**US Ad-Supported Spotify Listeners Pass 40 Million Mark**

The forecast: Spotify will hit 41.5 million ad-supported US listeners this year, a 9.7% increase over 2020, reflecting a greater trend of ad-supported listeners increasing their share on the predominantly subscription-based platform.

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[*https://www.emarketer.com/content/us-ad-supported-spotify-listeners-pass-40-million-mark?ecid=NL1001*](https://www.emarketer.com/content/us-ad-supported-spotify-listeners-pass-40-million-mark?ecid=NL1001)