
Update Nederlandse muziekmarkt

(YTD sep 2022)

STOMP Ledendag XL
9 november 2022

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Inhoud

- 1 Totale markt
- 2 Indies
- 3 Weektrends



01

TOTALE MARKT





Evolutie (fysieke) entertainment

Games software sterkste stijger, gevolgd door muziek

	YTD sep 2021 in € mln	YTD sep 2022 in € mln	Groei %
 Boeken	411	425	+ 3%
 Games software	67	76	+ 13%
 Muziek	42	44	+ 6%
 Films en series	17	15	- 11%

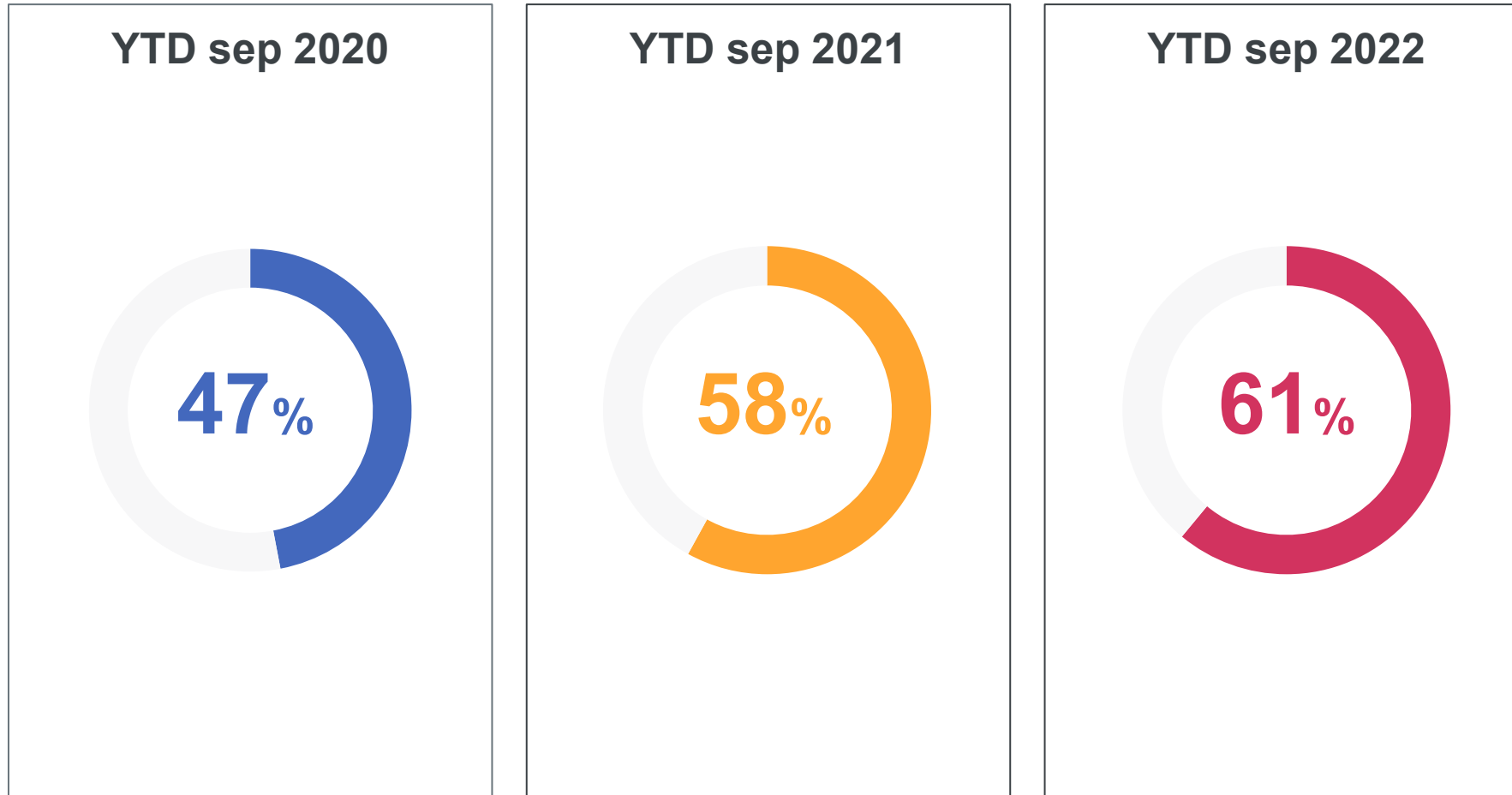
Evolutie muziekformats

Vinyl en streaming zijn wederom de groeimarkten

	YTD sep 2021 mln € / mld streams	YTD sep 2022 mln € / mld streams	Groei %
 Streaming (in aantallen)	34,6	37,0	+ 7%
 Vinyl	22,4	25,3	+ 13%
 CD	15,8	15,8	0%
 Downloads	2,8	2,6	- 7%

