



INDIA MUSIC TRENDS

2021

It's that time of the year again. India's most loved music streaming app, Gaana's market trend report is here. Calling all industry insiders, artists & music lovers! Check out top trends, artists and insights from the year that was, with the music preferences of over

180MN LISTENERS



TOP TRENDS 2021

100
MILLION CLUB
nears a century


REGIONAL
MUSIC
consumption
on the rise


PODCASTS
GROWTH
consumption
has increased
by ~40% yoy


VIP ACCESS
Fans got
closer to
their faves

*All data pertains to the period:
01 Dec 2020 - 30 Nov 2021



2021 was a grim year, but music emerged as a healer & a much-needed source of entertainment. Non-music audio content gained traction as a way to provide screen-less entertainment.

As the OG audio-streaming player, Gaana helped grow the industry ecosystem.



The importance of audio content grew, and the tastes and consumption habits of Indian listeners transformed too.



100 MILLION CLUB

99 ARTISTS

were streamed beyond the
monumental 100 million
mark on Gaana in 2021



10 ARTISTS

that ruled this year



1. Tanishk Bagchi

*Number of streams
Dec 2020 to Nov 2021



2. Arijit Singh



3. Neha Kakkar



4. Jubin Nautiyal



5. Pritam



6. B Praak



7. Badshah



8. Tony Kakkar



9. Payal Dev



10. Yo Yo Honey Singh

TOP 10 SONGS

1. **Lut Gaye (Feat. Emraan Hashmi)**
Jubin Nautiyal, Tanishk Bagchi, Nusrat Fateh Ali Khan
2. **Bewafa Tera Masoom Chehra**
Jubin Nautiyal, Rochak Kohli
3. **Raataan Lambiyan**
Jubin Nautiyal, Asees Kaur, Tanishk Bagchi
4. **Taaron Ke Shehar**
Neha Kakkar, Jubin Nautiyal, Jaani
5. **Temporary Pyar**
Kaka, Adaab Kharoud
6. **Baarish Ban Jaana**
Payal Dev, Stebin Ben
7. **Illegal Weapon 2.0**
Jasmine Sandlas, Garry Sandhu
8. **Titliaan**
Afsana Khan
9. **Baarish Ki Jaaye**
B Praak, Nawazuddin Siddiqui, Sunanda Sharma
10. **Libaas**
Kaka

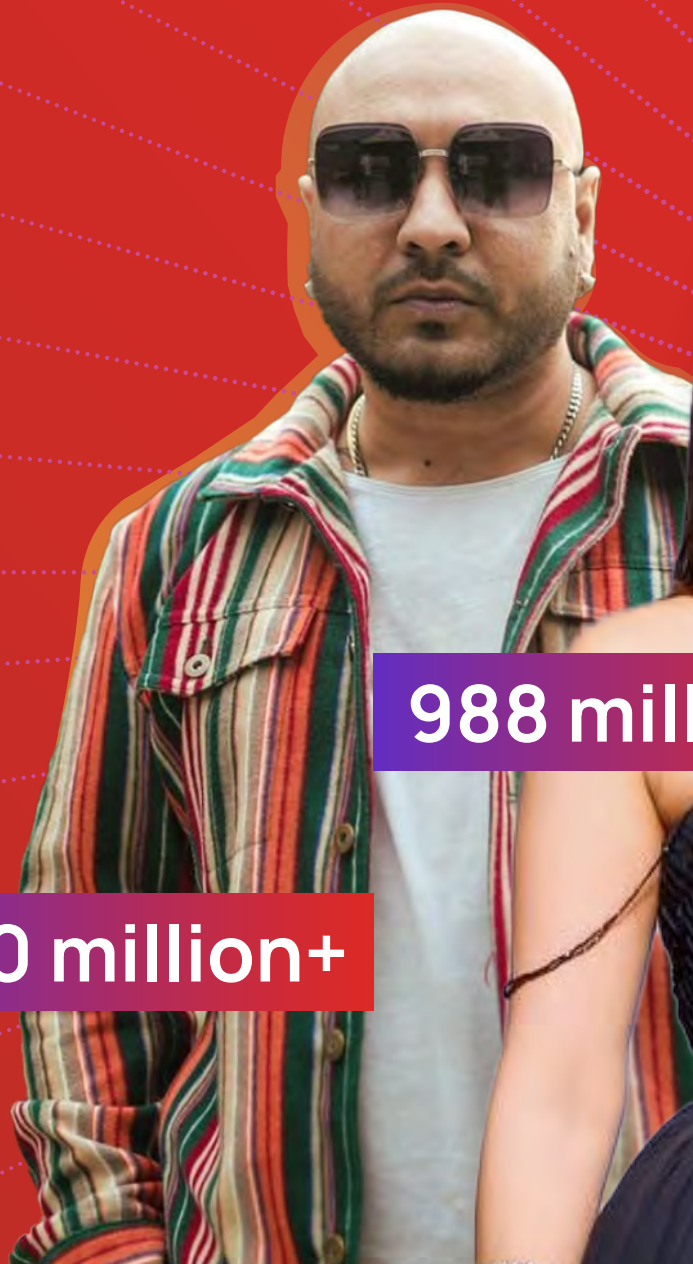
1. **Shershaah**
2. **Street Dancer 3D**
3. **Kabir Singh**
4. **Luka Chuppi**
5. **Love Aaj Kal (Original Motion Picture Soundtrack)**
6. **BellBottom**
7. **Roohi**
8. **Moosetape**
9. **Sonu Ke Titu Ki Sweety**
10. **Batla House**

