

Chartmetric A Year in Music

2023

We're very excited to share our inaugural Year in Music report with the stats and sounds of music in 2023, available in seven languages. In this report, we tackle key areas within the music industry — with a focus on artist development — and provide an overview of the social and streaming ecosystem. Chartmetric has been collecting data on global music since 2016 for our platform, which we use here to power these findings!

Advancing Music with the Power of Data

Chartmetric is the all-in-one platform for artists and music industry professionals, providing comprehensive streaming, social, and audience data for everyone to create successful careers in music.

We collect data from top sources and turn it into beautiful visuals and powerful insights that help music industry professionals make impactful business decisions.

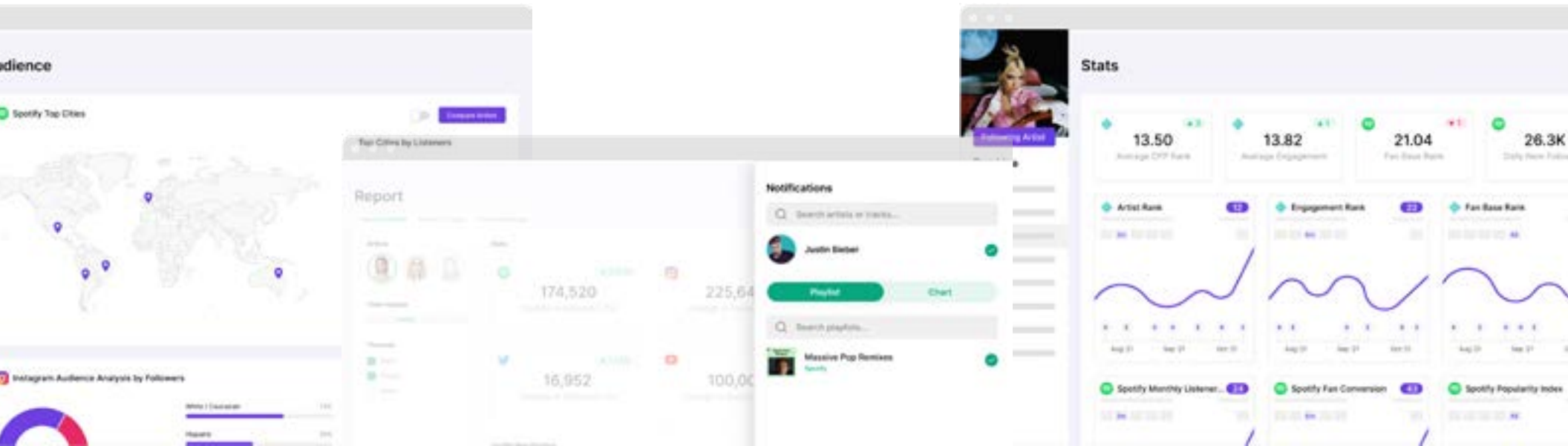
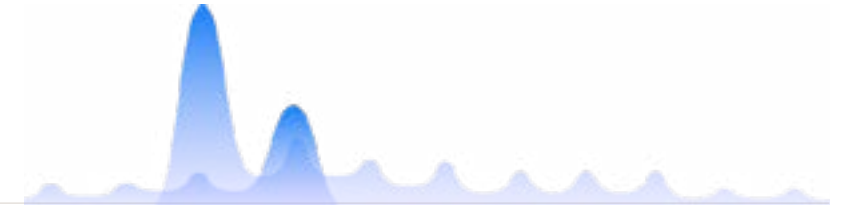


Table of Contents

Artists



Genres



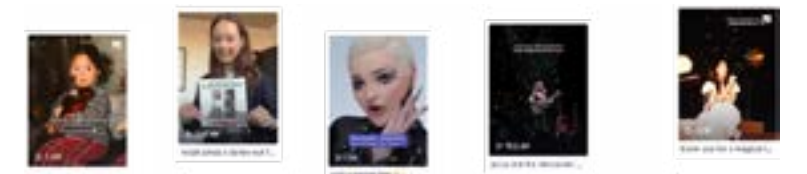
Tracks



Platforms



Trends

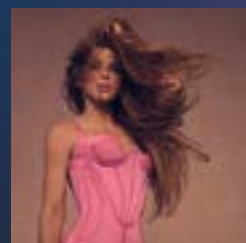
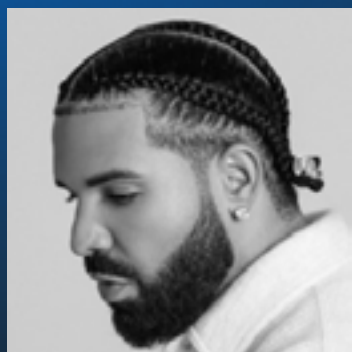


Artists

ON CHARTMETRIC

Chartmetric now tracks over 9.7 million artists, growing from 8.4 million at the end of 2022. From Taylor Swift to your favorite underground band (that you may or may not be gatekeeping), we have data on nearly every artist with music uploaded to online streaming platforms!

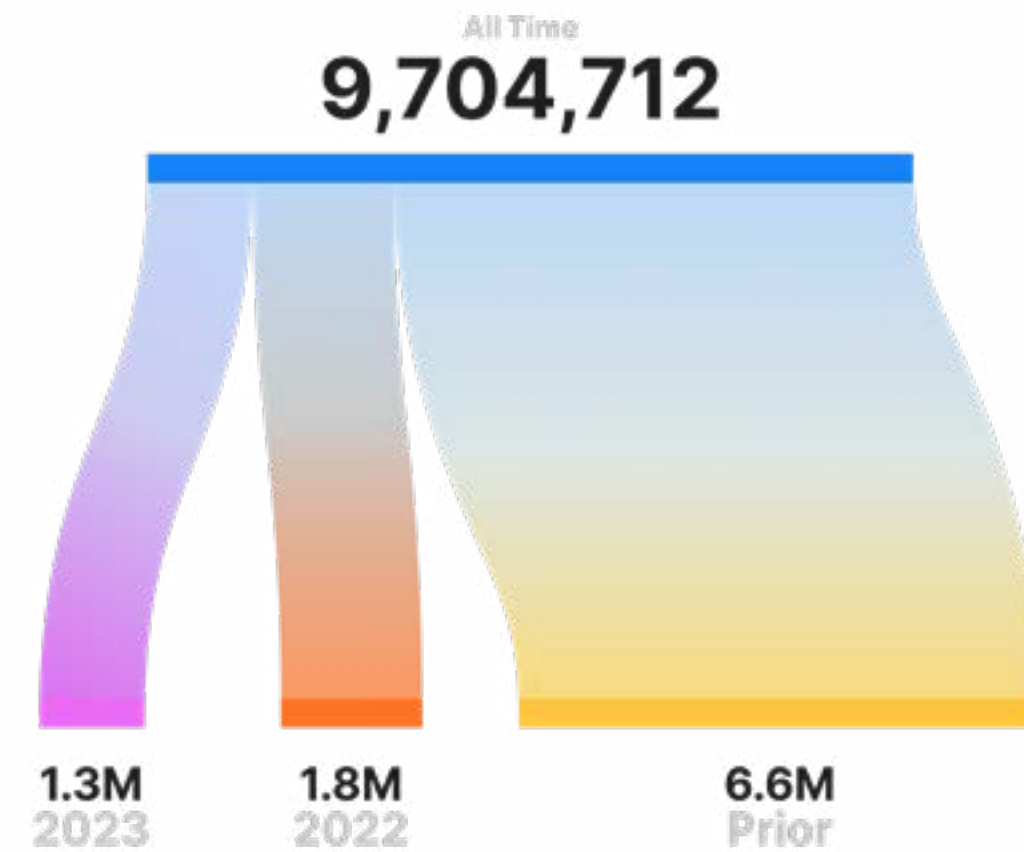
9,704,712



Platform Growth

ARTISTS ON CHARTMETRIC

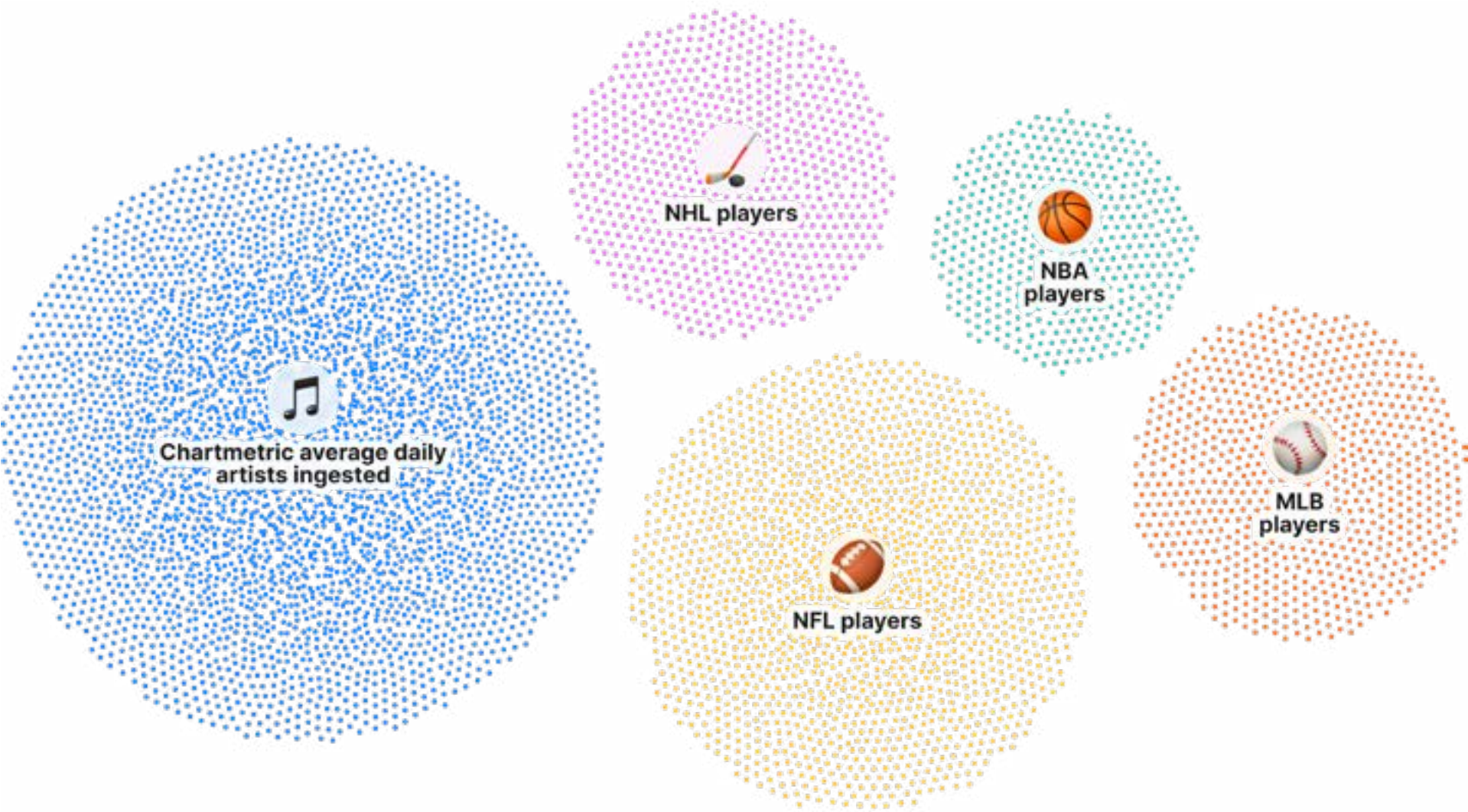
In 2023, we ingested over 1.3 million artists onto the Chartmetric platform!



+1,329,470

Daily Ingestion

NEW ARTISTS 2023



In 2023 alone, the platform ingested more than 1.3 million new artists, averaging out to 3,642 per day. That means that every single day, Chartmetric adds around the same number of artists to the platform as there are players in the [NBA](#), [NHL](#), [MLB](#), and [NFL](#) combined (which is 3,662)!