Omzetaandeel vinyl binnen fysiek

Vinyl al bijna 2/3 van fysieke muziek



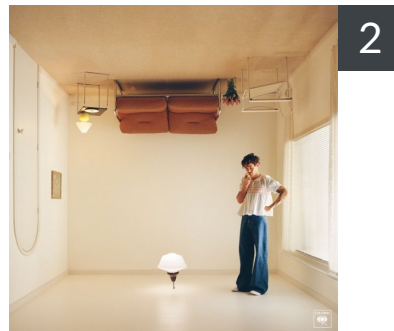
Top 10 tracks van het jaar*

Vijf indies in de top 10



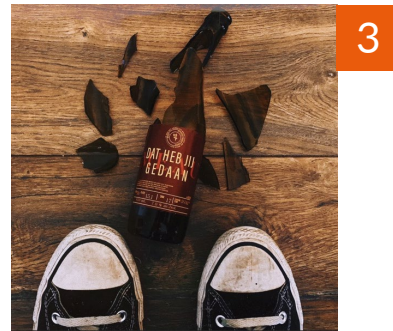
1

Vluchtstrook
Kris Kross Amsterdam
ft. Antoon & Sigourney K
KKA/Dreamteam



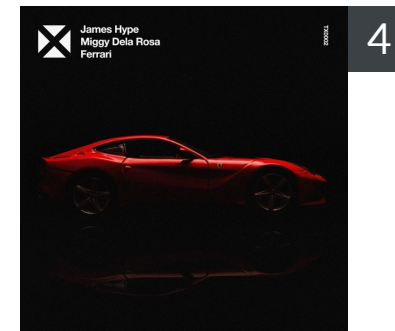
2

As it was
Harry Styles
Sony



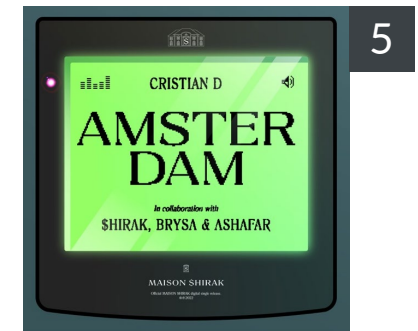
3

Dat heb jij gedaan
Meau
Excited about music



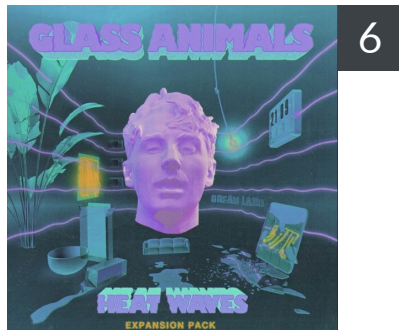
4

Ferrari
James Hype & Miggy
Dela Rosa
Universal



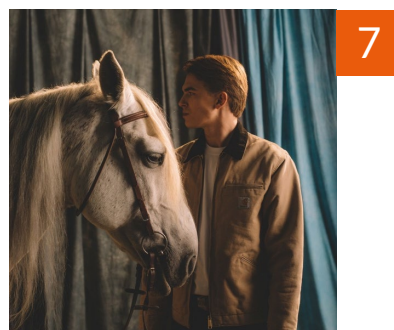
5

Amsterdam
Cristian D ft. \$hirak &
Brysa & Ashafar
Universal



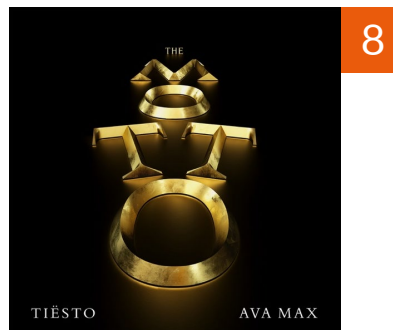
6

Heat waves
Glass Animals
Universal



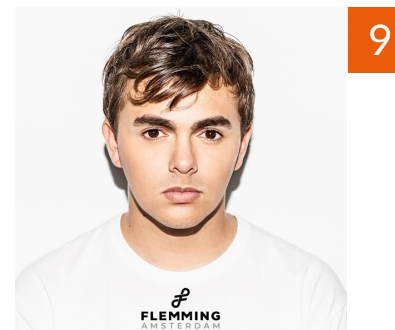
7

Hallo
Antoon
Dreamteam/Cloud 9



8

The Motto
Tiësto & Ava Max
Musical Freedom



9

Amsterdam
Flemming
8Ball

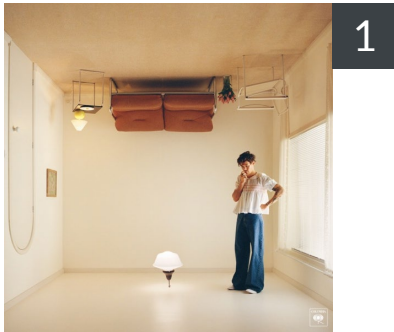


10

Vanavond (Uit m'n bol)
Kris Kross Amsterdam,
Donnie & Tino Martin
Universal

Top 10 albums van het jaar*

Twee Nederlandse artiesten in de top 10, op 3 en 8



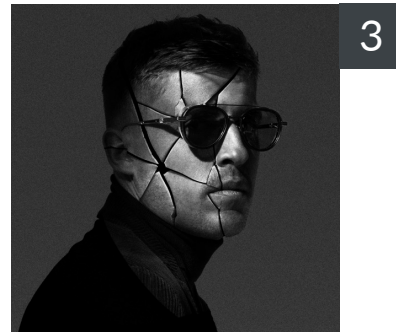
1

Harry's house
