

BRAZIL



April 2026

Population & Economy

214.1 mill Population **35.2** Median Age

GDP (PPP)

\$5,160 bill

GDP per capita (PPP)

\$24,120

Digital Penetration

85% Individuals Using the Internet

102 Mobile Subscriptions (per 100 people)

\$18.97 Digital Music Spend (per capita)

Streaming Consumption

63.1% Weekly Music Streaming Users

30% Monthly Paying Streamers

5 h 02 min Weekly Music Streaming Time

Top 5 Social Media



Top Streaming Platforms (alphabetical)



Spotify Subscription

BRL 23.9 / \$4.76

(\$ conversion at date of report)

Recorded Music Revenues

8 Global Rank

\$789.0 mill
BRL 3,958 mill

14.1% Year-on-Year

87% Streaming

Independent Association



ABMI ASSOCIAÇÃO BRASILEIRA DA MÚSICA INDEPENDENTE

Collecting Societies



Producers, Artists & Songwriters

€235 mill

Music Publishing Collections

Copyright Law

Law No. 9610 of February 19, 1998, (Law on Copyright and Neighboring Rights, amended up to Provisional Measure No. 1.068 of September 6, 2021)

Top Independent Labels (alphabetical)

Atração
Biscoito Fino
Deck
GR6
KondZilla Records
Love Funk
MainStreet Records
MK Music
Onimusic
YB Music

Other Data

Brazil has one of the world's most diverse music cultures. Sertanejo, a genre rooted in the countryside and often compared to country music, leads the commercial landscape. Meanwhile, genres such as funk carioca (baile funk) and pisadinha (a modern form of forró) have surged in popularity through social media and streaming. Foundational styles such as bossa nova, samba, forró, MPB (Música Popular Brasileira), gospel (louvor) and pagode continue to be widely influential. The most prestigious industry recognition is the Prêmio da Música Brasileira, while the Billboard Brasil Hot 100 and YouTube BR Charts track Brazil's streaming-driven consumption. The Play de Ouro award, presented by ABMI, highlights the digital success of independent artists. Notable music industry events include SIM São Paulo, Rio2C, Trends Brasil Conference, Formemus, MicBR and the Feira da Música de Fortaleza.

Sources: IMF, UN, ITU, Data Reportal, Spotify, IFPI, Pro-Música, WIN, ABMI, Chartmetric, WIPO. Latest year/period available.