Top 6 Countries

NEW ARTISTS 2023

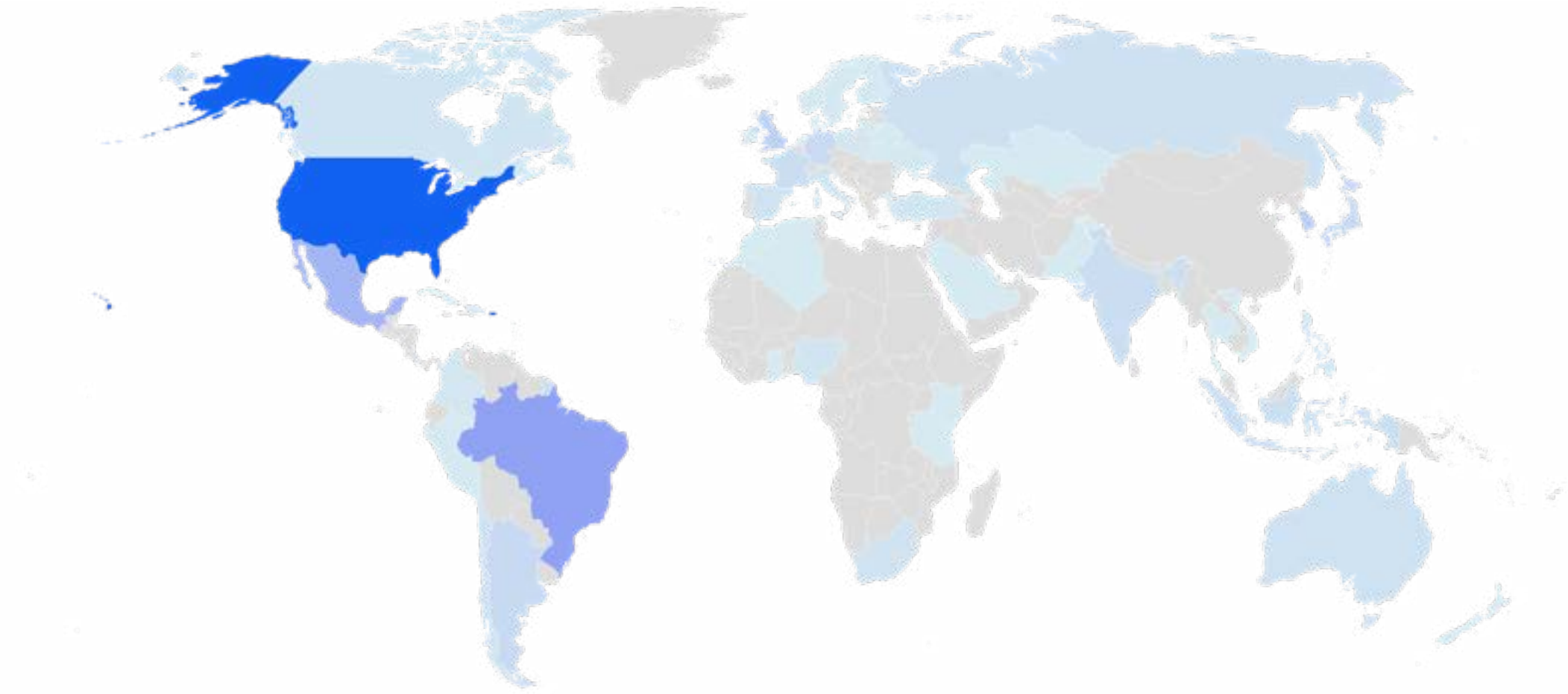


As music becomes more global, Chartmetric is committed to tracking artists all around the world. In 2023 (as well as 2022), the United States, Brazil, and India were the top three countries by their share of the total new artist profiles created.

Home Markets

EMERGING ARTSITS 2023

Quantity is not the only metric here: we also consider artist growth. In terms of home markets, the highest number of emerging artists are from the U.S., followed by Brazil, Mexico, and South Korea. More information about our methodology can be found [here](#).



Solo vs. Group

ARTISTS ON CHARTMETRIC **from self-reported data and public sources

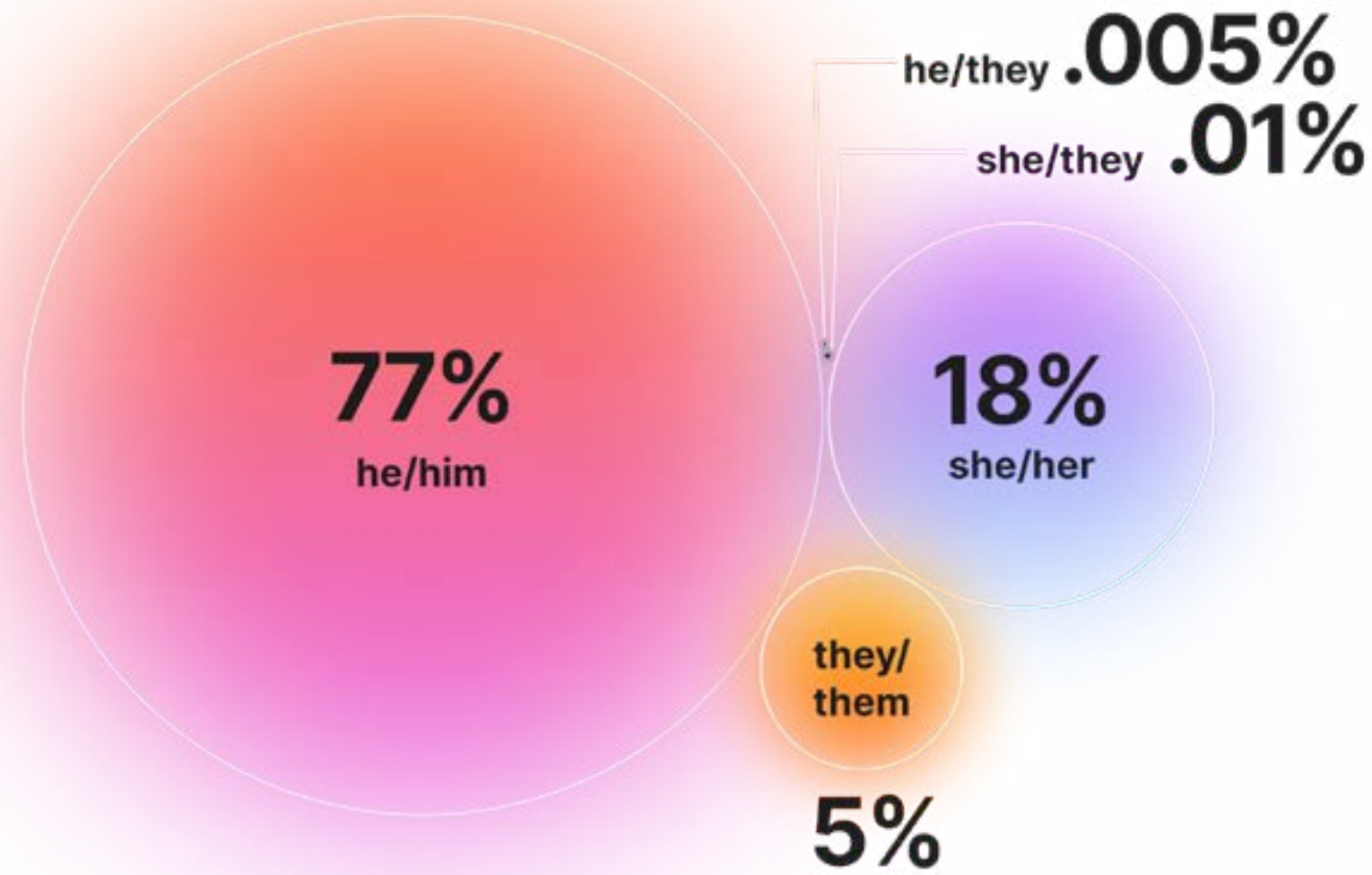
Of the artists for whom data is available, 491.7k identify as solo acts and 256k as a group or band.



Pronouns

USED BY SOLO ARTISTS *from self-reported data and public sources

Of those solo artists, an overwhelming majority are male — over four times as many artists use he/him pronouns than she/her pronouns. For a deeper dive into Chartmetric's gender and pronoun data, visit our Make Music Equal dataset initiative [here](#).



Career Stages

Using Chartmetric's proprietary Career Stages, it is clear that in today's complex and highly competitive music industry, it's harder than ever for artists to “break” through. Artists are ranked by their Chartmetric artist score, an aggregate of various measures of success across different platforms. Based on their Chartmetric artist rank, they are assigned a Career Stage.

1

Legendary

Artists with a lasting legacy and music releases that are over 30 years old, symbolizing enduring influence and fame.

2

Superstar

Distinguished artists ranking within the top ~1.5k, known for their widespread popularity and industry dominance.

3

Mainstream

Positioned in the top ~1.6k-12k artists, these musicians have a notable impact and consistent success across various platforms.

4

Mid-Level

Accomplished artists ranking in the top ~12k-35k, recognized for their growing influence and consistent artistic contributions.

5

Developing & Undiscovered

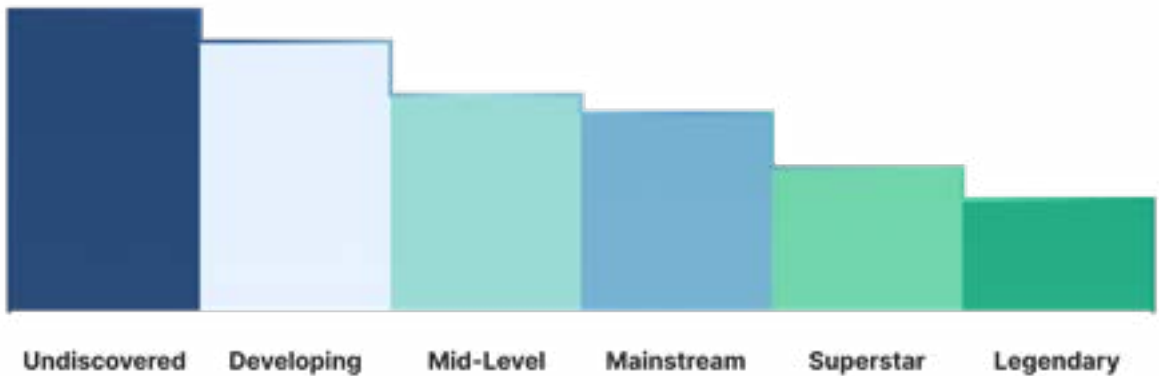
Up-and-coming artists in the top ~35k to 100k, demonstrating potential and growth in their musical journey and audience reach. All other artists, often new to the music scene and yet to establish a consistent audience and presence on social and streaming platforms.

2023

Career Stage Distribution

Of the artists added to Chartmetric in 2023, 99.9% of them ended the year in the Undiscovered and Developing categories, while the remaining 0.1% were labeled as Mid-Level, Mainstream, or Superstar.

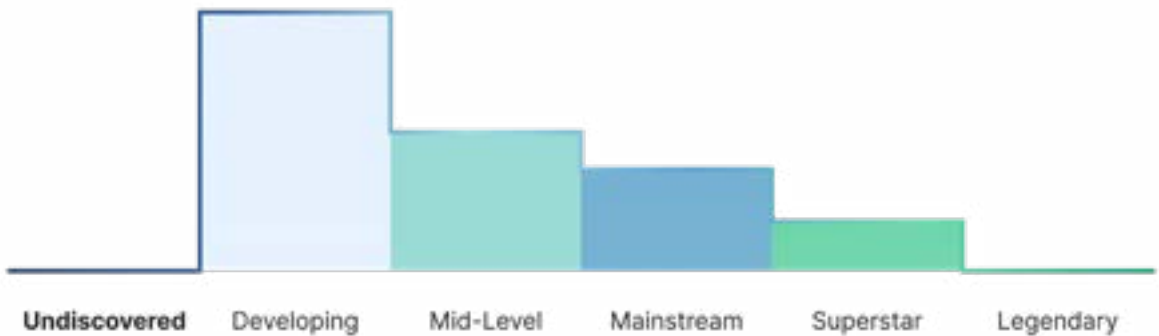
Read more about the methodology for this section [here](#).