Harry Styles
Sony



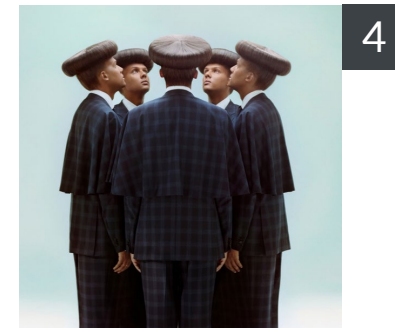
2

=
Ed Sheeran
Warner



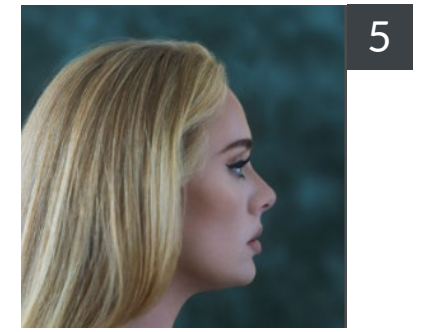
3

Ibiza stories
Lil Kleine
Universal



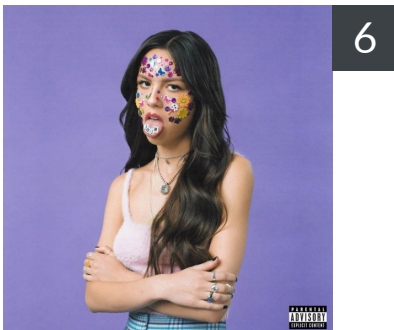
4

Multitude
Stromae
Universal



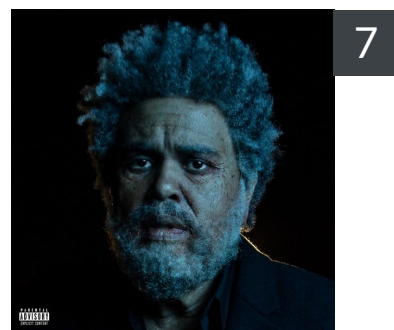
5

30
Adele
Sony



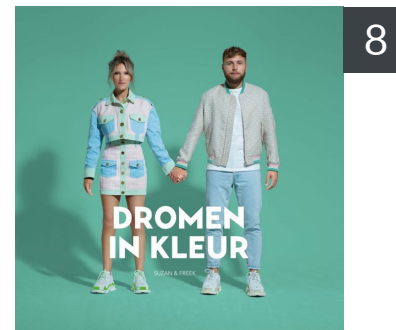
6

Sour
Olivia Rodrigo
Universal



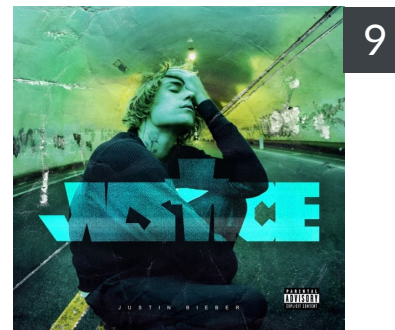
7

Dawn FM
The Weeknd
Universal



8

Dromen in kleur
Suzan & Freek
Sony



9

Justice
Justin Bieber
Universal



10

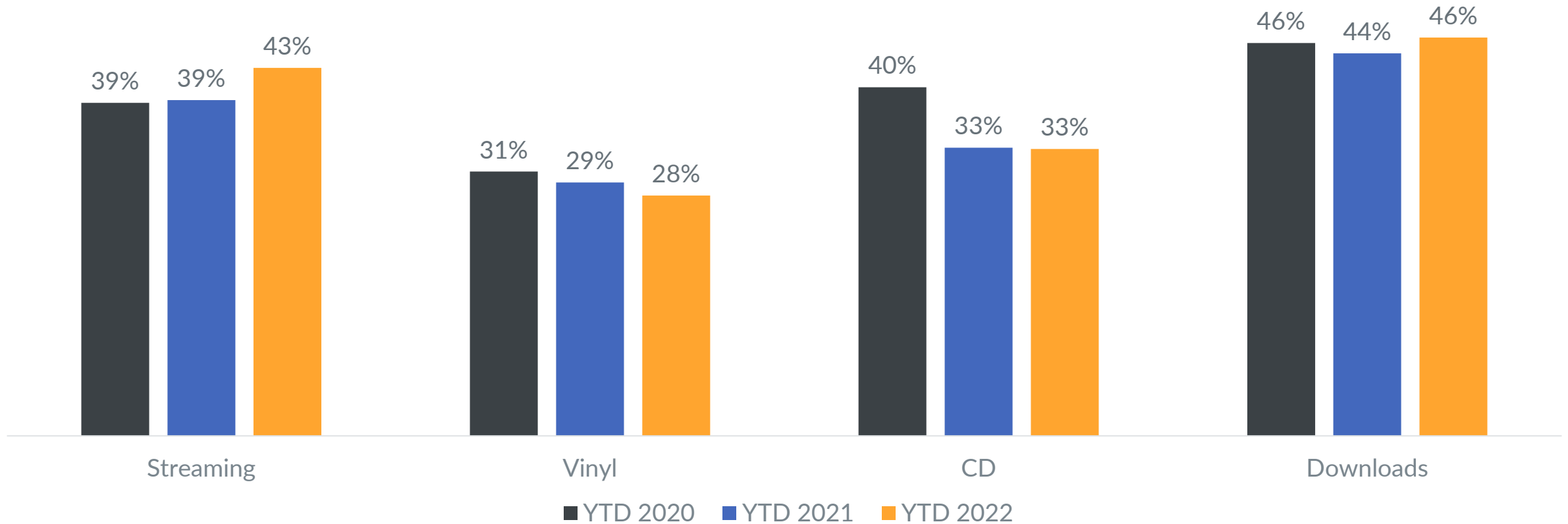
Encanto
Original soundtrack
Universal

02

INDIES

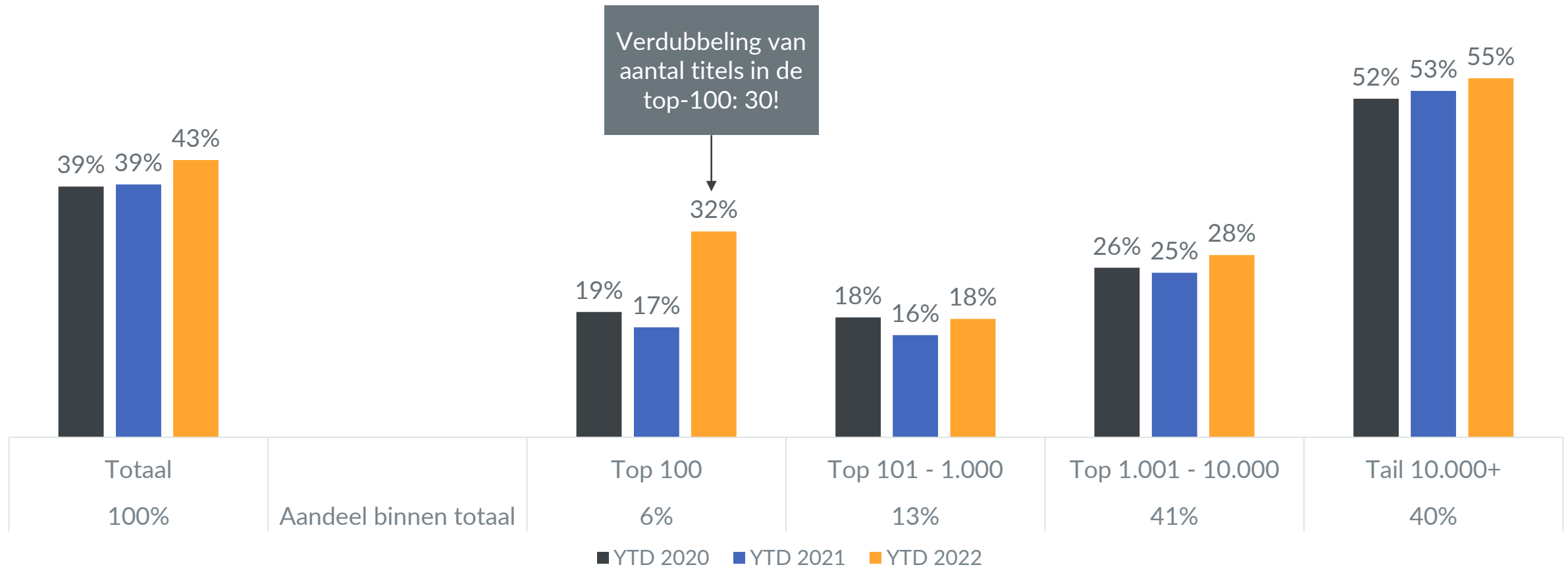
Aandeel indies per format

Flinke stijging binnen streaming, laagste aandeel en dalende binnen vinyl



Aandeel indies top vs. tail (streaming)

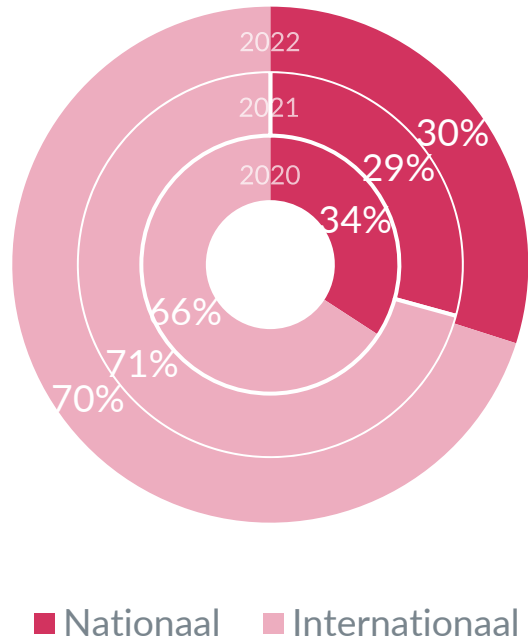
Stijging over hele linie, aandeel top-1000 'slechts' 19%



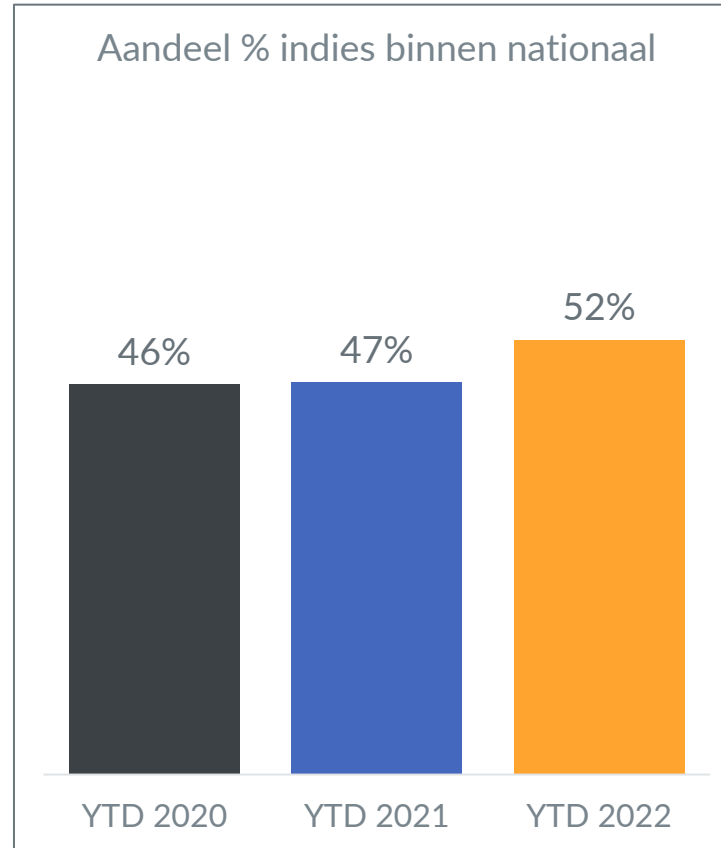
Verdeling Nationaal / Internationaal (streaming*)

Aandeel indie iets gestegen, stijging aandeel indie in beide categorieën

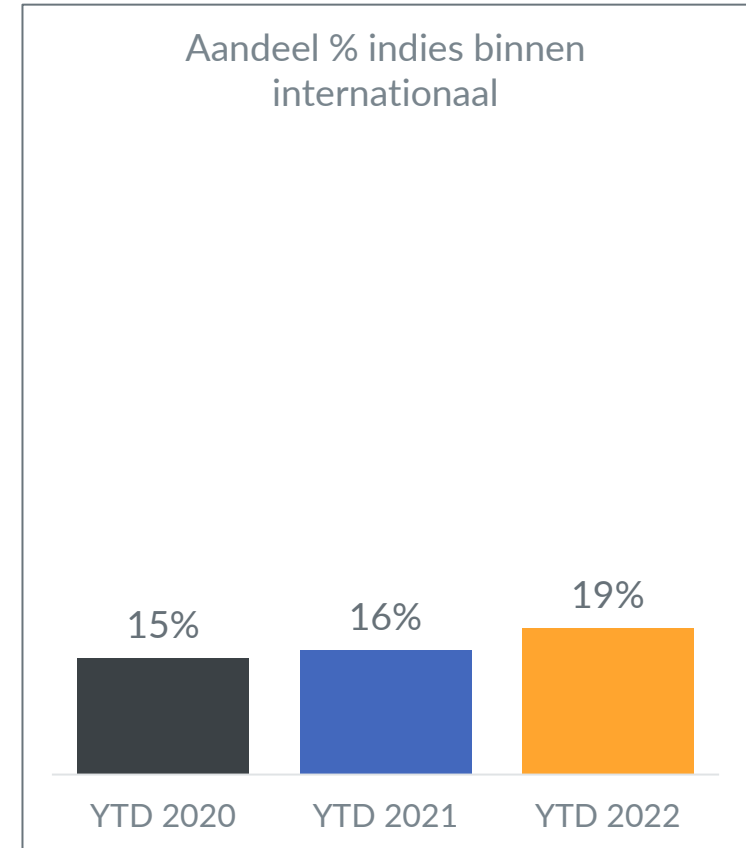
Marktverdeling
nationaal / internationaal