TOP 10 ALBUMS

*Number of streams: Dec 2020 to Nov 2021



Artists like
B Praak, Neha Kakkar, Tanishk Bagchi, Badshah got
2X STREAMS ON GAANA
vis-a-vis another music streaming app



800 million+

988 million+



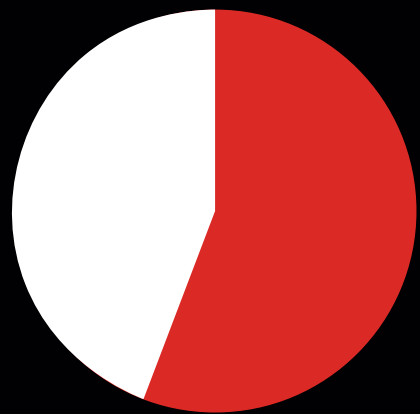
1.2 billion+



753 million+

FAST RISING REGIONAL

Love for regional music was
more powerful than ever



~40%
streams from regional
music on gaana



15%+
rise in Bhojpuri & Haryanvi
streams compared to the
last year

TAMILTOP10 ARTISTS

ARTISTS

1. Anirudh Ravichander
2. A.R. Rahman
3. Santhosh Narayanan
4. Yuvan Shankar Raja
5. S.P. Balasubrahmanyam
6. G.V. Prakash Kumar
7. Ilaiyaraaja
8. Hiphop Tamizha
9. Sid Sriram
10. Harris Jayaraj

TAMIL TOP 10

ALBUMS

1. Master
2. Jagame Thandhiram
3. Soorarai Pottru
4. Doctor
5. Eeswaran
6. Maara
7. Karnan
8. Darbar (Tamil)
9. Sulthan
10. Pattas

SONGS

1. Vaathi Coming
Anirudh Ravichander, Gana Balachandar
2. Bujji
Santhosh Narayanan, Anirudh Ravichander
3. Mangalyam
Silambarasan TR, Roshini JKV, S. Thaman
4. Enjoy Enjaami
Dhee, Arivu, Santhosh Narayanan
5. Master the Blaster
Anirudh Ravichander, Bjorn Surrao
6. Chellamma
Anirudh Ravichander, Jonita Gandhi
7. Yaar Azhaippadhu
Ghibran, Sid Sriram
8. Kaattu Payale
G.V. Prakash Kumar, Dhee
9. Jai Sulthan
Anirudh Ravichander, Junior Nithya, Gana Guna
10. Rakita Rakita Rakita
Dhanush, Dhee, Santhosh Narayanan

TELUGU TOP 10

ARTISTS

- | | |
|--------------------------|---------------------|
| 1. Devi Sri Prasad | 6. K.S. Chithra |
| 2. S. Thaman | 7. Anurag Kulkarni |
| 3. S.P. Balasubrahmanyam | 8. Mangli |
| 4. Sid Sriram | 9. Ilaiyaraaja |
| 5. Mani Sharma | 10. M. M. Keeravani |

ALBUMS

- | | |
|----------------------------|------------------------|
| 1. Uppena | 6. Rang De |
| 2. Ala Vaikunthapurramuloo | 7. Sarileru Neekevvaru |
| 3. Love Story | 8. Geetha Govindam |
| 4. Vakeel Saab | 9. Sashi |
| 5. Krack | 10. Jathi Ratnalu |

