



VIBERATE

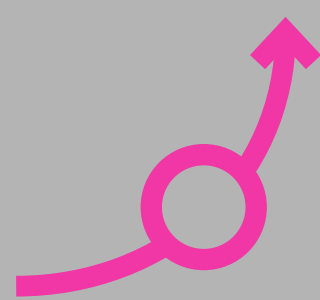
VIBERATE
REPORT

THE 2020-21 “LOCKDOWN WINNERS” OF SPOTIFY

As the entire world went into lockdown for a year, the music scene shifted from live events to streaming.

Viberate looked into the numbers to pinpoint the top 5 Pop, Hip Hop, Latin, Rock, R&B and Electronic artists on Spotify who've made the most of the pandemic year.

WHAT WE WERE LOOKING FOR



the fastest-growing fanbase among the top 1K Spotify artists in each genre



April 2020 – April 2021



at least 10K Spotify followers and at least 100K monthly listeners

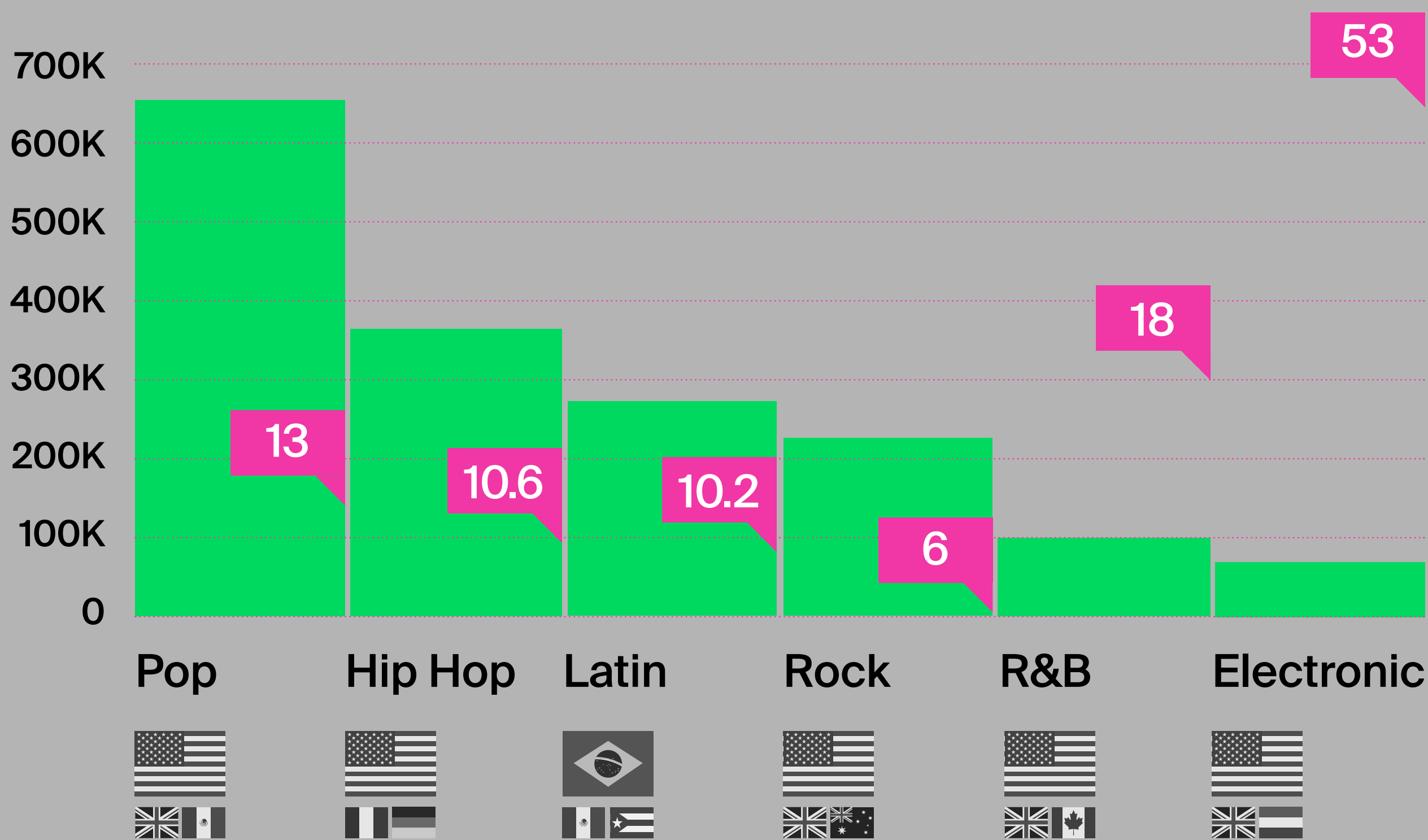


listener-to-followers ratio of 5–15 (indicating solid popularity overall)

WHAT WE FOUND

No. of new followers
(average)

Listener-to-follower ratio
(average)



Based on the 1,000 best-performing Spotify artists in each genre in the analyzed year.