Aandeel % indie binnen nationaal



Aandeel % indie binnen internationaal

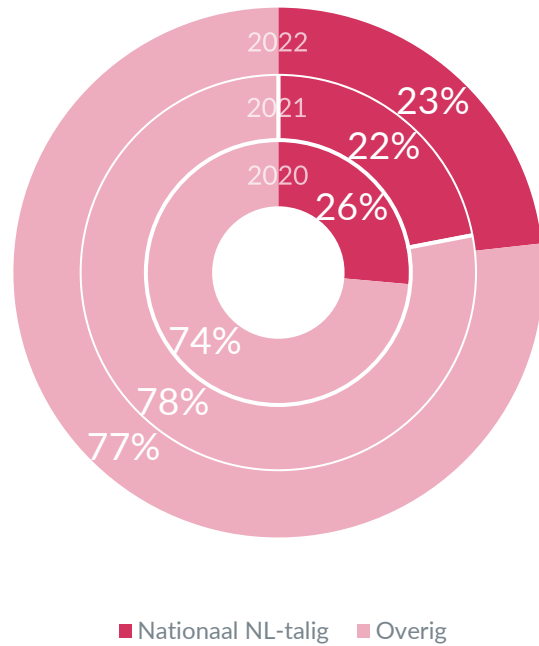


* O.b.v. Top 20.000

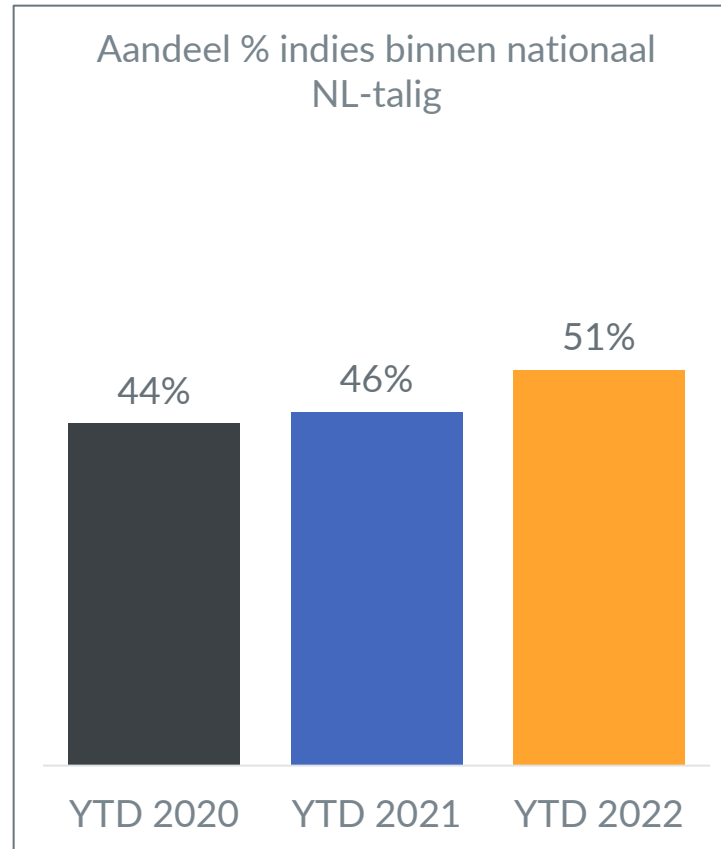
Verdeling Nationaal NL-talig vs. overig (streaming*)

Flinke stijging in 2022, aandeel indie stijgt in beide categorieën

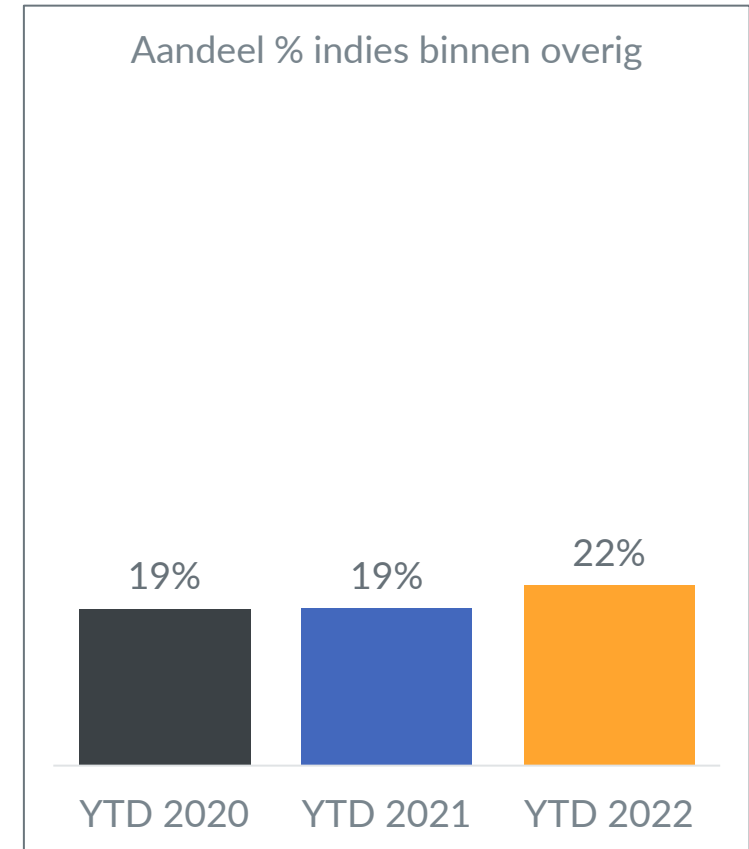
Marktverdeling nationaal NL-talig / overig



Aandeel % indie binnen nationaal NL-talig

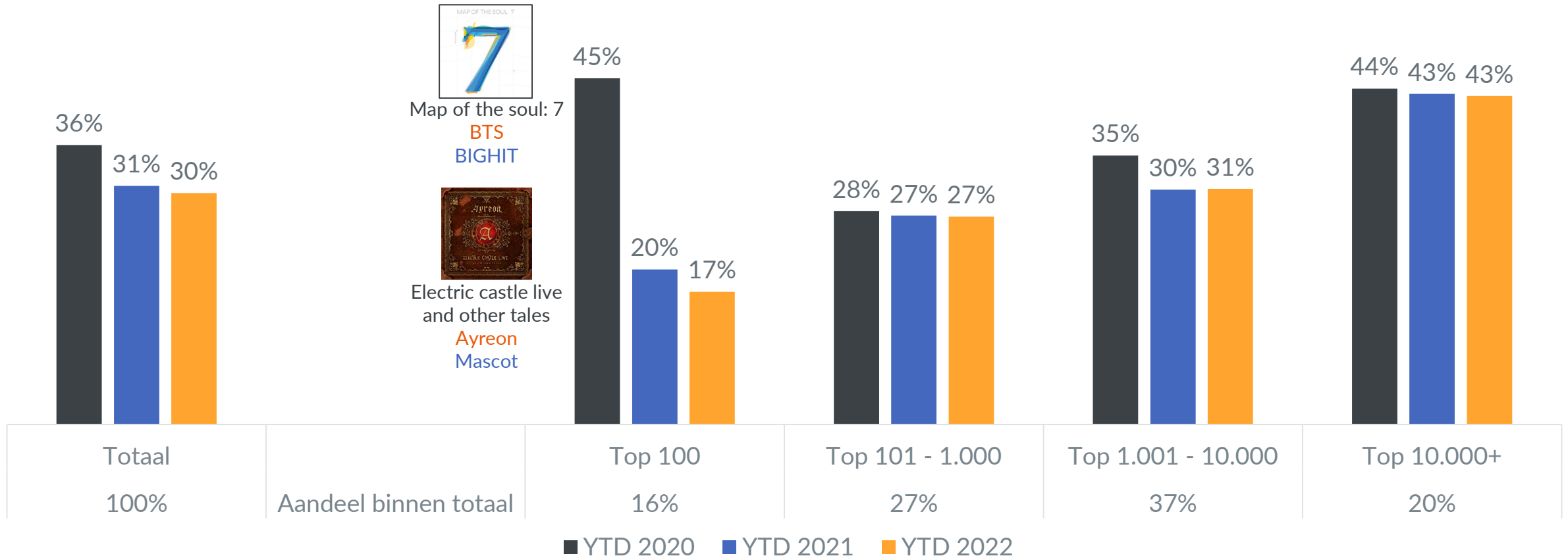



Aandeel % indie binnen overig




Aandeel indies top vs. tail (fysiek)