JUNE 11—DEC 31, 2023

Undiscovered Artist Movement

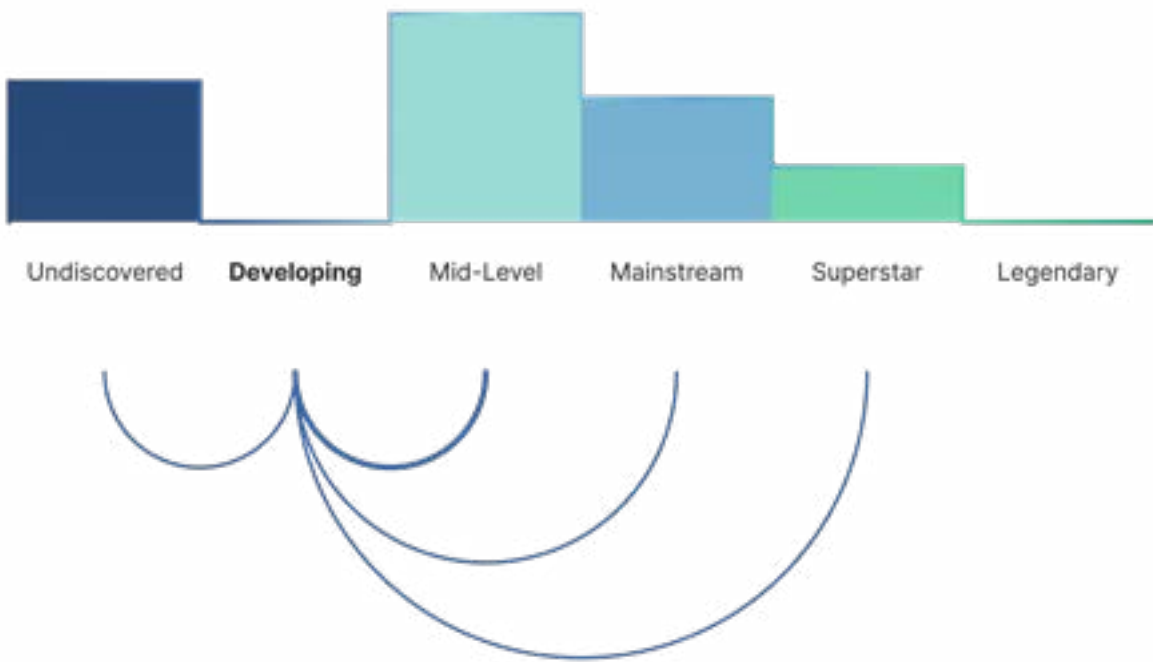
The question today is “Can artists truly go from Undiscovered to Superstar?” Well, in 2023, only 0.05% of all Undiscovered artists broke into the Mid-Level, Mainstream, and Superstar Career Stages. The majority, or 87.6%, remained in the category, while 12.3% transitioned to Developing



JUNE 11—DEC 31, 2023

Developing Artist Movement

Twice as many Developing artists, or 0.5%, actually fell back to Undiscovered than rose to Mainstream or Superstar. That being said, 12.2% of these artists were able to move into the Mid-Level category.

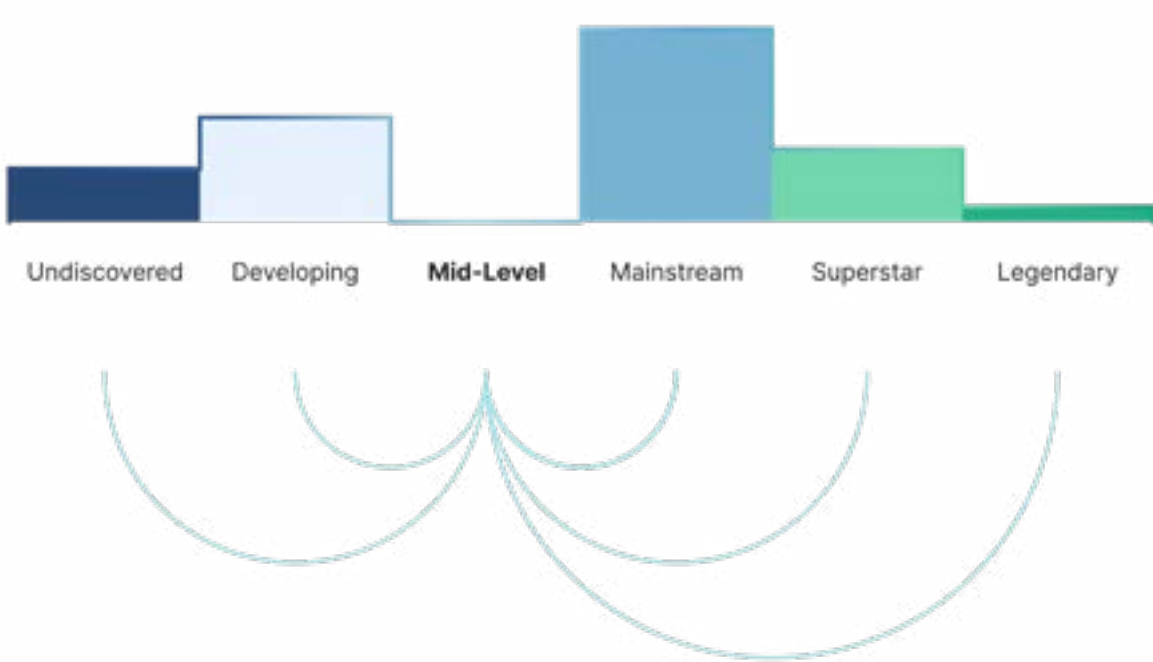


JUNE 11—DEC 31, 2023

Mid-Level Artist Movement

Since such a high volume of artists are concentrated in the Undiscovered and Developing categories, it's important to examine the growth of artists categorized as Mid-Level and above.

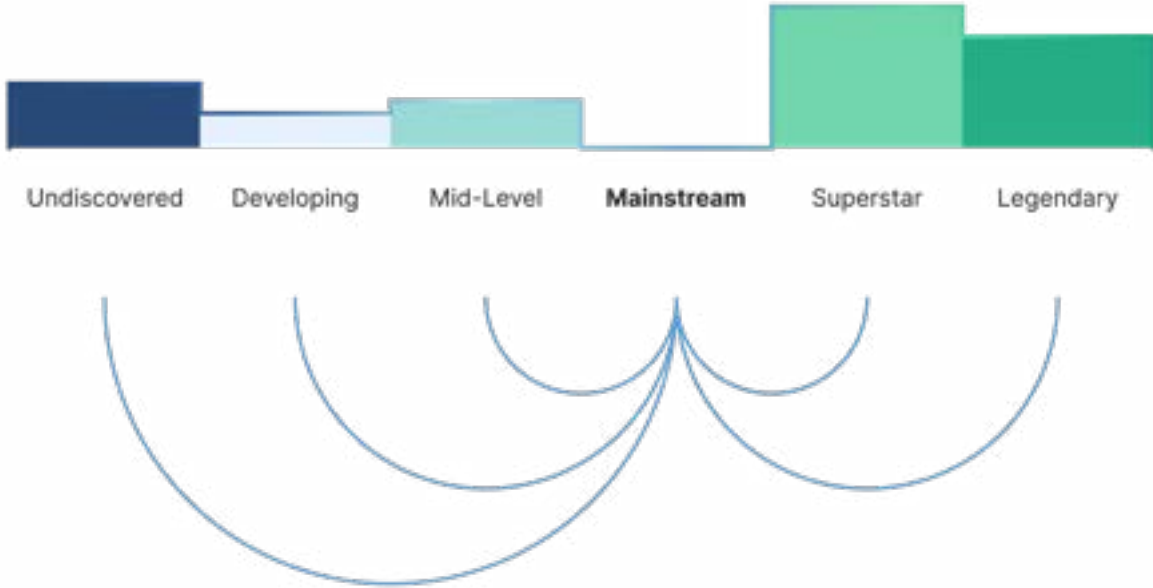
54.2% of artists from this category were able to jump one tier upwards into Mainstream — the strongest relationship seen between any two Career Stages. The takeaway? Artists who can establish a dedicated fanbase have a solid foundation on which to keep growing their audiences.



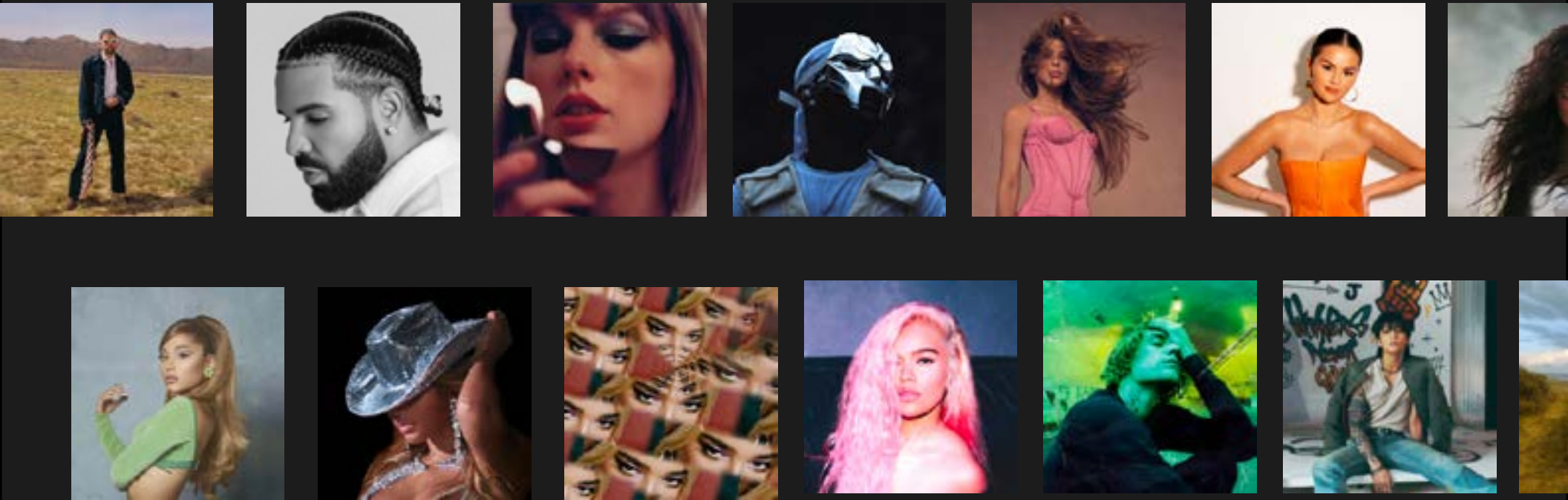
JUNE 11—DEC 31, 2023

Mainstream Artist Movement

The last Career Stage where artists experienced noticeable movement was in the Mainstream category. While the majority of these acts, or 62.8%, remained at the same level, the highest number of “breakouts” (or artists that reached Superstar level) hail from this tier. At 28.9%, this number represents artists that most likely achieved a steady, consistent rise to the top, rather than those rare few who manage to skyrocket to fame overnight.

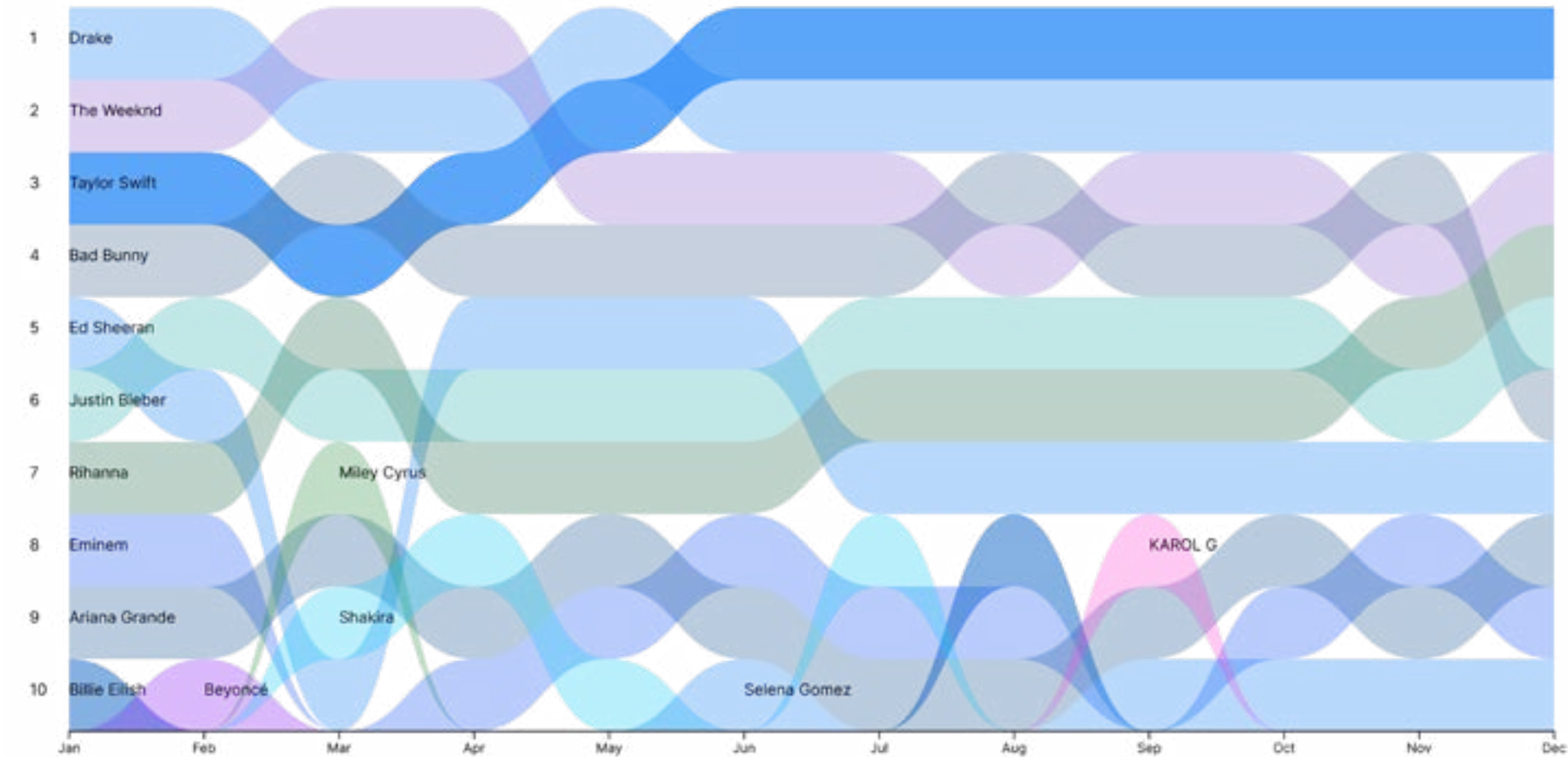


Top Artists



Top 10 Artists

BY PEAK MONTHLY CHARTMETRIC SCORE 2023



So, who were the top artists globally this year? It changes based on when you're looking! After ranking artists each month by their peak Chartmetric artist score (an aggregated metric of various measures of success), a narrative appears: the top artist was in flux early on but by summer, Taylor Swift cinched the lead and stayed there for the rest of the year. Only six artists made the top 10 every month, namely, Bad Bunny, Justin Bieber, Rihanna, Taylor Swift, Drake, and The Weeknd. Furthermore, those last three artists were always ranked in the top four (except for March, when Swift was sixth).