Overall, Pop was the winning genre, followed by Hip Hop and Latin.

Hip Hop and Latin artists held the most solid listener-to-follower ratio, suggesting fewer “wildcards” and a more established fanbase.

In Hip Hop, Rock and R&B, almost half of all the best-performing artists come from the US, whereas other genres are more dispersed.

WHO ARE THE ARTISTS

🎧 Top 5 in POP

		FOLLOWERS	MONTHLY LISTENERS	LISTENER-TO-FOLLOWER RATIO	PLAYLIST REACH
1	Maximillian Denmark	337K ↑ 3,430% +328K	3.3M	9.7	24.5M
2	Jony Russia	302K ↑ 580% +258K	2.4M	8	2M
3	Giulia Be Brazil	453K ↑ 514% +379K	4.3M	9.5	22.1M
4	Arlo Parks United Kingdom	272K ↑ 508% +227K	3.1M	11.5	34.4M
5	Nadin Amizah Indonesia	404K ↑ 462% +332K	2.6M	6.4	6.4M



Why #1

Maximillian's tracks were a resounding hit on indie-oriented and melancholy Spotify playlists. Interestingly, the Danish artist's biggest Spotify fanbase comes from the Philippines (additionally boosted by a 2021 collab with Filipino Moira Dela Torre).

Top 5 in HIP HOP

		FOLLOWERS	MONTHLY LISTENERS	LISTENER-TO-FOLLOWER RATIO	PLAYLIST REACH
1	J.I the Prince of N.Y United States	475K ↑ 426% +384K	3M	6.4	13.5M
2	Megan Thee Stallion United States	3.8M ↑ 328% +2.9M	33.6M	8.9	233.1M
3	Pashanim Germany	170K ↑ 274% +125K	1.6M	9.4	3.3M
4	L7NNON Brazil	563K ↑ 273% +412K	3.6M	6.5	20.2M
5	Timati Russia	334K ↑ 270% +234K	1.9M	5.9	4.3M



Why #1

Thanks to a productive year and a couple of resounding collabs, J. I the Prince of N.Y boosted his stats impressively, gaining twice as many monthly listeners as the industry average.

Top 5 in LATIN

		FOLLOWERS	MONTHLY LISTENERS	LISTENER-TO-FOLLOWER RATIO	PLAYLIST REACH
1	Los Dos Carnales Mexico	683K ↑ 2,030% +651K	5.8M	8.5	18.4M
2	TIERRY Brazil	532K ↑ 1,220% +492K	4.8M	9	34.6M
3	MC Dricka Brazil	286K ↑ 624% +651K	2.5M	8.7	15M
4	Rauw Alejandro Puerto Rico	4.3M ↑ 454% +3.5M	33M	7.7	227.3M
5	CAUTY Puerto Rico	502K ↑ 185% +326K	275K	5.5	12.3M



Why #1

Los Dos Carnales, who play regional Mexican music, also have a solid base in the USA. In July 2020, they released a new album. Soon after, they dropped their most streamed track “Cabrón y Vago” with singer El Fantasma, who actually discovered the brother duo.

Top 5 in ROCK

		FOLLOWERS	MONTHLY LISTENERS	LISTENER-TO-FOLLOWER RATIO	PLAYLIST REACH
1	Mother Mother Canada	1.6M ↑ 585% +1.3M	8.2M	5.3	16.2M
2	Beach Bunny United States	432K ↑ 192% +284K	5M	11.6	27.5M
3	Current Joys United States	432K ↑ 181% +278K	3.7M	8.5	8.4M
4	Mitski United States / Japan	688K ↑ 148% +410K	4.5M	6.5	8.8M
5	Salvia Palth New Zealand	219K ↑ 136% +126K	1.6M	7.3	2.1M



Why #1

Thanks to TikTok, Mother Mother were re-discovered in 2020 and launched to the top of the fastest-rising Rock bands. Their viral track “Hayloft” was included in over 300 Spotify playlists.