Aandeel indies licht achteruit door daling in de top-100





Map of the soul: 7
BTS
BIGHIT

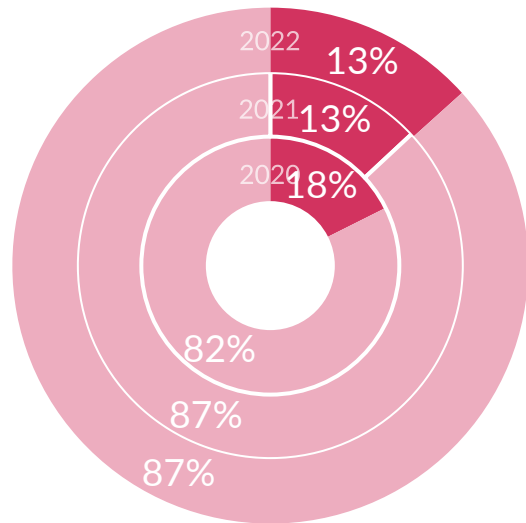


Electric castle live and other tales
Ayreon
Mascot

Verdeling Nationaal / Internationaal (fysiek)

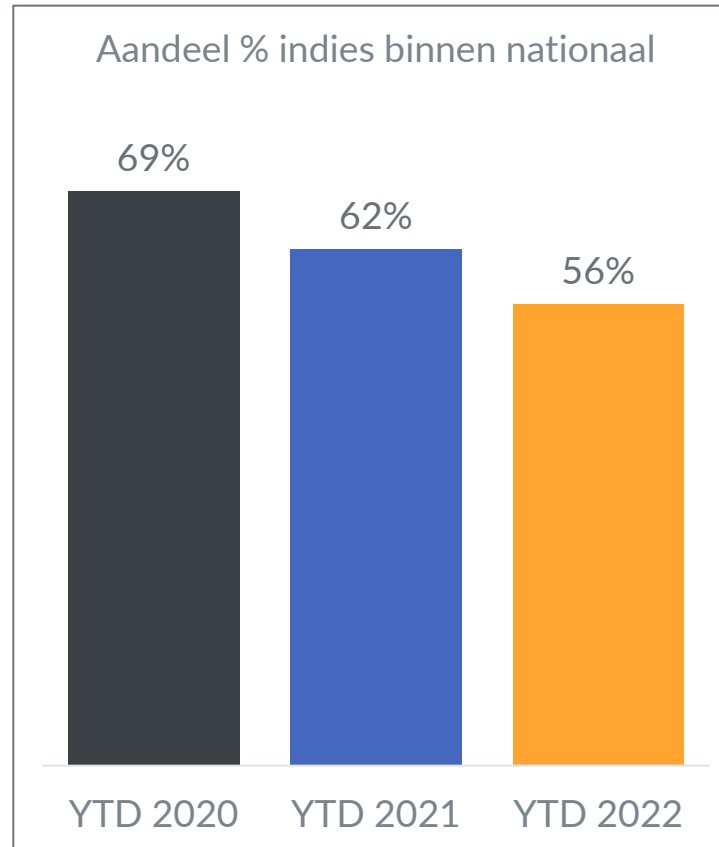
Verdeling stabiel, aandeel indies daalt sterk binnen nationaal

