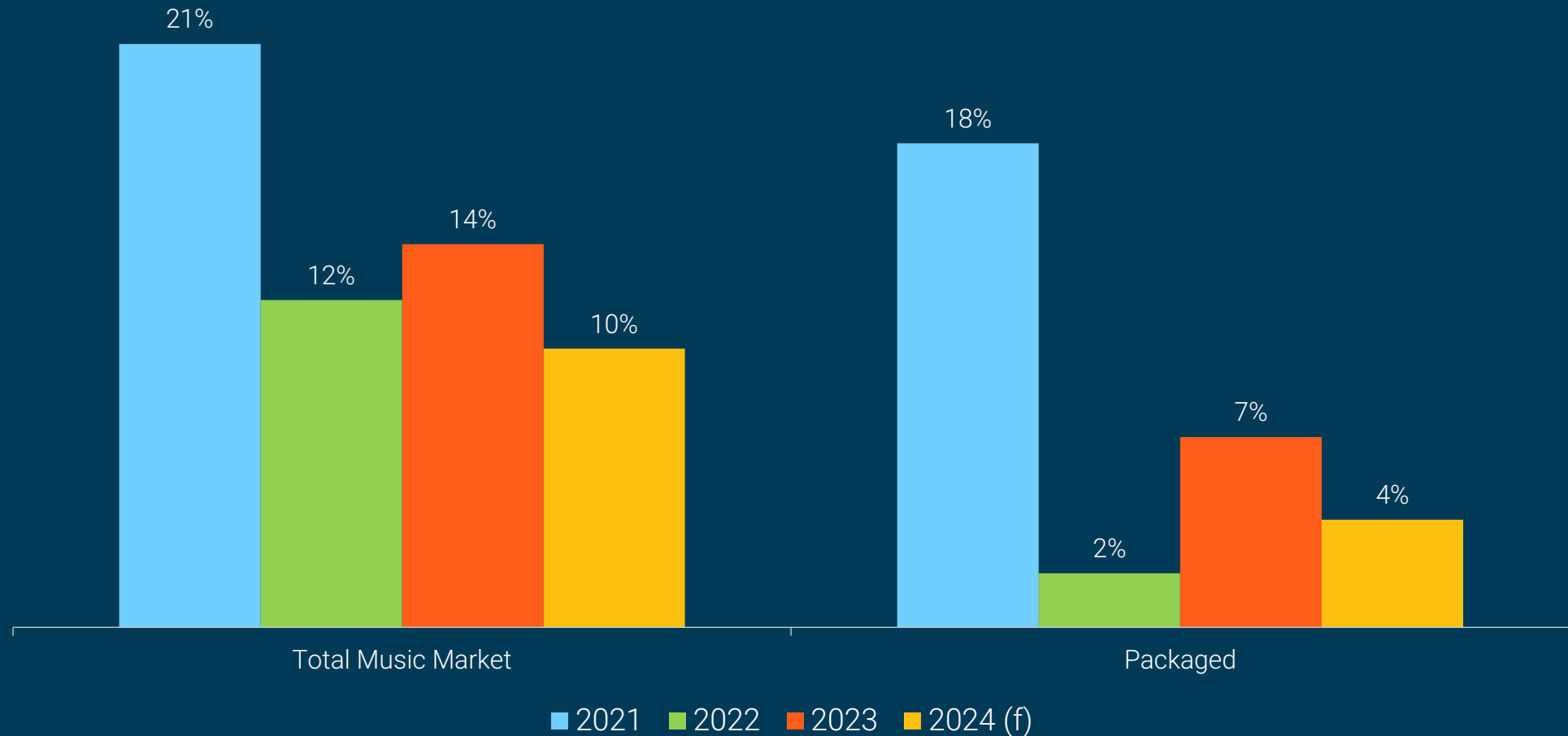
Futuresource Consulting is a market research consulting company that provides a range of specialist intelligence reports and ongoing personal debriefs to support with business decision-making. We pride ourselves on delivering fact-based insights and market forecasts on a global scale – advising on strategic positioning, identifying key trends, analysing competitors, and underpinning major technological developments.