Top 10 Artists

BY PEAK CHARTMETRIC SCORE 2023

Today's biggest talents come from all over the globe, with each country's musical style and preferences visible by who occupies their top 10 slots. Here's a look at the global top 10, a breakdown of the top acts from each country is available on our online [report](#).

1. Taylor Swift
2. Bad Bunny
3. Drake
4. The Weeknd
5. Shakira
6. Rihanna
7. Miley Cyrus
8. Ed Sheeran
9. Eminem
10. Justin Bieber

Top 100 Artists

BY PEAK CHARTMETRIC SCORE 2023

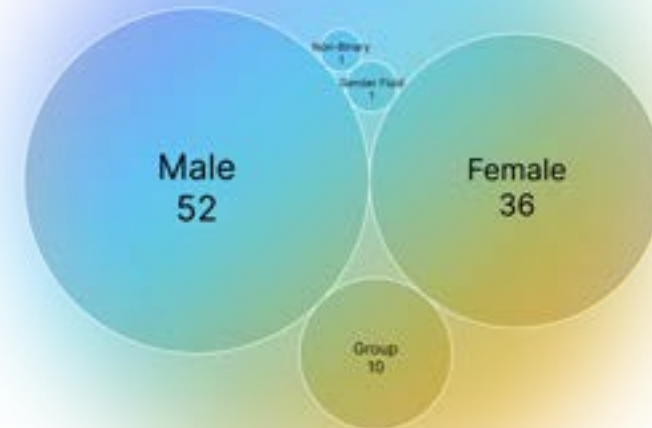
Home Country



This year's top 100 artists (as measured by their peak 2023 Chartmetric artist score) came from all over the globe! 17 countries were represented among these artists, with 68% of artists hailing from the Anglosphere (U.S., U.K., Canada, and Australia). Despite their small size, South Korea and Puerto Rico took the 3rd and 4th spots respectively. Collectively, they are home to 13% of the top 100 artists — a remarkable feat given that the two countries account for less than 0.7% of the global population!

Of the top 100 artists, 10 are groups, 36 are solo female acts, and two identify outside of the gender binary (Miley Cyrus is gender fluid and Sam Smith is non-binary).

Demographics



Genres

With 7,505 different genres tracked in our system, there's something for everyone! That's nearly as many genres as there have been episodes of Wheel of Fortune! These genres are pulled from 10 different platforms, and combined and grouped to create 123 overall genres.



Pop Latin Hip-Ho

Top Genres

ON CHARTMETRIC

From Afrobeats to Latin pop, artists are exploring and creating all different kinds of sounds, so what is popular and trending is constantly changing. Yet, in terms of volume, hip-hop/rap artists are the biggest presence in music, followed by pop, dance, and electronic artists.

A similar pattern follows for tracks, whose all-time most dominant genres are hip-hop/rap, rock, and pop. That being said, electronic, dance, and alternative music all took spots in the top 5 for the most common genres among 2023 track releases.

Track Genres 2023



Artist Genres 2023



Track Genres All Time



Artist Genres All Time

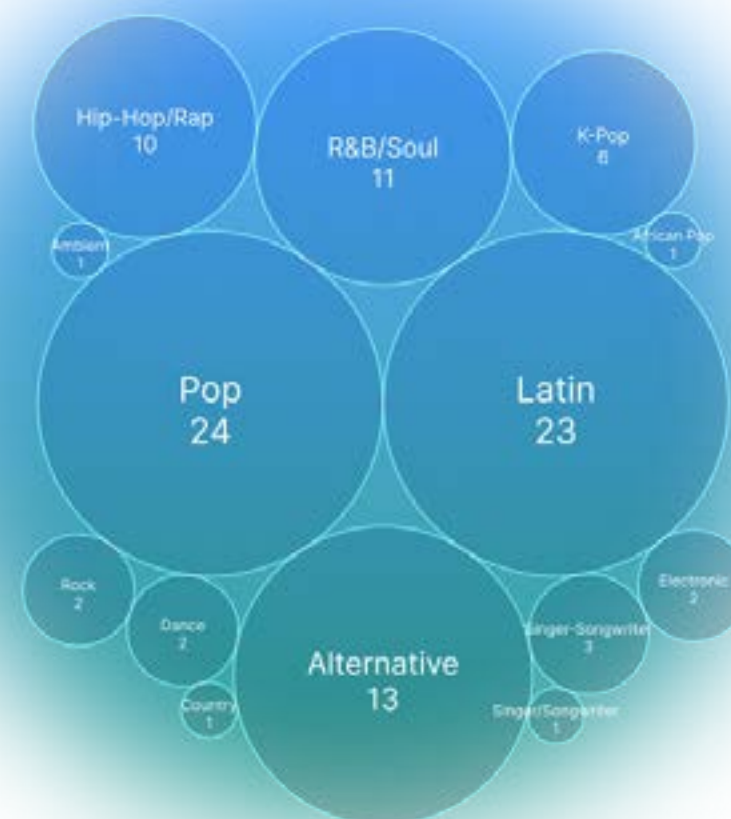


Genre Breakdown

OF SPOTIFY'S TOP 100

For each of the 100 most streamed songs and artists on Spotify in 2023, nearly half belonged to the pop genre. Even though the Latin genre saw fewer releases and artists than other genres this year, it was the second most common genre for the top tracks and third for top artists. This discrepancy reveals that there is a difference between what is being released and what people want to listen to, and we can expect Latin music genres to only grow in popularity and volume.

Tracks



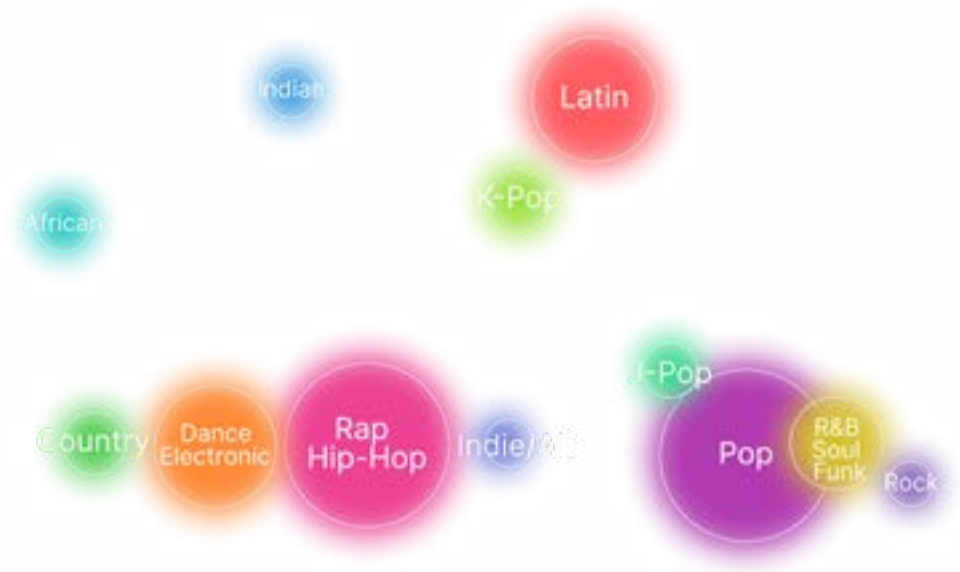
Genre Trends

OF EMERGING ARTISTS

The following “genre bubble” graph is an examination of genre trends among emerging artists who have begun making music in the last three years; more information about our methodology can be found [here](#).

The size of each bubble corresponds to the number of artists who are most associated with that genre, so bigger bubbles means that there are more emerging artists with that as their primary genre. The higher a bubble is, the more likely it is that emerging artists, of all genres, are releasing tracks in that same genre, indicating which genres are gaining momentum.

For example, a high volume of emerging artists are categorized as “Latin,” which is why the bubble is large. It’s also higher than other bubbles, meaning that emerging artists, regardless if their primary genre is Latin or not, are releasing tracks that are also labeled as “Latin.” On the other hand, while a high volume of artists are categorized as “Hip-Hop/Rap,” they are also more likely to release tracks linked to genres outside of their primary genre, like Latin Hip-Hop, Afrobeats, etc.

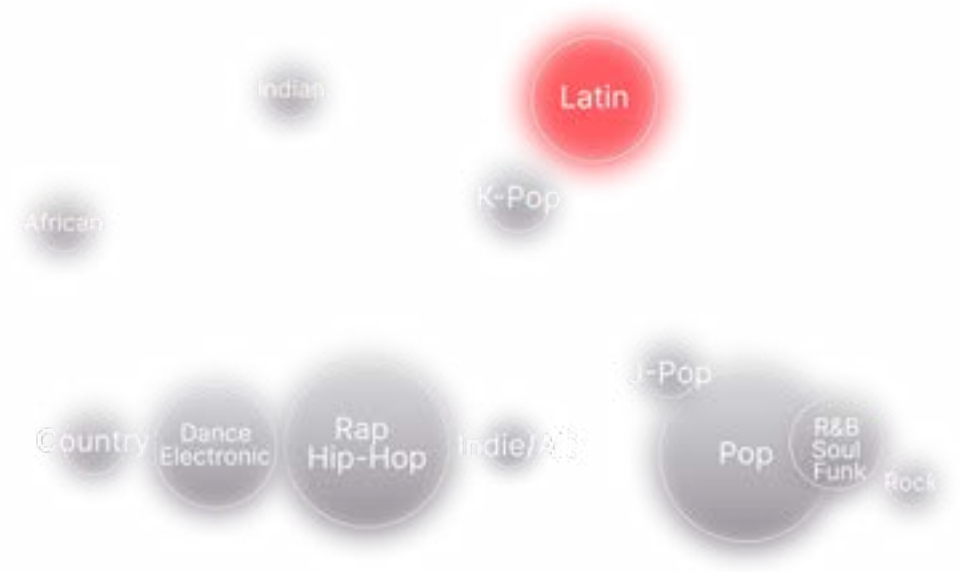


Genre Trends

OF EMERGING ARTISTS

Latin

It’s unsurprising to see Latin music dominating. Not only has Latin music been trending across much of the world in recent years, but linguistic and socio-economic factors have played a significant role in the expansion of Latin repertoire.