Marktverdeling
nationaal / internationaal

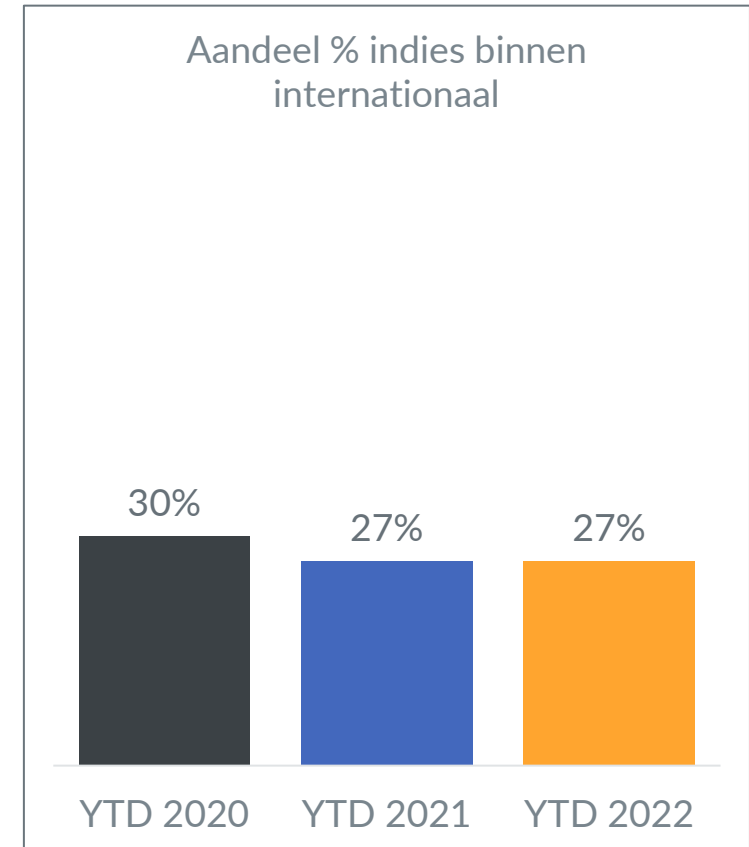


■ Nationaal ■ Internationaal

Aandeel % indies binnen nationaal

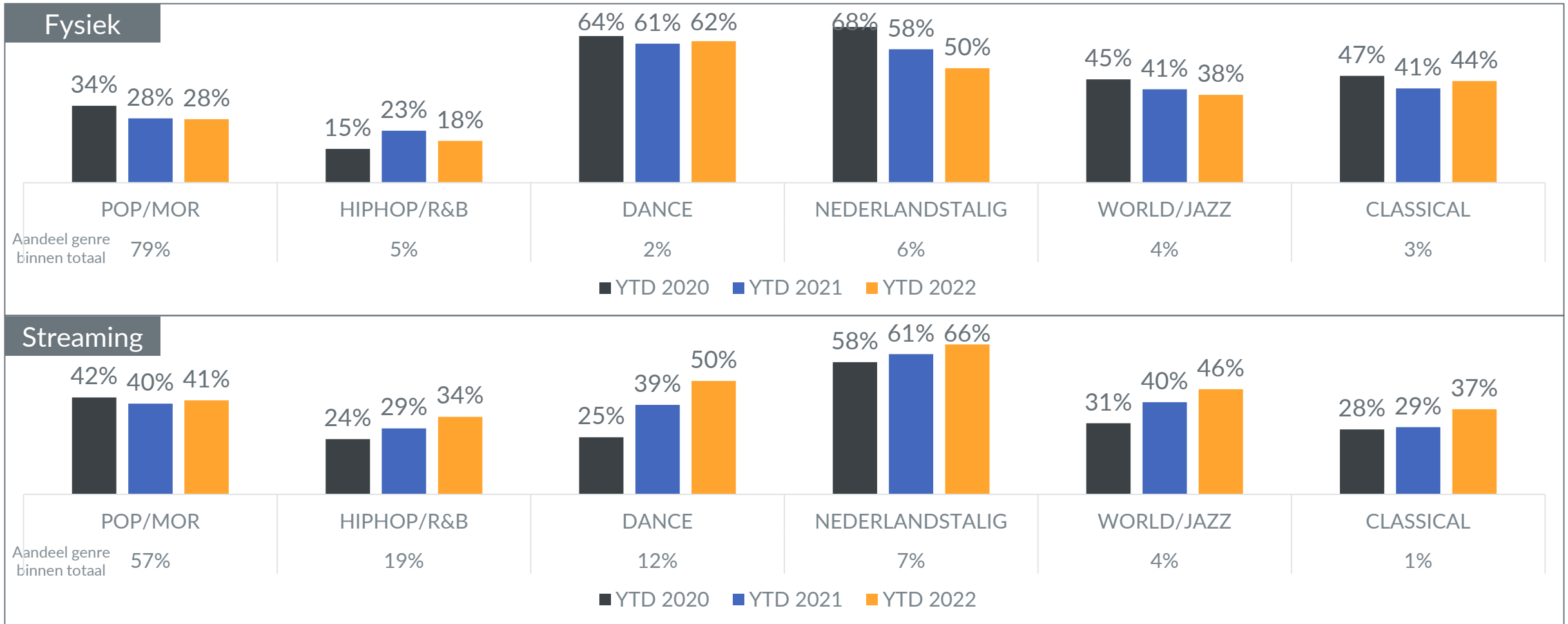


Aandeel % indies binnen
internationaal



Aandeel indies per genre (fysiek en streaming)

Aandeel indies hoger binnen streaming, behalve bij Dance en Classical



Top 10 indies van het jaar*

Veel Nederlandstalig, Flemming en Antoon sterk vertegenwoordigd

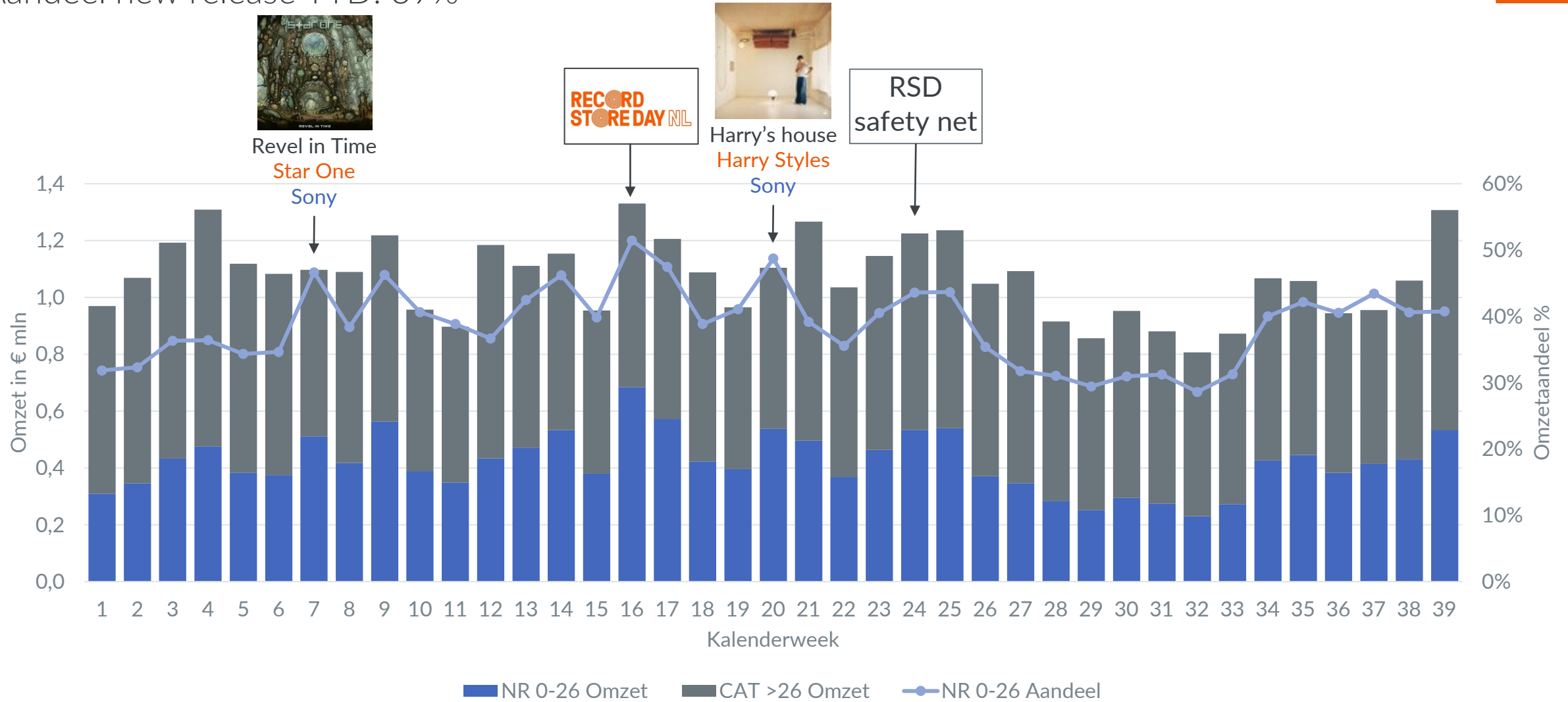
	Pos	Title	Artist	Company
T R A C K S	1	VLUCHTSTROOK	KRIS KROSS AMSTERDAM FEAT. ANTOON & SIGOURNEY K	KKA/DREAMTEAM
	2	DAT HEB JIJ GEDAAN	MEAU	EXCITED ABOUT MUSIC
	3	HALLO	ANTOON	DREAMTEAM/CLOUD 9
	4	AMSTERDAM	FLEMMING	8BALL
	5	HOTELSCHOOL	ANTOON	DREAMTEAM/CLOUD 9
	6	PERU	FIREBOY DML	YBNL NATION
	7	ZIJ WIL MIJ	FLEMMING	8BALL
	8	AUTOMATISCH	FLEMMING	8BALL
	9	I WANT YOU	LA FUENTE	FULL COLOUR/REVEALED
	10	BIEBER VAN DE KROEG	DONNIE & MART HOOGKAMER	8BALL/NRGY
A L B U M S	1	PRIX D'AMI	MULA B	PLUS
	2	DE NACHT IS VAN ONS	ANTOON	DREAMTEAM/ CLOUD 9
	3	21	ADELE	XL/V2 RECORDS
	4	BETAALBARE ROMANTIEK	GOLDBAND	GOLDBAND/LAB MUSIC
	5	HEILIG WATER	ANTOON & BIG2	DREAMTEAM/ CLOUD 9
	6	AM	ARCTIC MONKEYS	DOMINO/V2 RECORDS
	7	25	ADELE	XL/V2 RECORDS
	8	WATERVAL	K3	STUDIO 100
	9	UN VERANO SIN TI	BAD BUNNY	RIMAS
	10	PRESSURE MAKES DIAMONDS 1 & 2	DANNY VERA	EXCELSIOR

