

The Latin music genre had nearly 51 billion streams as of June 2024, a 15.1% increase over the same period last year. This genre is seeing a higher growth rate than rock, pop, country and Christian/gospel. **Latin music is the fifth most streamed genre in the U.S.** and what's even more outstanding is that the increase in popularity is driven by an ever-broader audience, as **48% of adults who picked Latin music as their favorite music genre do not speak Spanish**. There has also been an **increase in Latin music subgenres with two new categories being introduced** in the 2024 Latin Grammy Awards including *Best Latin Electronic Music Performance* and *Best Contemporary Mexican Music Album*.

Who is the Latin music listener?

It's Beyond Language

48% of adults who picked Latin as their favorite music genre do not speak Spanish

Streaming is Driving Latin Music Consumption

There has been **44%** growth of on-demand streams of Latin music (higher than the growth rate of Hip-Hop)

Listeners Are Social, Spend More & Are Purpose Driven

Hip-Hop/Rap and Latin listeners are **41% more likely to have posted short form videos**

Latin music fans who are Paid Music Streamers are **32% more likely to purchase CDs in the future when compared to other paid music streamers**

Latin music fans that purchase physical music and have children in the house are **55% more likely to cite sustainability / re-usability as a cause they care about** compared to the average U.S. music listener

The rise of Latin music subgenres in 2024

Regional Mexican music is leading the charge.

Regional Mexican music is the largest Latin music subgenre so far in 2024 with more than 13 billion U.S. On-Demand Audio streams and a more than 36.9% year-over-year growth rate.

The top 3 ways Non-Hispanic listeners in the U.S. discovered regional Mexican music:

- Video and/or audio streaming services
- Social media
- Movies/movie soundtracks

Gen Z Regional Mexican Listeners are 70% more likely to discover music through Short Video Clips on social video websites/apps than other U.S. music listeners

We anticipate a rise in these subgenres in 2025.

Reggaeton Chileno

Latin Afrobeats

Reggaeton Mexa

Latin Electronic

Jazz Colombiano

Source: Remezcla

Ways To Win

1

Latin music is a powerful passion point to leverage when trying to reach the U.S. Hispanic community and the general consumer.

2

To win with younger audiences, brands need to lead with culture. They are not only passionate about music but are active on social media and like to develop content.

3

Language is not a barrier to Latin music. Almost half of Latin music listeners do not speak Spanish and developing bilingual content can win across cohorts.

4

With the resurgence of Latin music subgenres, partnering with emerging artists and leveraging this subgenres will win big with this cohort.

5

Latin music listeners are passionate about physical merch and are more likely to buy collectibles of their favorite music and artists.

