**Amazon Music to Surpass Pandora in Monthly Listeners by 2023**

Amazon Music will increase its monthly listenership by 18.5% this year to 45.8 million, which represents 21.3% of digital audio listeners, according to our latest estimates. We expect that as it continues to invest in and grow its audio strategy, Amazon Music will surpass Pandora in monthly listeners by 2023.

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[*https://www.emarketer.com/content/amazon-music-surpass-pandora-monthly-listeners-by-2023?ecid=NL1001*](https://www.emarketer.com/content/amazon-music-surpass-pandora-monthly-listeners-by-2023?ecid=NL1001)