03

WEEKTRENDS 2022

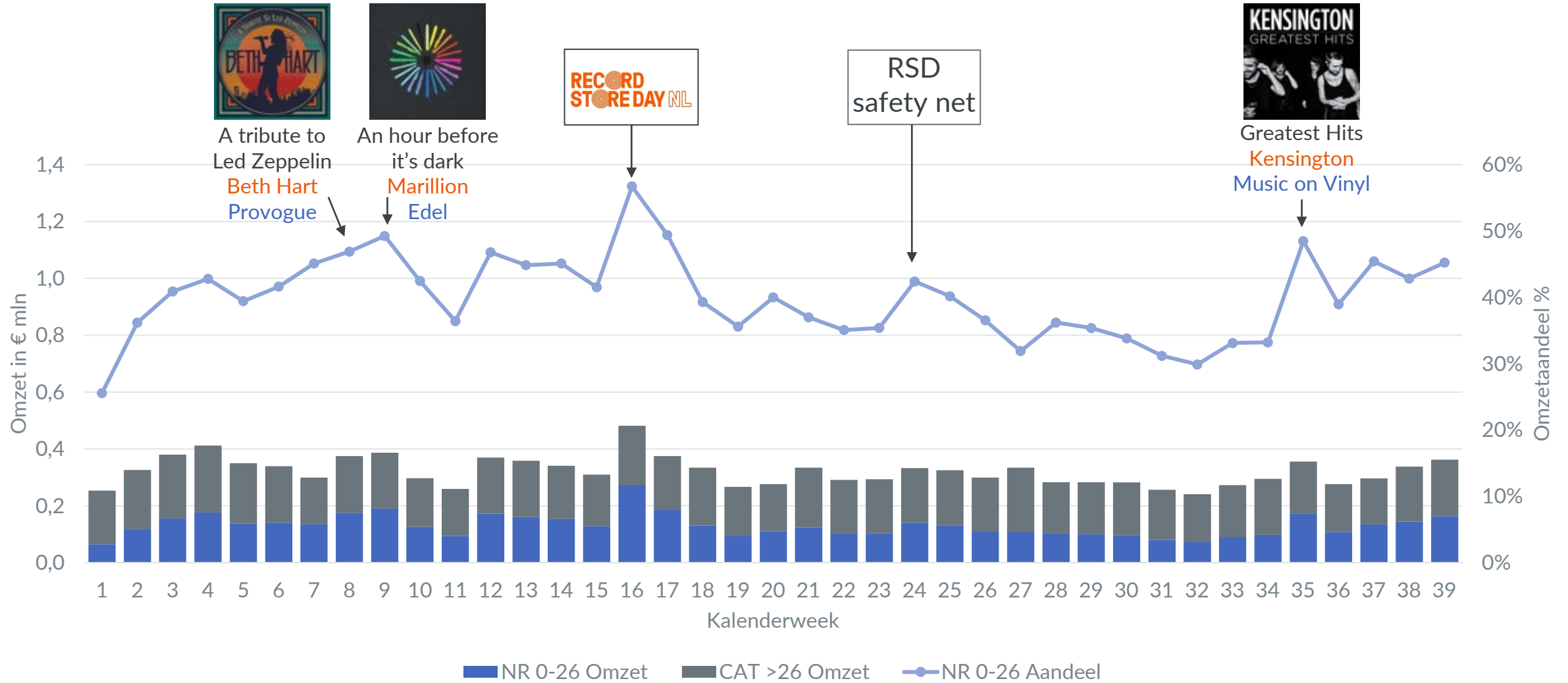
Trend verdeling new release / catalogue (totale markt fysiek)

Aandeel new release YTD: 39%



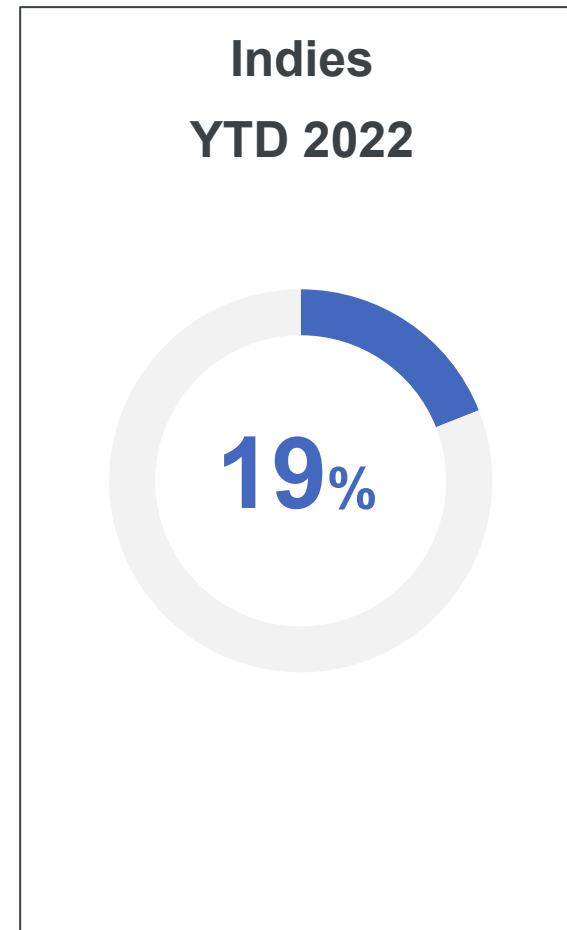
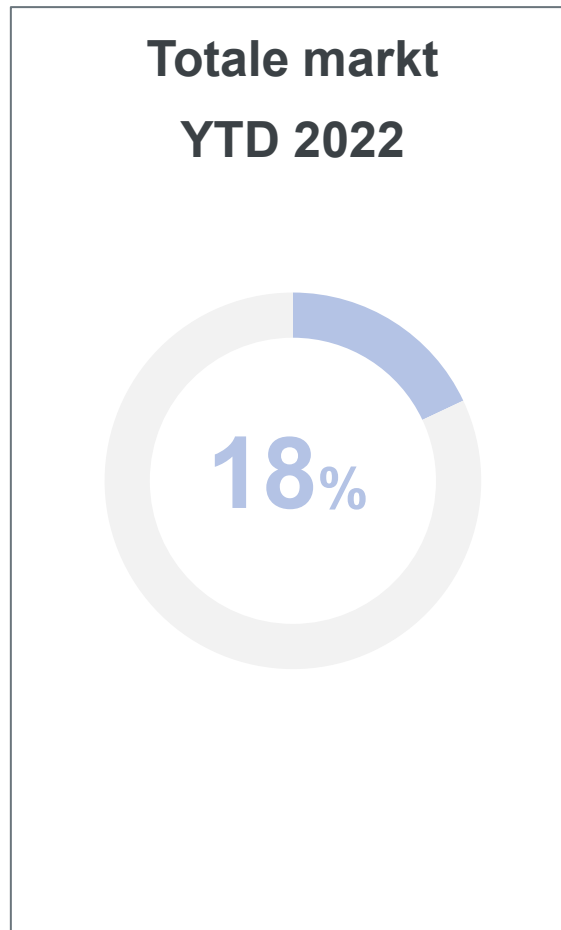
Trend verdeling new release / catalogue (indies fysiek)

Aandeel new release YTD: 41%



Aandeel new release (streaming)*

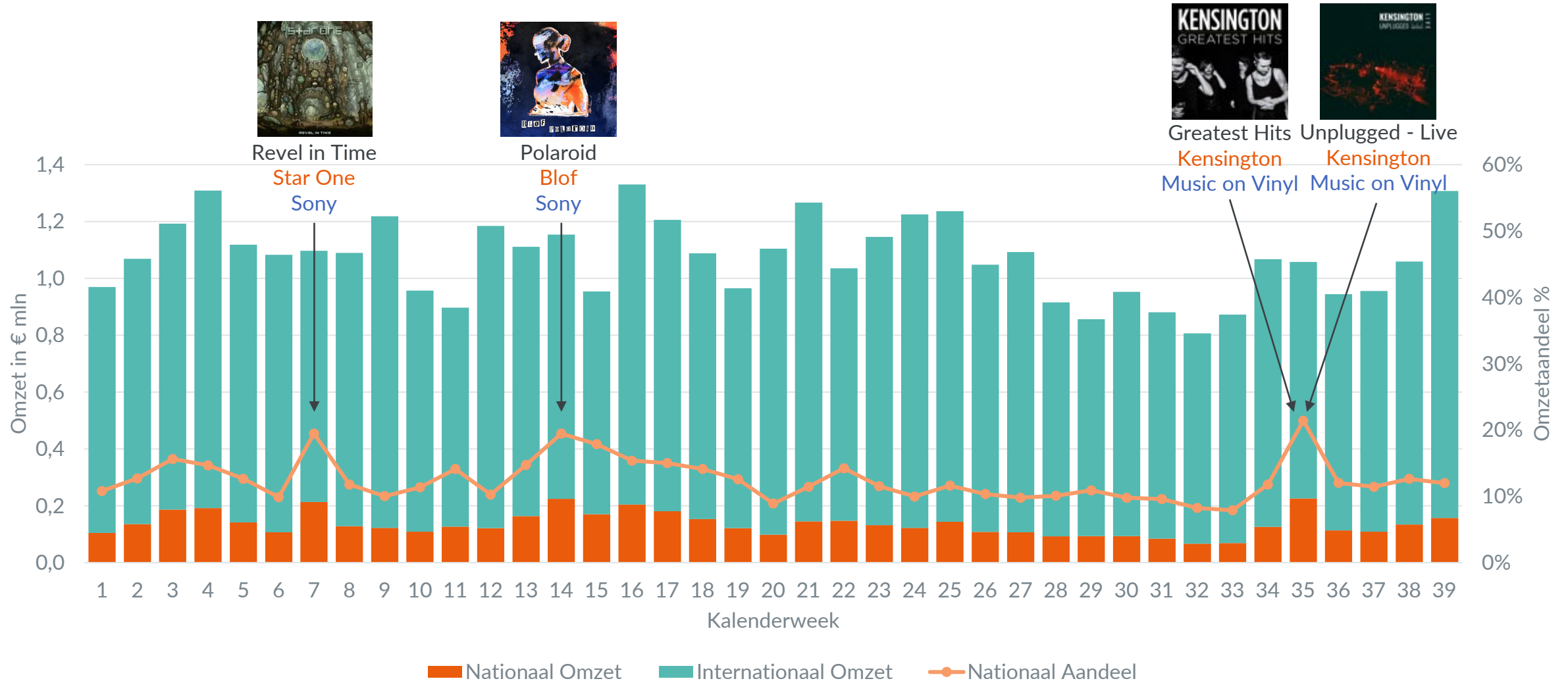
Aandeel new release vergelijkbaar binnen indies en de totale markt