OUR EXPERTISE

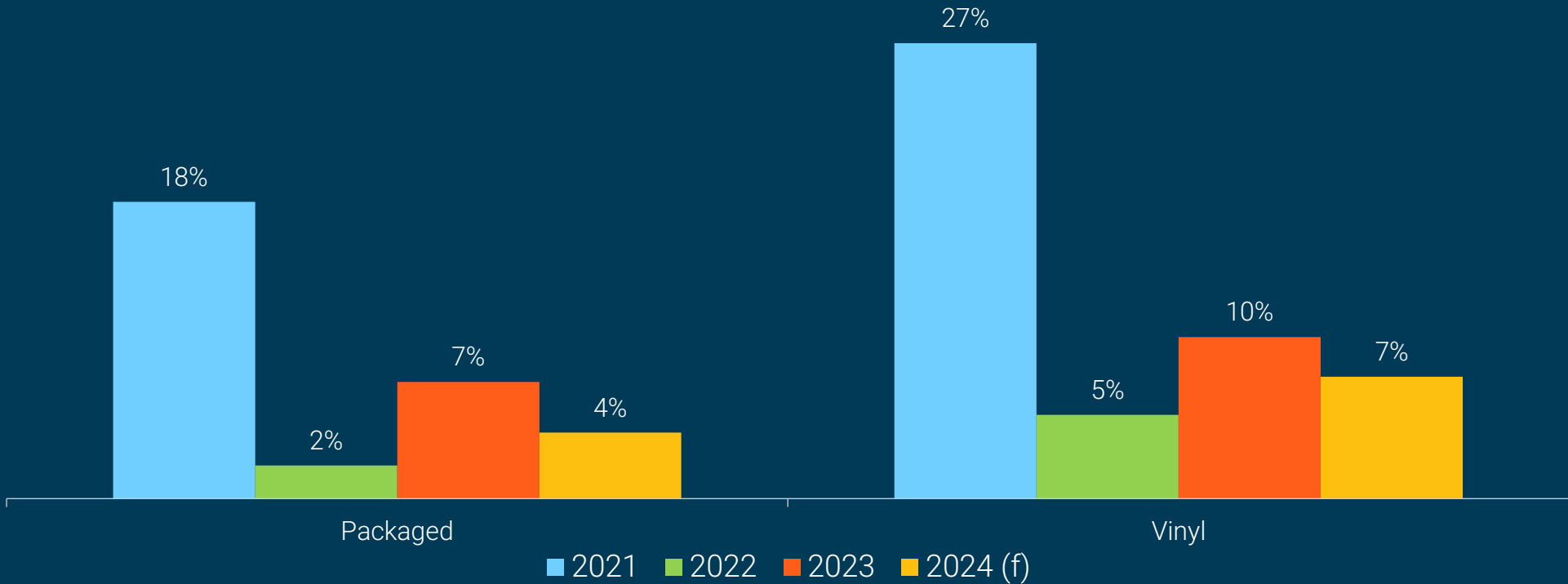
- | Full service end-to-end research capabilities
- | Global market coverage based on informed local expertise
- | Delivering excellence for over 30 years
- | Leading-edge data delivery and analysis
- | Unrivalled client list, maintained through client-centred service approach