SONGS

1. Saranga Dariya
Mangli
2. Jala Jala Jalapaatham Nuvvu
Jaspreet Jasz, Shreya Ghoshal
3. Okey Oka Lokam
Sid Sriram
4. Buttabomma
Armaan Malik
5. Chitti
Ram Miriyala
6. Samajavaragamana
Sid Sriram
7. Nee Kannu Neeli Samudram
Javed Ali
8. Ramuloo Ramulaa
Anurag Kulkarni, Mangli
9. Maguva Maguva
Sid Sriram
10. Laahe Laahe
Harika Narayan, Sahiti Chaganti

PUNJABI TOP 10

ARTISTS

- | | |
|---------------------|-----------------|
| 1. Kaka | 6. B Praak |
| 2. Sidhu Moose Wala | 7. MixSingh |
| 3. Desi Crew | 8. Gur Sidhu |
| 4. Karan Aujla | 9. Avvy Sra |
| 5. Jass Manak | 10. Neha Kakkar |

ALBUMS

- | | |
|---------------------------|------------------|
| 1. Moosetape | 6. Age 19 |
| 2. No Competition | 7. MoonChild Era |
| 3. G.O.A.T. | 8. Qismat |
| 4. Next Chapter | 9. Above All |
| 5. Jugni (My First Album) | 10. All Bamb |

SONGS

1. Temporary Pyar
Kaka, Adaab Kharoud
2. Titliaan
Afsana Khan
3. Libaas
Kaka
4. Teeji Seat
Kaka
5. Keh Len De
Kaka
6. Waalian
Harnoor
7. Badaami Rang
Nikk
8. Lehanga
Jass Manak
9. Phulkari
Karan Randhawa, Simar Kaur
10. Mexico
Karan Aujla

ENGLISH P10

ARTISTS

1. Justin Bieber

6. BTS

2. Alan Walker

7. Camila Cabello

3. Ed Sheeran

8. Taylor Swift

4. Selena Gomez

9. Dua Lipa

5. DJ Snake

10. SIA

ALBUMS

1. Encore

6. Divide

2. Purpose (Deluxe)

7. Butter

3. Map of the Soul:7

8. My World 2.0

4. Justice

9. BE

5. Positions

10. evermore

SONGS

1. Señorita

Shawn Mendes, Camila Cabello

2. Shape of You

Ed Sheeran

3. Believer

Imagine Dragons, Lil Wayne

4. Let Me Love You

DJ Snake, Justin Bieber

5. On My Way

Alan Walker, Sabrina Carpenter, Farruko

6. Dynamite

BTS

7. STAY

The Kid LAROI, Justin Bieber

8. Cheap Thrills

SIA, Sean Paul

9. Memories

Maroon 5

10. Peaches

Justin Bieber, Daniel Caesar, Giveon

BHOJPURITOP10

ARTISTS

- | | |
|-------------------------|-------------------|
| 1. Khesari Lal Yadav | 6. Priyanka Singh |
| 2. Pawan Singh | 7. Chhote Baba |
| 3. Antra Singh Priyanka | 8. Ritesh Pandey |
| 4. Shilpi Raj | 9. Ashish Verma |
| 5. Arya Sharma | 10. Shankar Singh |

ALBUMS

- | | |
|---------------------------|---|
| 1. Crack Fighter | 7. Balam Ji Love You
(Original Motion
Picture Soundtrack) |
| 2. Wanted | 8. Maine Unko Sajan
Chun Liya |
| 3. Satya | 9. Raja Jani |
| 4. Muqaddar | 10. Pawan Raja |
| 5. Mehandi Laga Ke Rakhna | |
| 6. Jila Champaran | |

SONGS

1. Hasuwa Ke Handil Raja Ji
Khesari Lal Yadav
2. Chumma De Da Sanitizer Lagake
Khesari Lal Yadav, Antra Singh Priyanka
3. Khojela Kunwar
Pawan Singh
4. Raate Diya Buta Ke Piya Kya Kya Kiya
Pawan Singh, Indu Sonali
5. Bangaliniya Biya
Gunjan Singh, Antra Singh Priyanka
6. Apni To Jaise Taise
Khesari Lal Yadav, Shilpi Raj
7. Pudina Ae Haseena
Pawan Singh, Anupama Yadav
8. Saj Ke Sawar Ke
Khesari Lal Yadav, Priyanka Singh
9. Bangliniya
Khesari Lal Yadav, Antra Singh Priyanka
10. Nadi Biche Naiya Dole
Shilpi Raj