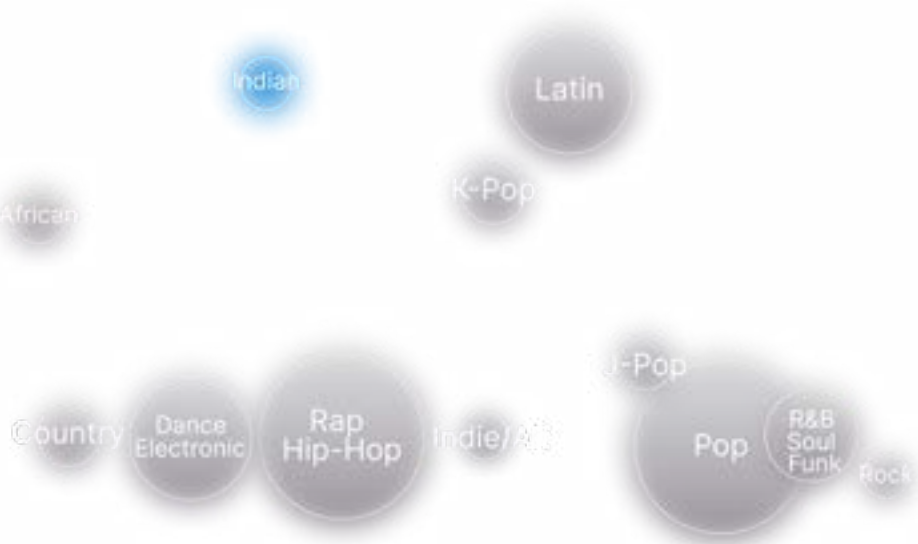


Genre Trends

OF EMERGING ARTISTS

Indian

The growth of streaming in India has loosened the stranglehold that Bollywood once had in the market. This has led to more opportunities for contemporary Indian artists to distribute and promote their music, reaching vast — albeit predominantly local — audiences.

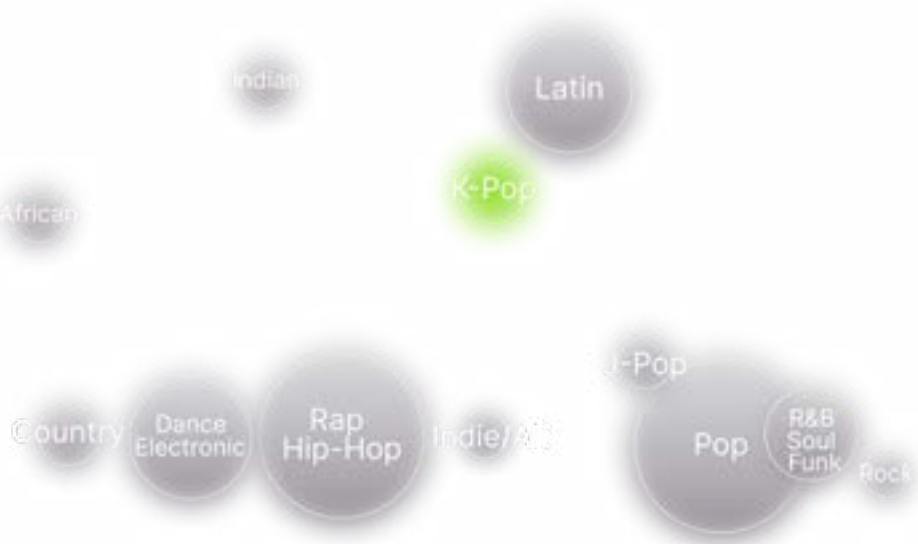


Genre Trends

OF EMERGING ARTISTS

K-Pop

K-pop continues to grow in strength, and has been one of the most talked about genres in the 2020s. Although there are a relatively modest number of K-pop releases compared to other genres, the marketing prowess of the K-pop industry ensures the genre enjoys a phenomenal success rate. The global domination of K-pop is also starting to influence J-pop. Long a genre whose entire audience was in Japan, J-pop is now evolving into a sound that appeals to international audiences.

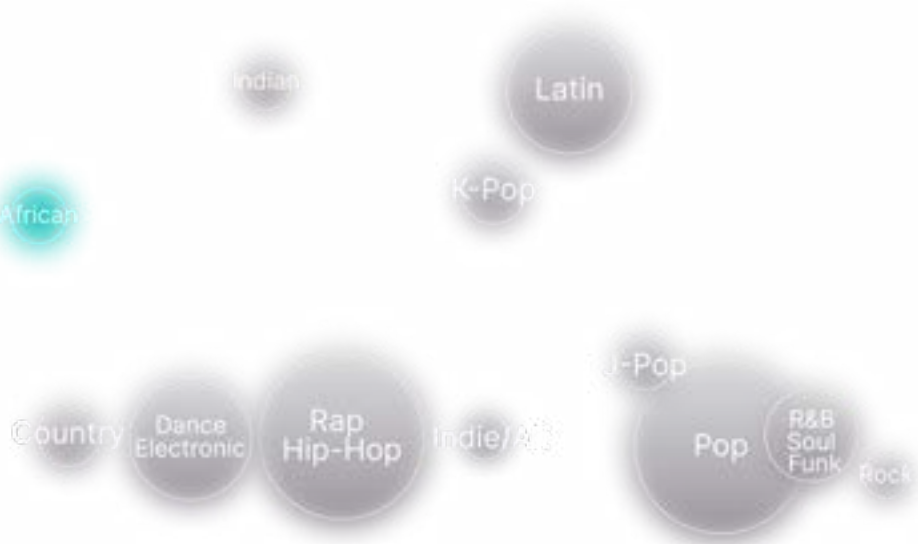


Genre Trends

OF EMERGING ARTISTS

African

African music is also reaching wider audiences, with successful collaborations between African and Western artists giving the genre a boost. Local genres like Afrobeats and amapiano are being spread around the world, and it’s likely global audiences will be hearing more music from the continent in the coming years.

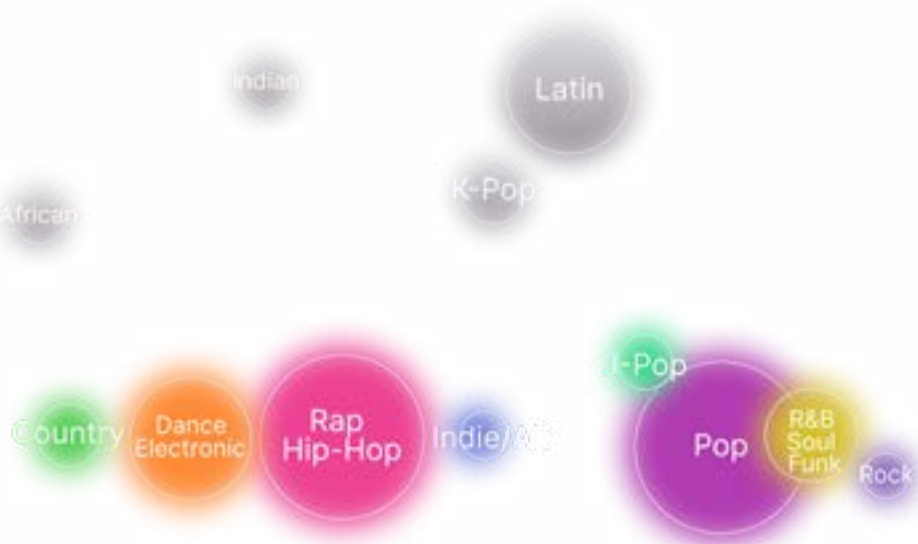


Genre Trends

OF EMERGING ARTISTS

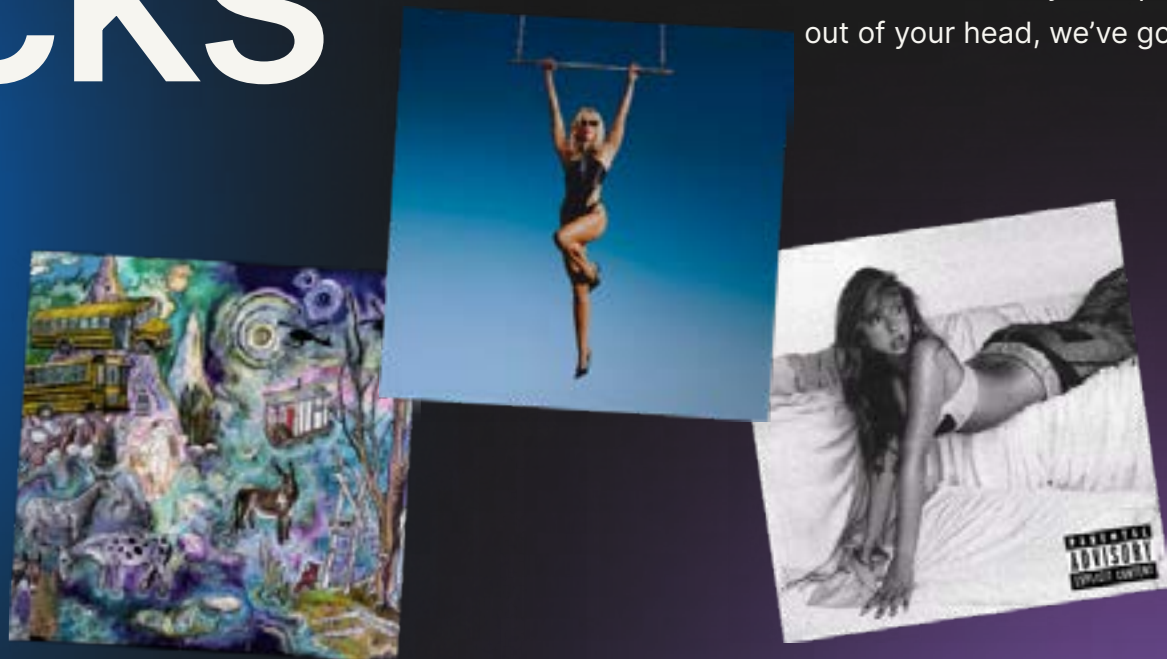
Other Genres

The majority of the other genres here, which in general are more commonly associated with the North American and European music industries, perform less well. Despite several new country stars emerging in the genre’s core markets (the U.S. Canada, and Australia), globally, the country genre is not particularly notable. Also, even though regionally specific variants of hip-hop and rap (i.e. Latin hip-hop) are performing exceptionally well in their respective markets, collectively the genre continues to slide as it has entered its 50th year.



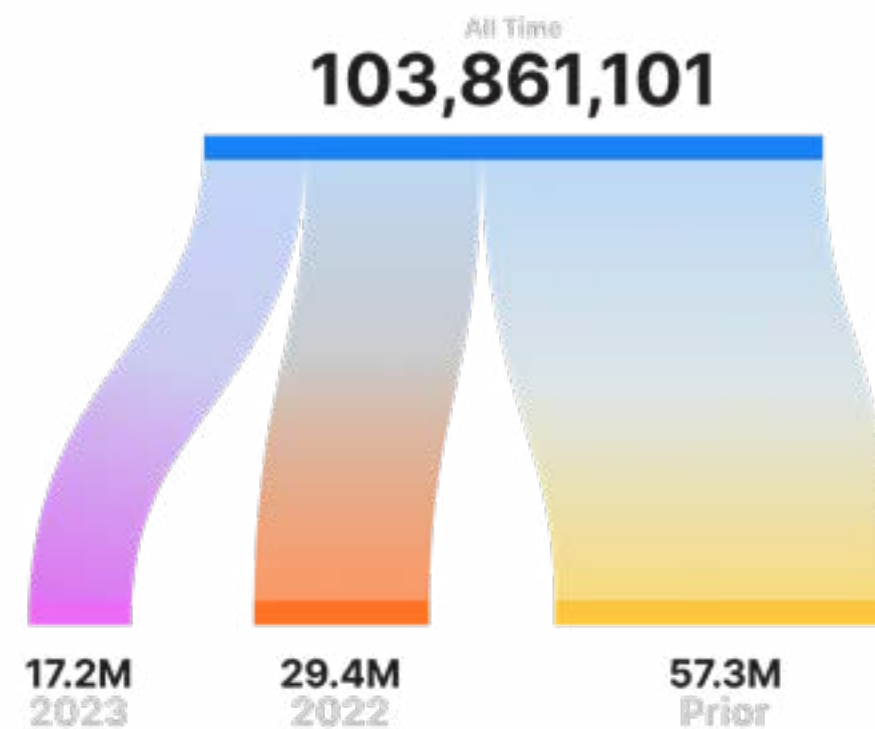
Tracks

Chartmetric has data on 103,861,101 tracks from 31,940,249 albums. So whether you're looking for data on a catalog record from the '60s or that catchy new pop hit you can't get out of your head, we've got you covered!



103,861,101

Track Growth



In 2023, a total 17,187,199 tracks were ingested into the Chartmetric system, 7,688,384 of which were released this year.

It would take you 117 years to listen to all the music we ingested this year. 42 of those years would be spent on music released in 2023 alone — in that time, you could go to Mars and back 36 times!*

*Based on the [Mars 2020 Perseverance rover](#), assuming the trip home takes as long as the journey there.



+17,187,199

Track Releases

IN 2023

On average, 47,218 tracks were ingested into Chartmetric and 22,224 tracks were released every day. Songs were most commonly released on Fridays, with the most active months for new releases being March, May, and June. Certain holidays, like Valentine’s Day and Halloween, saw a notable increase in releases.