* O.b.v. streaming aantallen

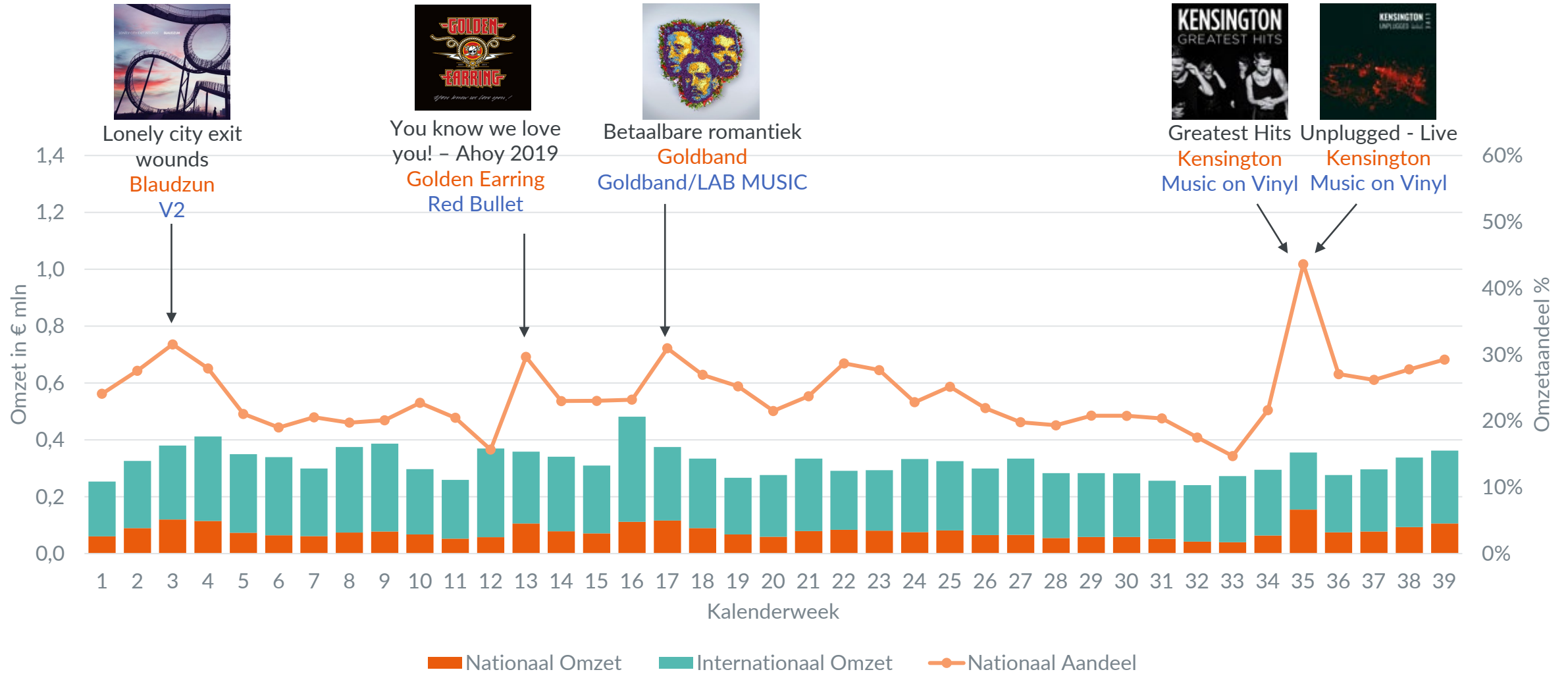
Trend verdeling nationaal / internationaal (totale markt fysiek)

Aandeel nationaal YTD: 13%



Trend verdeling nationaal / internationaal (indies fysiek)

Aandeel nationaal YTD: 24%

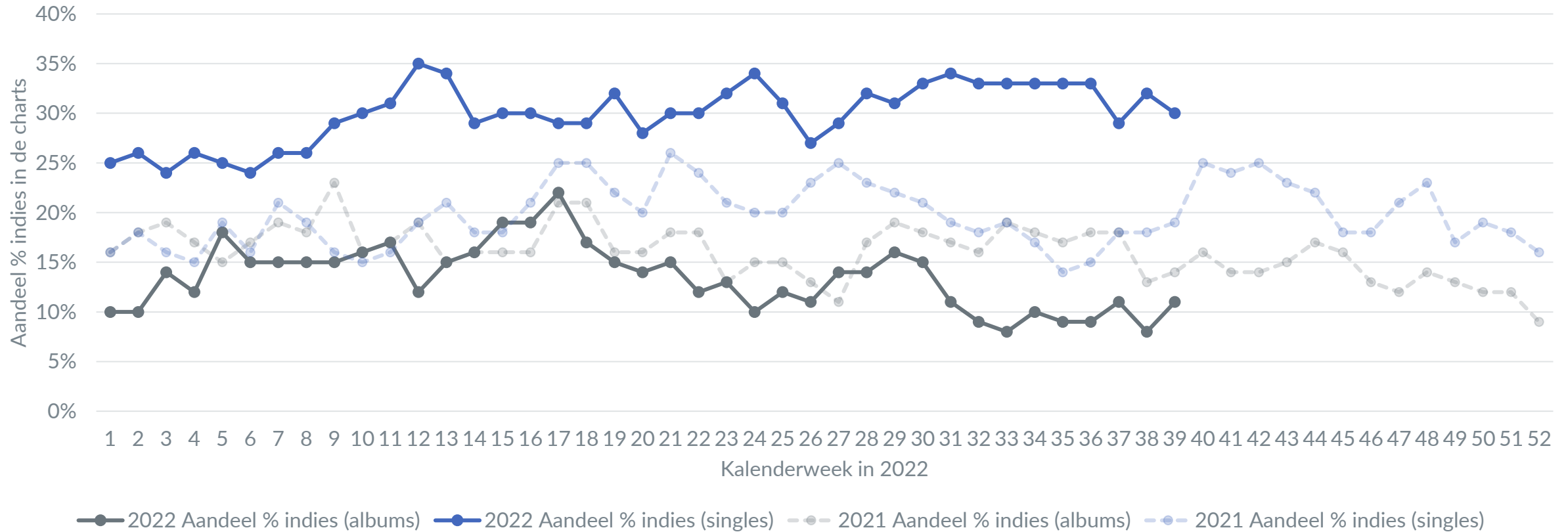


Encore; Hoe doen we het in de charts?



Aandeel indies binnen Dutch Charts (single en album)

Stijging in single charts, daling in album charts



Bedankt

Zelf cijfers per titel inzien of marktanalyses maken?
Dat kan via **GfK Planet Music**: pm.gfk-e.com

Neem hiervoor contact op met: edwin.vink@gfk.com