YoY Change in Global Consumer Spend on Music by Format



Vinyl – Dominate format of Physical Media

YoY Change in Global Consumer Spend – Total Packaged vs Vinyl



2021 first year of growth since 2012

2024 Surpasses \$6 bn first time in 8 years

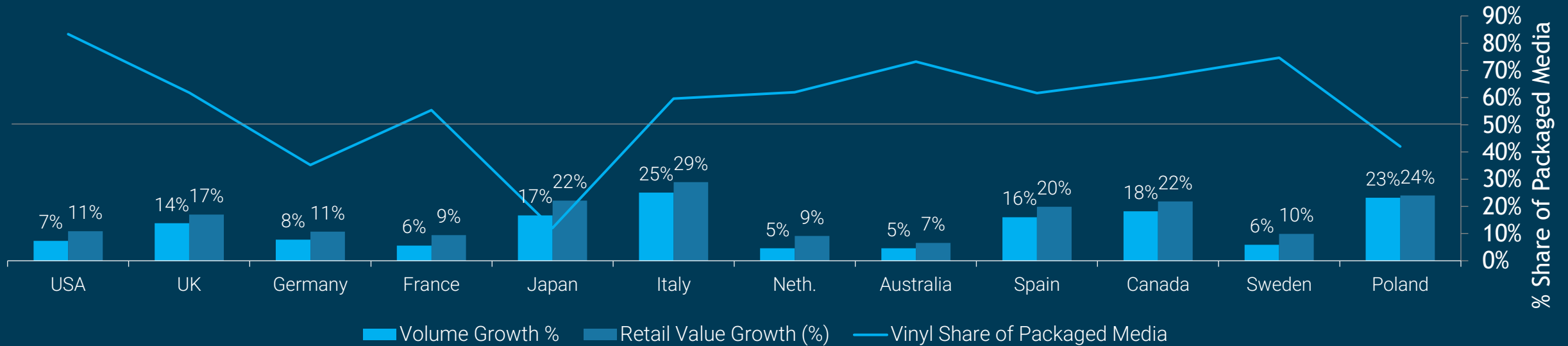
2021 Share of Packaged Media was 47%

At \$3.6 bn 2024 Forecasted to represent 59%

Year-on-Year growth showcases markets of further opportunity...
 ...with Japan, Italy, Spain, Canada and Poland driving forces

Top 3 markets where Vinyl leads come from 3 different regions
 Growth opportunities in markets where CD still plays an important role

Vinyl shipments and consumer spend growth for 2023



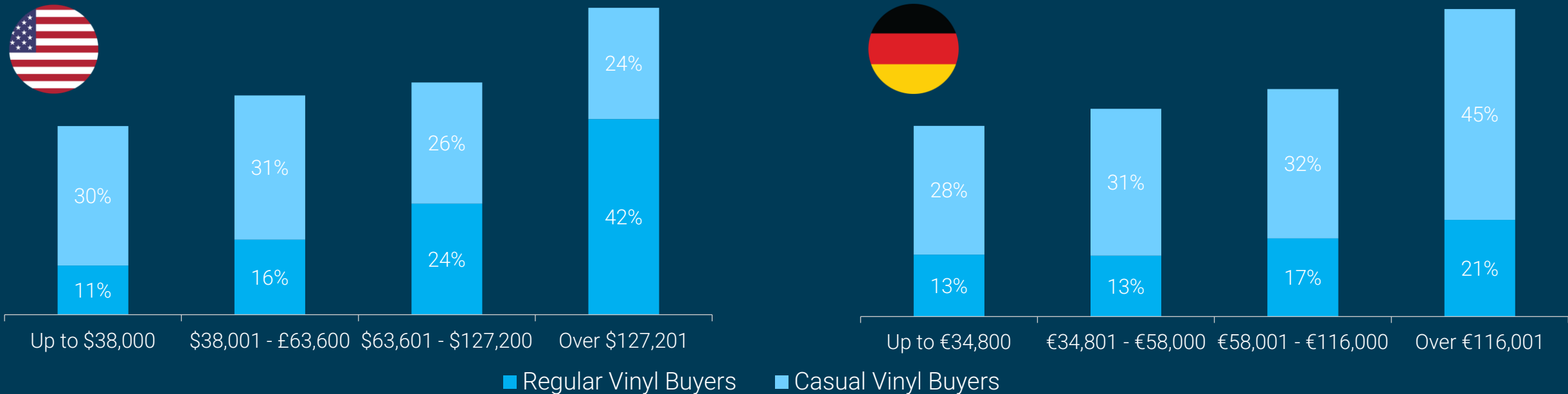
Frequency of Purchase the key to Growth

Higher the Household Income, the more engaged audience is in Vinyl

Switching audience up to become more regular buyers
will drive further growth

Vinyl Buyers by Household Income

(Base: Respondents from USA & Germany)



Source: Futuresource Audio Technology Lifestyles Consumer Survey (UK, USA, Germany, Japan & China). Income brackets originate from UK Sterling, converted in survey to local currency.