Monthly Track Release Count



January 671,647	February 685,175	March 786,473	April 724,248	May 744,455	June 737,316
July 682,796	August 656,547	September 696,803	October 656,316	November 591,168	December 488,773

SELECT TRACKS

"Cupid"

FIFTY FIFTY

FEBRUARY 24

"Ella Baila Sola"

Eslabon Armado & Peso Pluma

MARCH 17

"Padam Padam"

Kylie Minogue

MAY 18

"Prada"

cassö, RAYE, & D-Block Europe

AUGUST 11

"Will Anybody Ever Love Me?"

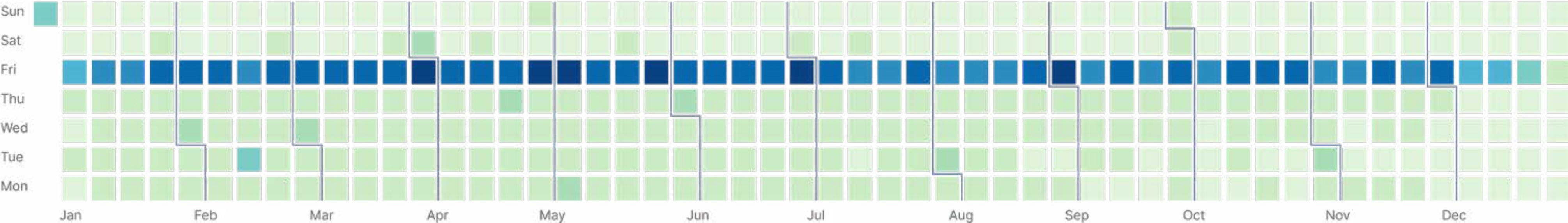
Sufjan Stevens

SEPTEMBER 13

"FTCU"

Nicki Minaj

DECEMBER 8













Top Tracks











IN 2023

From that bounty of new music, a few specific tracks bopped their way to the top of the charts, but it varied from platform to platform! The most played track on both Spotify and the radio in 2023 was “Flowers” by Miley Cyrus.

SPOTIFY

1		Flowers Miley Cyrus	6		Creepin' (with The Weeknd & 21 Savage) Metro Boomin, 21 Savage, The Weeknd
2		Kill Bill SZA	7		Ella Baila Sola Peso Pluma, Esliabon Armado
3		Seven (feat. Latto) (Explicit Ver.) Latto, Jung Kook	8		I Wanna Be Yours Arctic Monkeys
4		As It Was Harry Styles	9		Calm Down (with Selena Gomez) Rema, Selena Gomez
5		Cruel Summer Taylor Swift	10		Anti-Hero Taylor Swift

RADIO











1		Flowers Miley Cyrus	6		Last Night Morgan Wallen
2		Creepin' The Weeknd, 21 Savage, Metro Boomin	7		Calm Down (with Selena Gomez) Rema, Selena Gomez
3		Anti-Hero Taylor Swift	8		I'm Good (Blue) David Guetta, Bebe Rexha
4		Dance The Night (From Barbie The Album) Dua Lipa	9		Eyes Closed Ed Sheeran
5		As It Was Harry Styles	10		Fast Car Luke Combs

Top Tracks











IN 2023

The most viewed song on YouTube in 2023 was “Baby Shark” by Pinkfong and the song used in the most TikTok posts was “Laxed (Siren Beat)” by Jawsh 685.

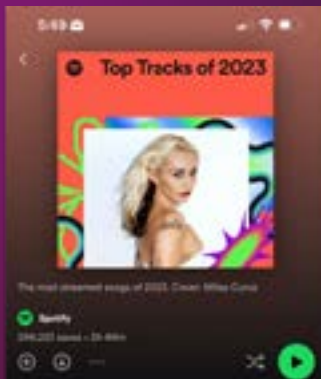
YOUTUBE

1		Baby Shark Pinkfong	6		No Se Va Grupo Frontera
2		TQG KAROL G	7		Volvi Didi Romero
3		Jhoome Jo Pathaan (From "Pathaan") (Arabic Version) Abd El Fattah Grini	8		Ella Baila Sola Esliabon Armado
4		Calm Down (with Selena Gomez) Rema	9		LALA Myke Towers
5		Flowers Miley Cyrus	10		Uptown Funk Bruno Mars

TIKTOK

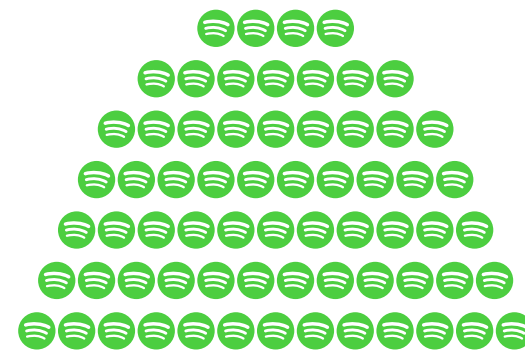
1		Laxed (Siren Beat) Jawsh 685	6		FLIP
2		Beat Automotivo Tan Tan Tan Viral WZ Beat	7		girls like me don't cry thuy
3		Cupid - Twin Ver. (FIFTY FIFTY) - Sped Up Version sped up 8282	8		LALA Myke Towers
4		If We Ever Broke Up Mae Stephens	9		Collide (feat. Tyga) Justine Skye
5		Aesthetic Tollan Kim	10		Love You So The King Khan & BBQ Show

Streaming & Radio



It's time to hone in on the platforms and spaces where folks are consuming their music. From internet radio to on-demand streaming, there's no shortage of methods for hearing your favorite tunes. And while Chartmetric collects data from over a dozen digital streaming services, we've decided to examine just three of today's biggest players: Spotify, YouTube, and the good ol' radio!

Spotify



65.8
BILLION LISTENERS



21.6
BILLION FOLLOWERS

Spotify is a global powerhouse in the streaming space, and the numbers prove it. The 9,753,156 artists we track on Spotify have a combined total of 65.8 billion monthly listeners and 21.6 billion followers, the latter growing 22.7% since last year. These counts are non-unique, more information is available in the [methodology](#) section.

There's a wide variety of artists in the industry right now! For every huge star at the top of festival lineups, there are way, way, more who have yet to hit it big. Only 19.16% of artists on Spotify had over a thousand monthly listeners in 2023, and only two — Taylor Swift and The Weeknd — have ever surpassed 100 million, a milestone that both artists hit for the first time this year.

81% **of artists** **< 1K** **monthly listeners**

SPOTIFY

Uploads

Artists on Spotify have uploaded a combined 871.78 years of music to the platform, which is nearly twice the amount of time as there was between Leonardo Da Vinci painting the Mona Lisa during the Italian Renaissance and Beyoncé releasing her 2022 album RENAISSANCE.



SPOTIFY






Playlists

Of Chartmetric’s 18,478,512 tracked Spotify playlists, 4,987,554 playlists, or 27%, were created and ingested into our database this year. These new playlists have a combined 713,956,535 followers. These playlists were active on different days! Overwhelmingly, songs are added to playlists most often on Fridays - nearly twice as often as the next most popular day, Saturday. This is likely because of new music Friday playlists, as well as the majority of new music being released on Fridays!






On average, songs added to playlists this year lasted 44.13 days before being taken off. That’s just about how long it takes to climb Mount Everest from the base camp to the peak!



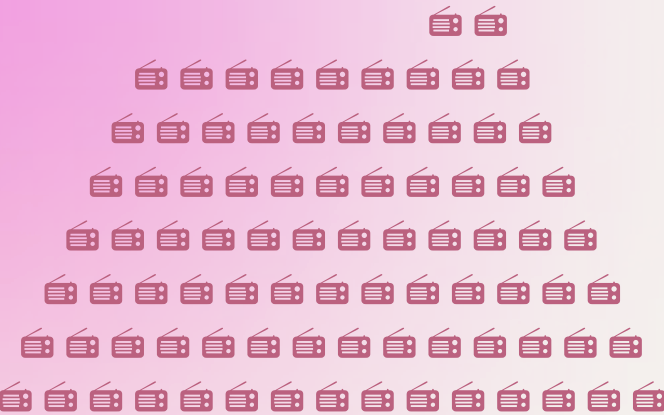
EDITORIAL 2023

	Barbie Official Playlist 912,761 Followers	1
	yo no me porto bonito 🇵🇷 869,448 Followers	2
	Spider-Verse: The Official Playlist 773,042 Followers	3
	más pegao que poster en la calle 580,123 Followers	4
	Con B de Bichota 555,800 Followers	5

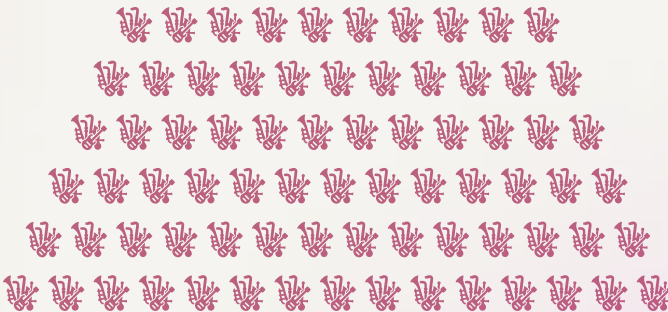
NON-EDITORIAL 2023

	ERAS TOUR SETLIST 1,029,689 Followers	1
	BRAZILIAN PHONK 548,035 Followers	2
	Spider-Man: Across the Spider-Verse (Soundtrack) 440,911 Followers	3
	GYM HARDSTYLE 2023 🙌🔥 Aggressive Hardstyle Remix of Popular Songs 338,254 Followers	4
	PIANO COVERS 2023 🎹 Relaxing Piano Music Songs 336,202 Followers	5

Radio



Chartmetric tracks 3,191 radio stations across 1,187 cities and 91 countries, and the radio waves were bumping with some great tunes this year: A total 7,375,258 songs were played this year an average of 102.4 times each for a combined 754,998,422 spins, making up for 1,716 years of airplay. That's more years than there are musical instruments (around 1,500)!



1,716
YEARS IN AIRPLAY

~1,500
MUSICAL INSTRUMENTS

7,375,258
TRACKS PLAYED ON THE RADIO

RADIO











Top Genres

In terms of the radio, there was a clear winner for the most popular genre: Pop! 31.4% of the 5,000 most played songs on the radio this year were in the pop genre, followed by rock at 8.8% and country at 8.7%.



RADIO

Top Artists

 THE WEEKND 2,681,347 SPINS	1
 DAVID GUETTA 2,513,659 SPINS	2
 ED SHEERAN 2,023,116 SPINS	3
 TAYLOR SWIFT 1,882,141 SPINS	4
 DRAKE 1,841,803 SPINS	5
 MILEY CYRUS 1,827,668 SPINS	6
 21 SAVAGE 1,734,087 SPINS	7
 SZA 1,661,744 SPINS	8
 CHRIS BROWN 1,540,558 SPINS	9
 DUA LIPA 1,436,462 SPINS	10

The competition for top artist on the radio this past year was a close one, but the ultimate winner was The Weeknd — no doubt partially due to his hit song “Creepin” with 21 Savage and Metro Boomin, which was the second most played song on the radio in 2023.

YouTube











On YouTube, the world’s most visited video streaming service, 2023 brought 11.6 trillion new views and 26 billion non-unique new subscribers for all artists on the platform.



