



# Wellness on Spotify

## Mind, Body, Stream

Wellness routines need motivation and audio is fit for the challenge, from running buddy podcasts to everything zen songs.

### Spotify Free users are developing their own health toolkits

Listeners are doing more of these top actions to manage their mental and physical health:

Source: GWI, Zeitgeist, US, September 2021

#### Manage mental health

**48%**  
Exercising / moving more

**43%**  
Doing hobbies / activities I enjoy

**26%**  
Spending less time on social media

**26%**  
Taking breaks from work

#### Manage physical health

**56%**  
Exercise regularly

**46%**  
Getting more sleep

**44%**  
Eating healthier

**40%**  
Spending time outdoors

**Warning: Wellness on Spotify is known to be habit-forming and highly addictive.**

**+123%**

YoY growth in streams to health-related podcasts

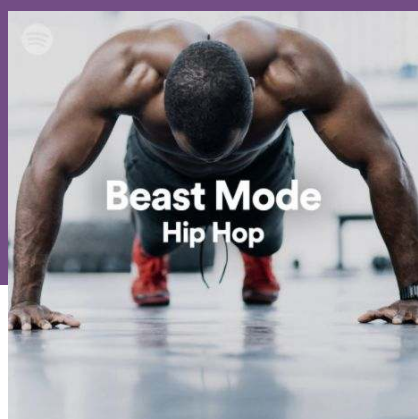
**+44%**

YoY growth in streams to user-created wellness playlists

Source: Spotify Internal Data, US, Spotify Free Users (Podcast includes premium), Jan-June 2021 vs Jan-June 2020.

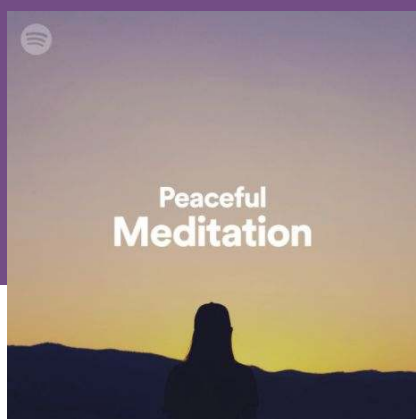


## Welcome to Wellness on Spotify



#### MOVEMENT

For brands who want to show up for listeners that are showing up for themselves.



#### MINDFULNESS

For brands who want to reach listeners as they put their mind and body at ease.



#### MOTIVATION

For brands who want to lift listeners up to be the best version of themselves.

### MOVEMENT

Cardio, strength, outdoors



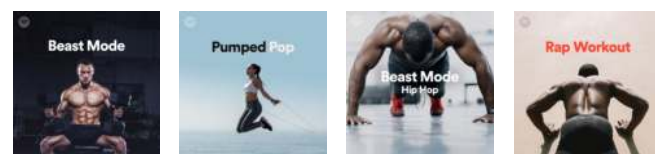
## A world of workouts awaits

More than **97 million workout and fitness playlists** have been created on Spotify.<sup>1</sup>

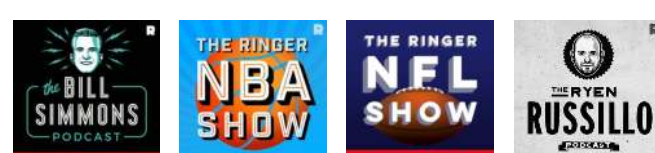
#### MUSIC TARGETING

- Running
- Weightlifting
- Workout
- Biking

#### PLAYLISTS



#### PODCASTS



#### SPOTIFY AUDIENCE NETWORK

- Health & Wellness
- Fitness Enthusiasts
- Runners
- Outdoor Enthusiasts

## A killer workout

Everyone has different ways to inspire themselves during a workout. For example, Mindy Kaling shared her killer health tip for personal motivation: "When I run, I pretend I'm chasing down the man who killed my gorgeous husband on our wedding day, and it almost always motivates me."

Craft audio spots for True Crime podcasts that take fitness enthusiasts through a scary story to inspire them to run, pedal, or lift faster. Position your brand as a reward for making it to the frightful finish line.

Nearly

**20%**

of Spotify users stream podcasts while working out<sup>2</sup>