*Regular Vinyl Buyers: bought at least 6 vinyl records in the last year

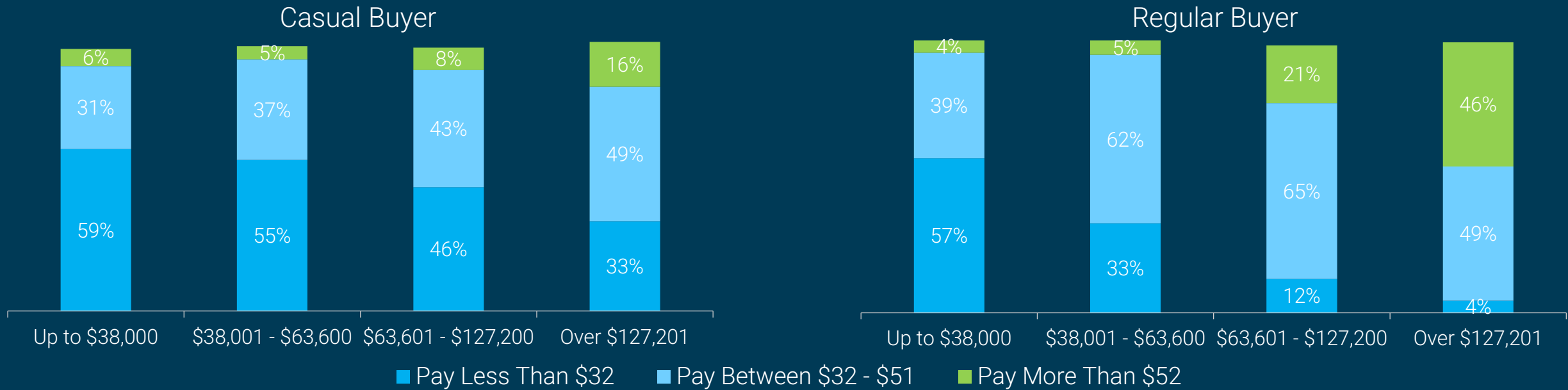
**Casual Vinyl Buyers: bought less than 6 vinyl records in the last year or over a year since last bought a vinyl

Casual Buyer more likely to stick towards lower price bands

Regular Buyer income over \$38k is willing to pay for that something extra



Max Price Willing to Pay by Household Income
(Base: USA Respondents)



Source: Futuresource Audio Technology Lifestyles Consumer Survey (UK, USA, Germany, Japan & China). Income & Price point brackets originate from UK Sterling, converted in survey to local currency.

*Regular Vinyl Buyers: bought at least 6 vinyl records in the last year

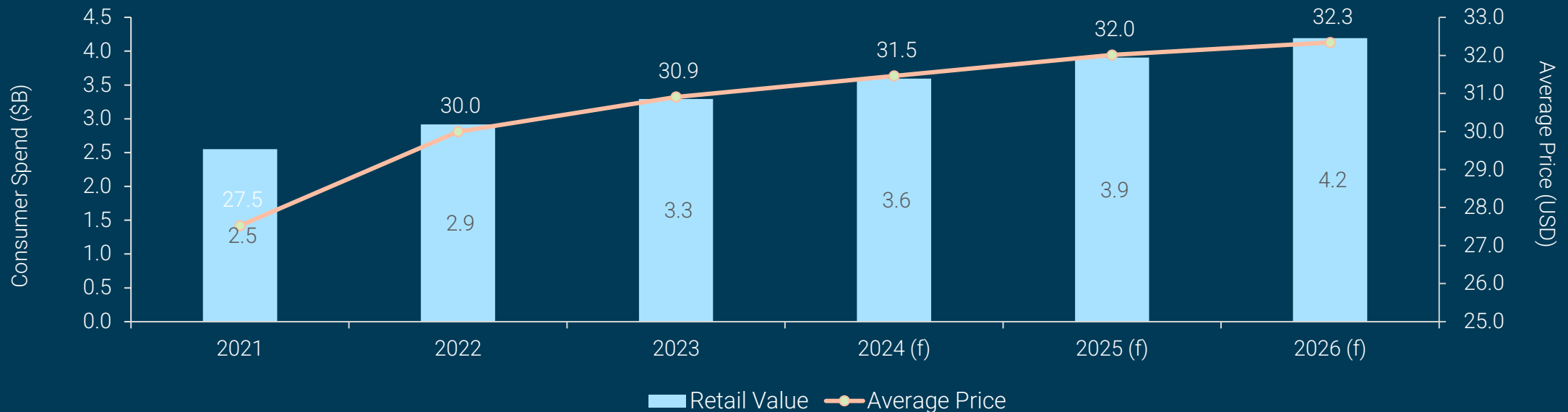
**Casual Vinyl Buyers: bought less than 6 vinyl records in the last year or over a year since last bought a vinyl