11 TRILLION
2023 NEW VIEWS

26 BILLION
NEW SUBSCRIBERS

Top 10

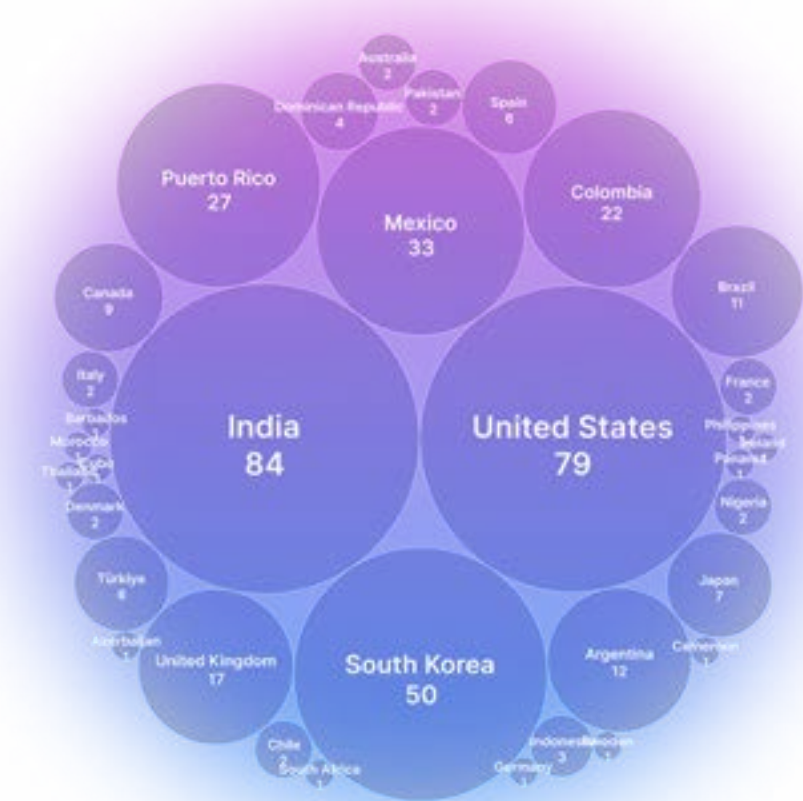
	1 FLOWERS MILEY CYRUS	49 WEEKS
	2 TQG KAROL G,SHAKIRA	44 WEEKS
	3 LA BEBE YNG LVCAS	40 WEEKS
	4 QUÉ ONDA PERDIDA GRUPO FIRME,GERARDO CORONEL	38 WEEKS
	5 アイドル YOASOBI	36 WEEKS
	6 UN X100TO GRUPO FRONTERA,BAD BUNNY	35 WEEKS
	7 DIAMONDS RIHANNA	34 WEEKS
	8 CUPID FIFTY FIFTY	30 WEEKS
	9 CLASSY 101 FEID, YOUNG MIKO	29 WEEKS
	10 APNA BANA LE SACHIN-JIGAR,ARIJIT SINGH,AMITABH BHATTACHARYA	29 WEEKS

Sometimes, songs and genres thrive more on certain platforms. In the case of YouTube, their top charting songs had much more regional and genre diversity in comparison to other platforms, a testament to the site’s strong presence in international markets. Of the 10 songs that spent the longest time on the YouTube charts this year, only one — “Flowers” by Miley Cyrus — was by an American artist, and the list is dominated by Latin and Asian artists.

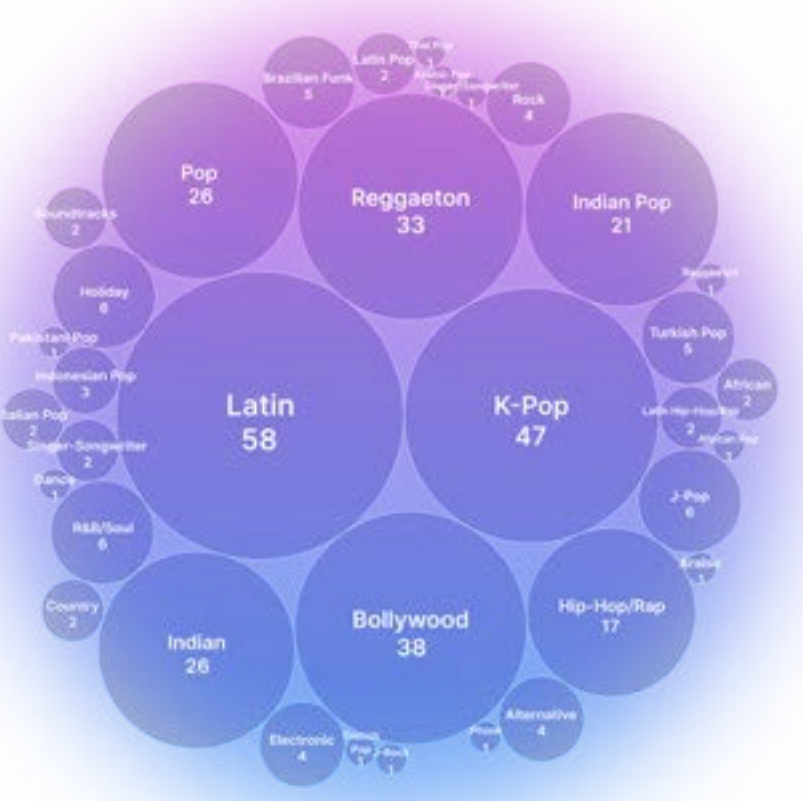
Weekly Top 50

India was the biggest producer of songs featured in YouTube’s Weekly Global Top 50 charts, followed by the U.S., South Korea, and Mexico, which makes sense given how dominant a role YouTube plays in music consumption in India. The most common genres among these songs also show a heavy presence of non-Western genres like Latin, Bollywood, and K-pop, further showing the global nature of music on YouTube.

Country

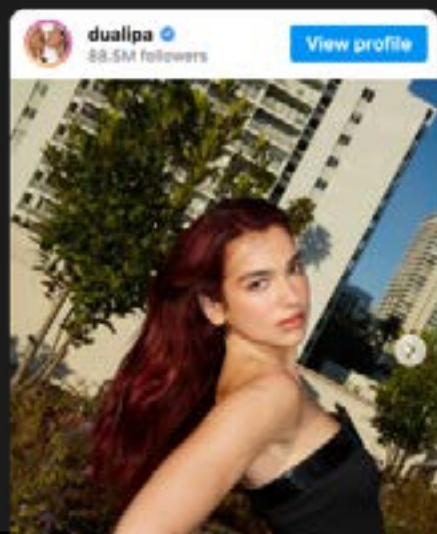


Genre



Social Media

In the digital age, social media has become a primary driver for music discovery. Whether it's TikTok, Instagram, or YouTube, content on these apps dictates who and what is trending in today's streaming landscape. This deep dive into the audiences on these platforms helps reveal who, what, and where the tastemakers are!



Audience Growth

Across TikTok, Instagram, and YouTube, artists gained many new followers in 2023! The highest growth occurred on Instagram, where artists gained a combined 6.2 billion new followers. These counts are non-unique, more information is available in the [methodology](#) section.

Total Artist Followers

2022 → 2023 (+24.5%)

13.8B → 17.2B



Total Artist Followers

2022 → 2023 (+14.3%)

43.3B → 49.5B



Total Artist Subscribers

2022 → 2023 (+9.8%)

24B → 26.4B



Top Artists

The top artists vary by platform! The most followed artists on YouTube include more artists from India and South Korea, the list of top Instagram artists features many musicians who are also actors, and the top TikTok artists have several influencers among their ranks.



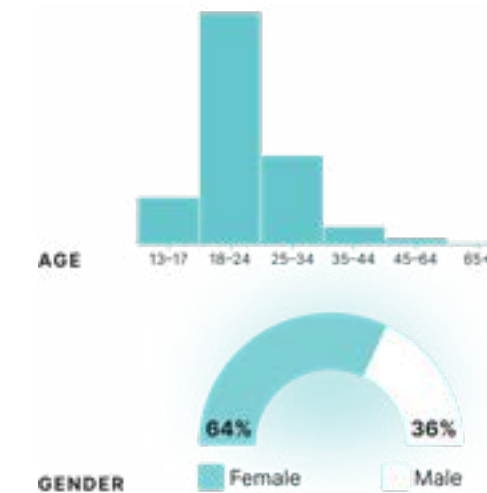
 TikTok

 Instagram

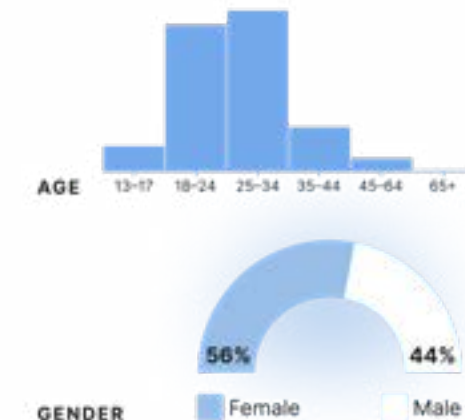
 YouTube

Audience Demographics

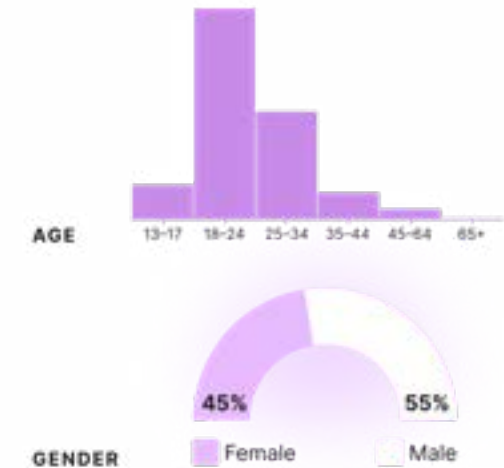
More women follow artists on TikTok and Instagram than men, who make up a larger share of YouTube's audience. TikTok has the youngest user base, with over 71% of followers being under the age of 24. The biggest age group for TikTok and YouTube is people between 18 and 24 years old, while the largest group on Instagram is between 25 and 34 years old.



 TikTok



 Instagram



 YouTube

Audience Location

1. United States	28.1%
2. Mexico	14.5%
3. Brazil	10.8%
4. United Kingdom	3.9%
5. Philippines	3.3%
6. Colombia	3.2%
7. France	2.8%
8. Argentina	2.6%
9. Indonesia	2.3%
10. Germany	2.2%

 TikTok

1. United States	22.6%
2. Brazil	15.0%
3. India	7.7%
4. Indonesia	6.4%
5. Mexico	4.2%
6. United Kingdom	3.1%
7. Italy	2.7%
8. Argentina	2.3%
9. Russian Federation	2.2%
10. Colombia	2.1%

 Instagram

1. United States	19.4%
2. Brazil	13.8%
3. Mexico	6.1%
4. India	6.0%
5. Philippines	3.4%
6. France	3.4%
7. Colombia	3.4%
8. United Kingdom	3.1%
9. Argentina	2.5%
10. Indonesia	2.3%

 YouTube

In terms of the countries from which artists gained new followers in 2023, the largest number came from the U.S. for Instagram and YouTube, while Mexico came first for TikTok. For all three platforms, the second biggest producer of new followers was Brazil.

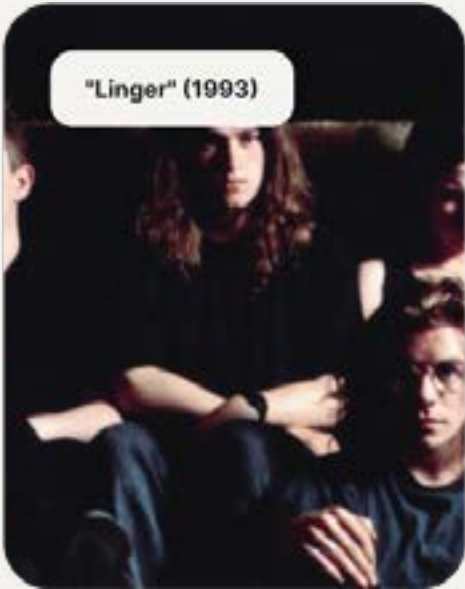
TikTok Trends

Explaining TikTok’s disruption on the music industry feels almost unnecessary at this point. However, understanding the platform is imperative if you’re trying to stay on top of what drives listening behavior. From global fads to microtrends, music in 2023 was once again heavily impacted by TikTok.



Throw it Back to The Throwbacks

When it comes to music that experienced a second wind on TikTok, 2023 was just as random and unpredictable as ever. The truth is, there’s almost no way to determine whether a song will experience a resurgence on the platform. Whether it’s pieced to a larger dance trend or even a viral meme, this year’s catalog bops had us, well, boppin’!

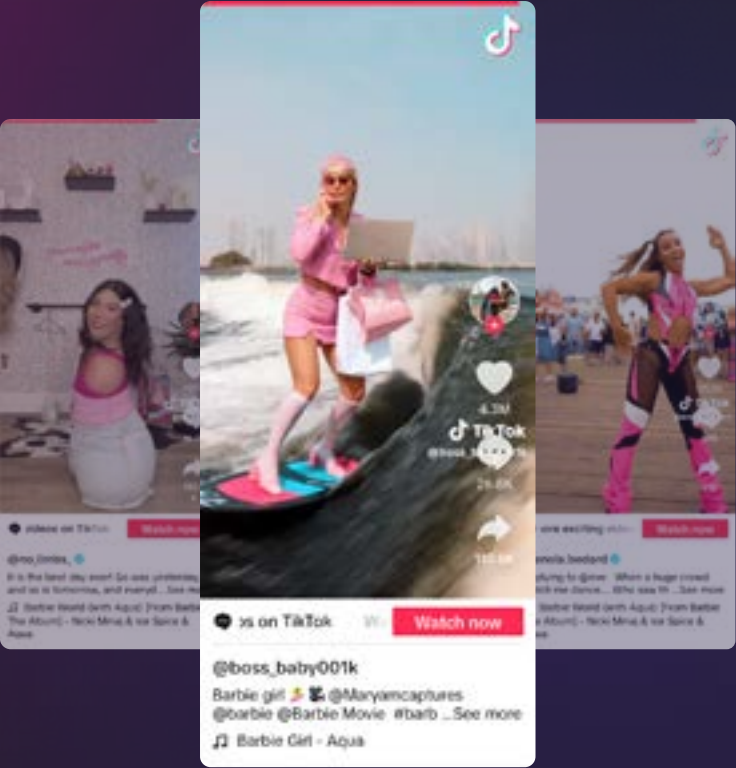


Trend: Throw it Back

1. "Barbie Girl" —————
2. "Linger" —————
3. "Make Your Own Kind of Music" —————

“Barbie Girl”

Just in time for this summer’s [Eurodance revival](#), Greta Gerwig’s [Barbie movie](#) was released, bringing everyone back to the Barbie dreamhouse. The movie featured the song “Barbie World” by Nicki Minaj and Ice Spice, which samples Aqua’s iconic ‘90s anthem “Barbie Girl.” Both songs were hugely popular online, which makes sense: between the Eras Tour and the Barbie movie, the cultural zeitgeist was firmly centered on [girlhood](#). The poppy nostalgia of the Aqua original and the energy and catchy beats of the updated track were perfect soundtracks for a summer defined by embracing femininity, and millions of TikToks (which heavily featured the color pink) were made to the platform using various uploads of these songs.