Top 5 in R&B

		FOLLOWERS	MONTHLY LISTENERS	LISTENER-TO-FOLLOWER RATIO	PLAYLIST REACH
1	Tems Nigeria	97K ↑ 1,820% +92K	500K	5.1	3.6M
2	Samantha Barrón Mexico	69K ↑ 1,340% +64K	922K	14.3	1.9M
3	Amaarae Ghana / United States	33K ↑ 523% +28K	379K	11.6	4.7M
4	Lous and the Yakuza Belgium / Congo	121K ↑ 503% +101K	1.3M	11.3	7.2M
5	Mariah the Scientist United States	36K ↑ 307% +27K	254K	7	1.6M



Why #1

This Nigerian Neo-Soul singer experienced an incredible leap in popularity during the lockdown, with her September 2020 track “Damages” still attracting over 200K weekly streams these days.

Top 5 in ELECTRONIC

		FOLLOWERS	MONTHLY LISTENERS	LISTENER-TO-FOLLOWER RATIO	PLAYLIST REACH
1	Ben Böhmer Germany	156K ↑ 143% +92K	1.9M	12.8	21.8M
2	Yves Tumor United States	146K ↑ 127% +82K	764K	5.3	3.6M
3	INZO United States	79K ↑ 106% +40K	862K	11	4.7M
4	ARTBAT Ukraine	136K ↑ 104% +70K	1.3M	9.2	7M
5	Unknown Brain Germany	183K ↑ 96% +90K	2.6M	14.2	8.9M



Why #1

This Deep House artist has steadily improved both his listener and follower base throughout the 12-month period. His 2020 releases “Cappadocia” and “Moments” have already gained over 18M streams.

WHAT WE CAN LEARN

Spotify playlists boost success

The majority of the top-performing artists landed a spot on at least one influential Spotify playlist. These range from Spotify's "New Music Friday" to the user-generated "Meme Songs".

Sad playlists were (obviously) popular during lockdown, resulting in older music projects such as *salvia palth* resurfacing once again.

#1

Hip Hop and Latin artists have the most solid fanbases

As the listener-to-follower ratio suggests, Hip Hop and Latin artists are the most successful in converting listeners into long-term followers. The Electronic community seems to be the most divided in terms of delivering either one-time hits or new household names.

#2

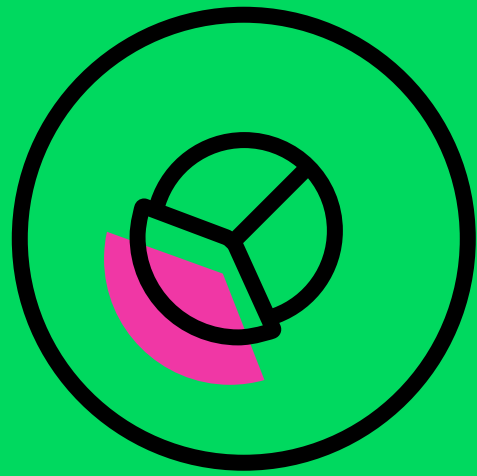
TikTok is highly influential

Besides Mother Mother, The Longest Johns are a great example. Once TLJ's "Wellerman" sea shanty went viral on Tik Tok (thus landing various "Meme Songs" playlists), their Spotify performance soared, making the band #1 in the European genre.

#3

DO THE WORK WITH VIBERATE

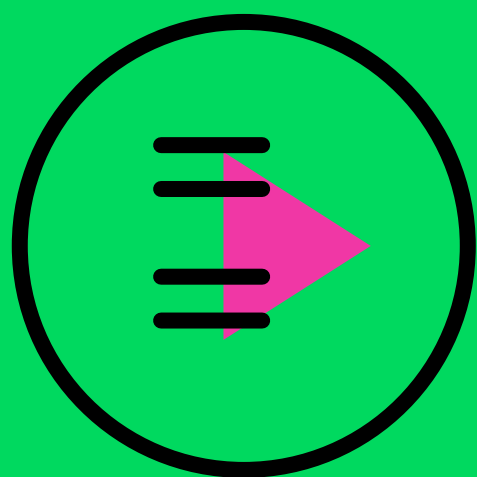
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