A further \$900 million to be added across next 3 years

Driven by continued rise in average price up near \$5 since 2021

APAC and Latam to increase share of Global Spend

Global vinyl album (LP) market overview, 2021–2026 (f)





Futuresource Consulting is working alongside Making Vinyl and the VRMA to produce an exclusive report breaking down understanding of vinyl pressing volumes. The questions outlined below are aimed at supporting this partnership to help identify key trends and analysis around product breakdowns, active plants / pressing lines and regional variations. Any and all data shared, will be held in confidence by Futuresource Consulting, within only consolidated data shared with Making Vinyl, VRMA and members.

- Data and analysis published will be amalgamated to ensure no individual data can be reverse engineered.

Contact Name:

Company Name:

Country / City Location:

Do you operate multiple locations / pressing plants?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

If Yes, please complete below survey for each location.

1 As of end 2023 how long have you been pressing Vinyl?

<6 months	<1 year	1-2 years	2-3 years	3-5 years	5+ years
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 How many Pressing Lines do you have operational?

Pressing Lines
<input type="text"/>

2a What brand pressing lines are installed?

3 If more than one line operational. Did you increase the number of Pressing Lines during 2023?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

3a If YES to above question, which month did it/they go live?

January	February	March	April	May	June	July	August	September	October	November	December
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 How many days per week do pressing lines run for?

Days per Wk
<input type="text"/>

5 How long on average do pressing lines run for on a daily basis?

<6 hrs	6-12 hrs	12-18 hrs	18-24 hrs
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please either choose **Q6** or **Q7** to populate on pressing volumes

6 Estimate to vinyl volumes pressed per Month?

	January	February	March	April	May	June	July	August	September	October	November	December
2022												
2023												

7 Estimate to vinyl volumes pressed per Qtr?

	Jan-Mar	Apr-Jun	Jul-Sept	Oct-Dec
2022				
2023				

8 Estimate to share of pressing being exported outside country of origin?

	% Share
2022	
2023	

9 As of now are you pressing Vinyl across the following configurations?

12" Black 180g	12" Black 140g	12" Colour 180g	12" Colour 140g	10" Black	10" Colour	7" Black	7" Colour