THE ERA OF PODCASTS

Consumer's growing appetite for screen-free entertainment saw Gaana expanding its library to **~40,000 podcasts**

Regional markets took to podcasts fast, with the demand from them increasing by **32% in 2021**

The genres that dominated podcast charts were **Music, Motivation, Stories & Devotional**

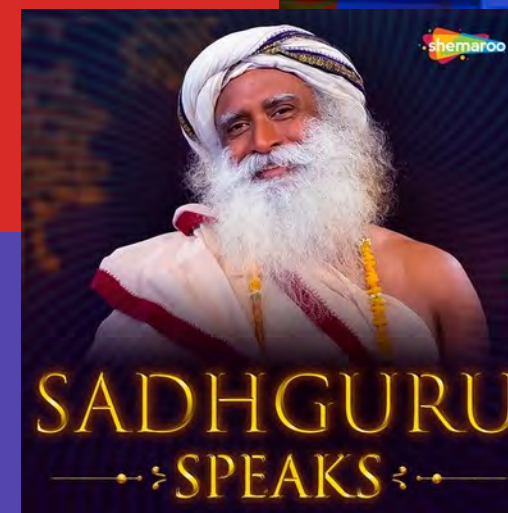


Podcast consumption has gone up by **~40% YoY**



Most streamed
Podcast of 2021

**RIYA'S
RETRO**





1. Riya's Retro



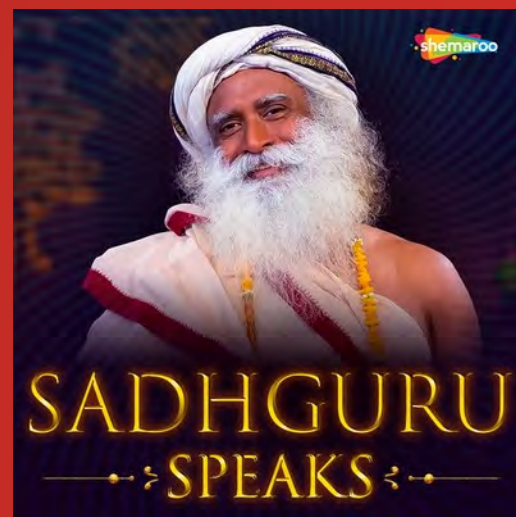
2. 90's Ki Cassette with Manjula



3. RJ Kartik Motivation



4. Ansunna Sach with Jay Alani



5. Sadhguru Speaks



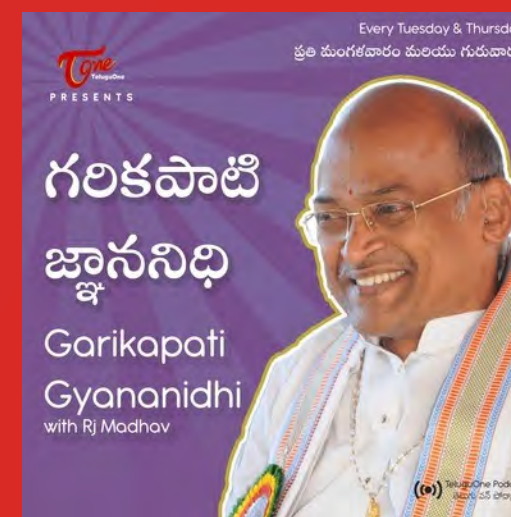
6. The Stories of Mahabharata



7. KadhaiPodcast's PonniyinSelvan



8. Paranormal Reality



9. Garikapati Gyananidhi (Telugu)



10. Ek Kahani Aisi Bhi

TOP 10 PODCASTS

THE YEAR **FANS & ARTISTS** GOT CLOSER



**SHANKAR EHSAN LOY
EXCLUSIVE CONCERT**
loved by an enthralled audience of
17K+ SUBSCRIBERS



DUA LIPA

with a whopping **1.4 Lakh+** attendees
enjoying the performance



4 DAYS
11 ARTISTS
10 STATES
1.5L+ VIEWERS

Exclusive content like
interview podcasts & curated
playlists were created with
artists specially for fans

GAANA VIP ACCESS



Raftaar

Dhvani Bhanushali

Nikhita Gandhi

Harrdy Sandhu

Renuka Panwar

Amaal Mallik

Aastha Gill

Payal Dev

Tulsi Kumar

Yasser Desai

King

Sachet-Parampara

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