10 What is your minimum pressing volume per order?

	Min. Pressing Volume
2022	
2023	

11 Any other information you'd like to share please outline in the text box below.

Vinyl Plants across the world

North America and
Latin America



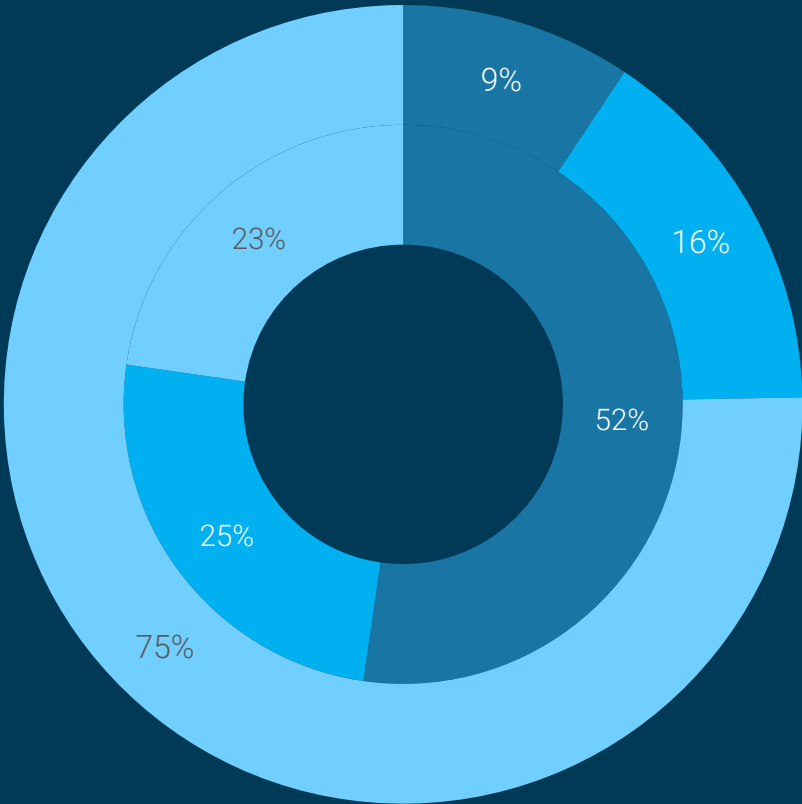
Asia-Pacific



West and East Europe

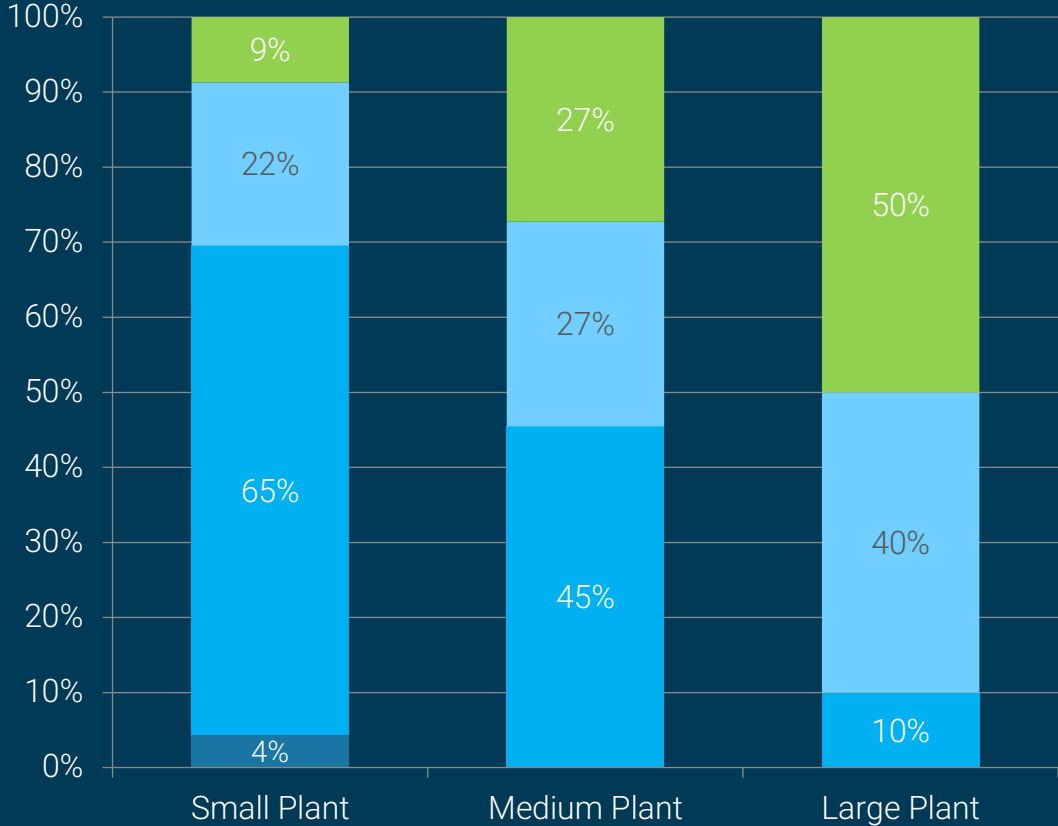


Plant Size & Pressing Lines



■ Small Plant ■ Medium Plant ■ Large Plant

Running Time by Plant Size

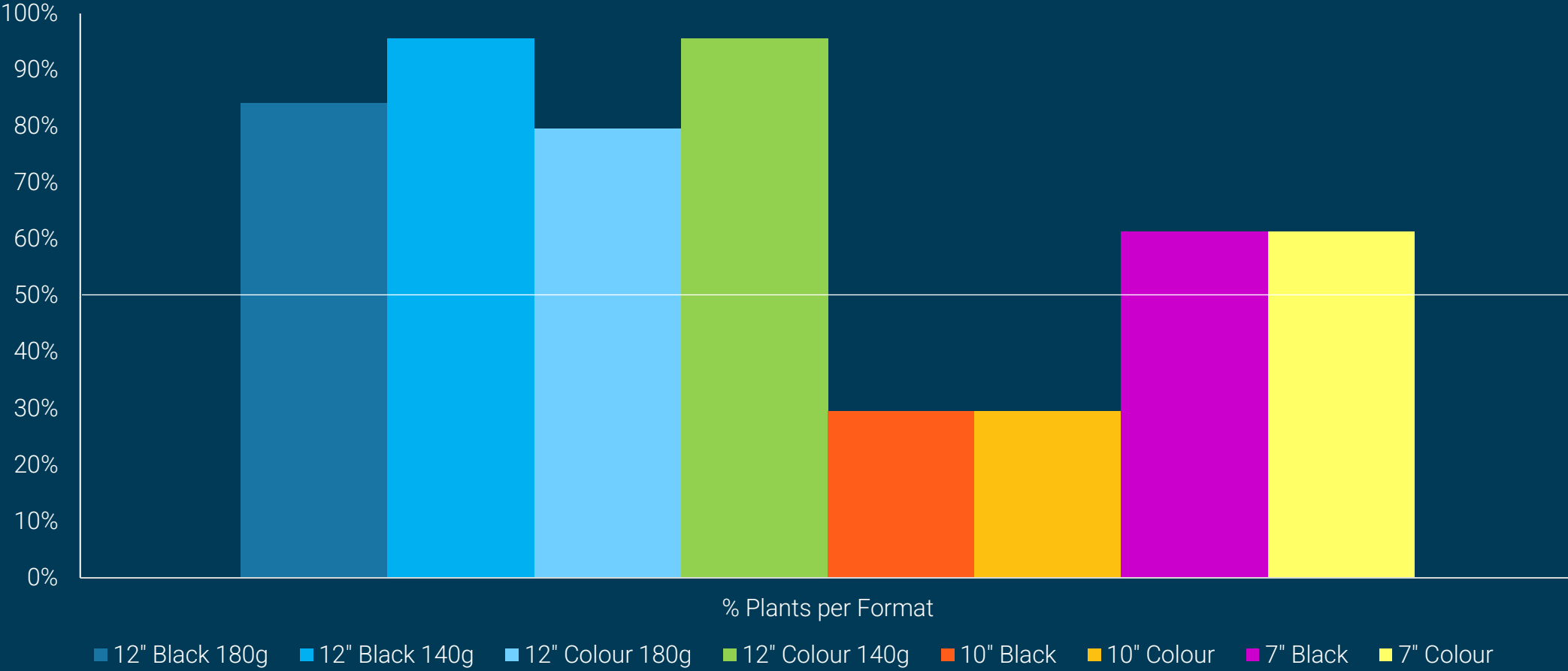


■ 0-6 hrs ■ 6-12 hrs ■ 12-18 hrs ■ 18-24 hrs

Source: Futuresource / Making Vinyl / VRMA Vinyl Project
 Current Definition of: Small Plant = <3 lines, Medium Plant = 4-10 lines, Large Plant = >10 lines

Pressing by Format Configuration

% Share of Global Manufacturers and Formats being Pressed



Source: Futuresource / Making Vinyl / VRMA Vinyl Project



2023 saw share of Global output at 38%

Volume up 50%, derived partly by opening of new plants and pressing lines



2023 saw share of Global output at 59%

2nd half of the year saw output down 20%



2023 saw share of Global output at 3%

Even with new plant(s) volumes remain flat year-on-year

50% of Global output is exported to a different Country from that it's made in

Data based on currently available information and will change with further survey inputs



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Thank you