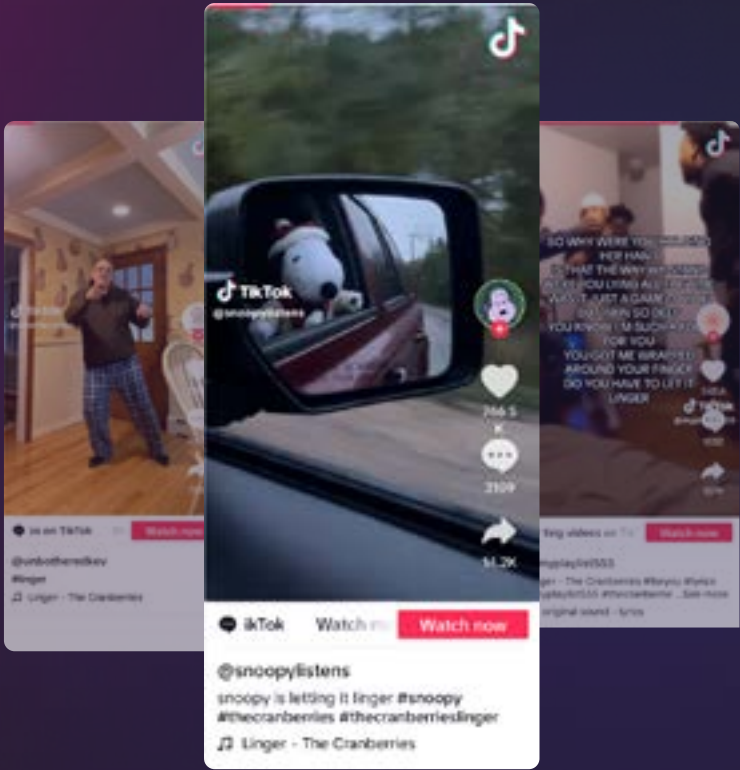


Trend: Throw it Back

“Linger”

Gen Z were letting it linger this year, after they rediscovered the classic 1993 track “Linger” by Irish rock band the Cranberries. The timing is almost eerily coincidental — 2023 marks both the 30th anniversary of the band’s debut album, Everybody Else Is Doing It, So Why Can’t We?, and the fifth anniversary of the death of lead singer Dolores O’Riordan. The sound became popular on the platform in late March after being associated with a funny dancing filter, and only continued to surge in use since. Over 100k posts have been made featuring the song, most commonly with absurdist content about life’s struggles and memes about what it means to let it linger.

- 1. “Barbie Girl”
- 2. “Linger”
- 3. “Make Your Own Kind of Music”

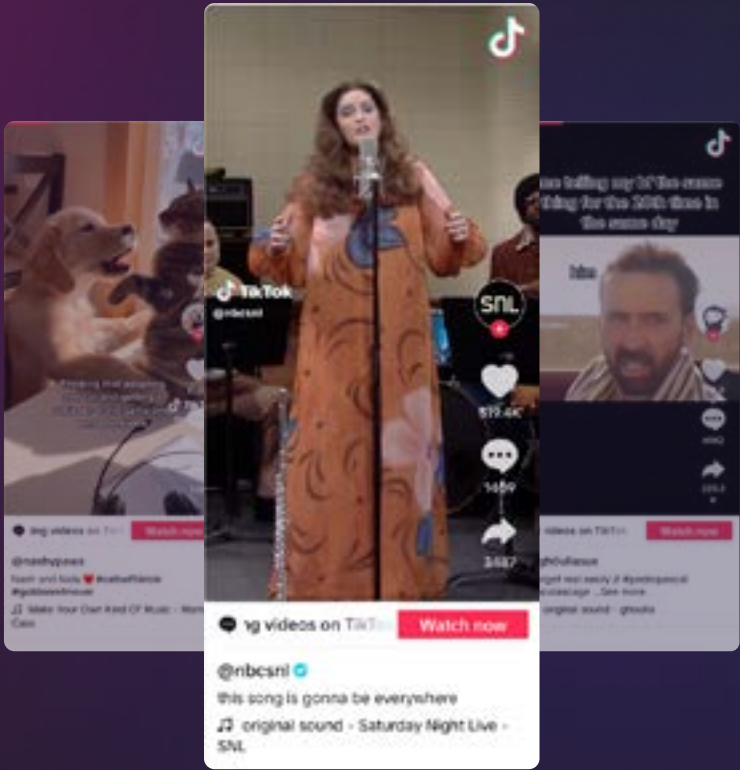


Trend: Throw it Back

“Make Your Own Kind of Music ”

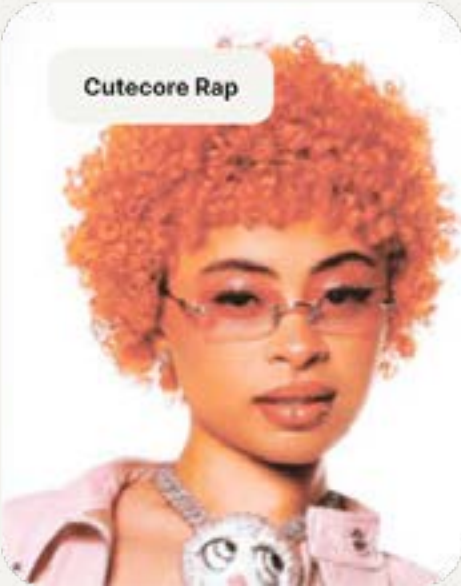
Cass Elliot’s 1969 positive message song “Make Your Own Kind of Music” was popular in its heyday, but eventually slipped into the shadows. However, it has had a resurgence in recent years after a series of movie and television syncs (in everything from Lost to Sex Education to the main trailer for the Barbie movie). It wasn’t until 2023, however, that the song became a viral smash — weirdly enough due to a meme featuring Nicholas Cage and Pedro Pascal that inserted the tune over a scene from their 2022 movie The Unbearable Weight of Massive Talent. Since then, it’s been used in nearly 90k TikTok posts that include variants of the meme, wholesome videos about people’s pets, tales of personal escapades, and even parodied on SNL.

- 1. “Barbie Girl”
- 2. “Linger”
- 3. “Make Your Own Kind of Music”



POV: In Our Niche Genre Era

Similar to catalog music resurfacing, niche genres blossomed on TikTok this year. While these sounds or communities were by no means “new,” the platform’s tendency to latch onto thriving scenes thrusts them unexpectedly into the limelight and turns a subculture into a trend. Still, we were thrilled to see some long-deserving artists see their share of the spotlight.

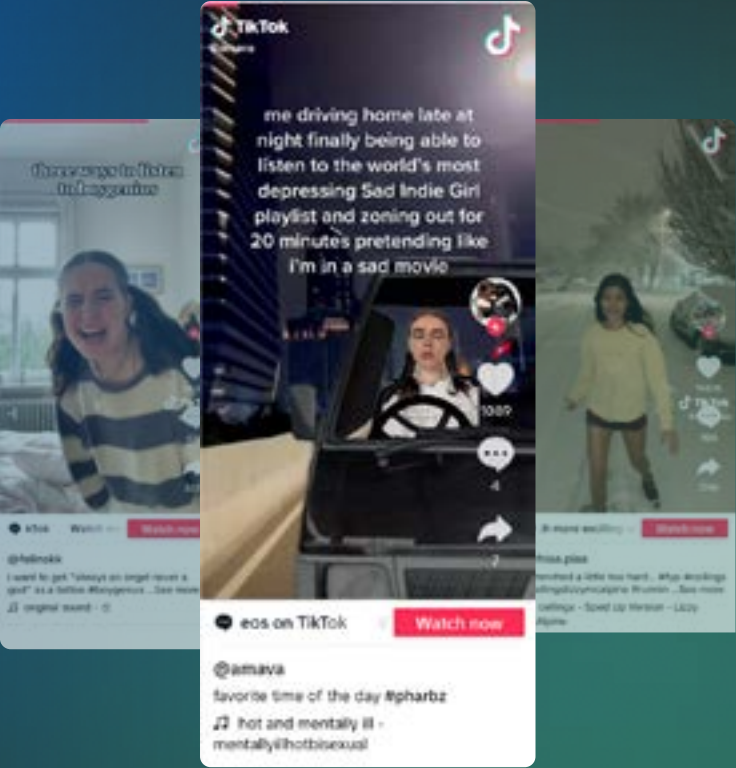


Trend: Niche Genres

1. “Sad Girl Indie”
2. Eurodance
3. Cutecore Rap

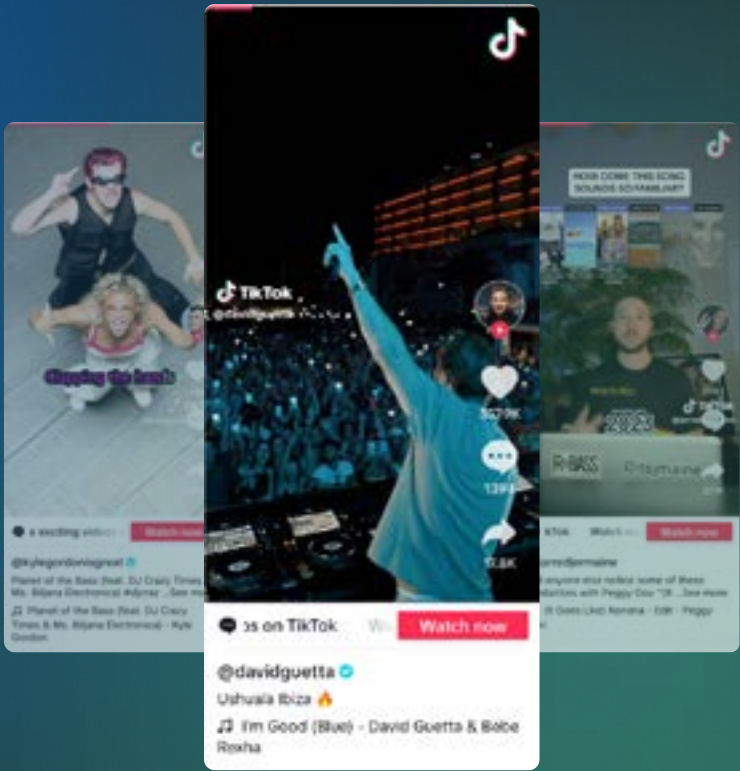
“Sad Girl Indie”

Look at the listening history of any [teenage girl in their twenties](#), and chances are, you’ll see playlists with names like “sad girl starter pack” and “Sad Indie” that heavily feature artists like Mitski and boygenius (the supergroup comprised of indie darlings Phoebe Bridgers, Lucy Dacus, and Julien Baker). Though this is nothing new — just look at the [Lilith Fair](#) lineup back in the 90s — the last few years have seen a huge boom in this niche genre of “[sad girl indie](#),” largely dominated by queer female artists and fans. This has been largely attributed to TikTok, where listeners eagerly discuss their favorite artists and emotional lyrics while turning tracks, like Lizzy McAlpine’s “ceilings,” into viral successes. There’s also no shortage of posts from aspiring songwriters trying to get noticed, posting song demos with captions along the lines of “if you like Phoebe/ Mitski/Claire you’ll love this.” The name is a bit controversial. Fans and [artists](#) alike [critique](#) the term, saying it overlooks the complex themes of these songs by putting them under a constricting label of “sad,” while Lucy Dacus herself [said](#) it causes the “classification and commodification and perpetual expectation of women’s pain.” Still, the genre continues to grow in popularity, and festivals like [All Things Go](#) are catering to this new niche audience of listeners.



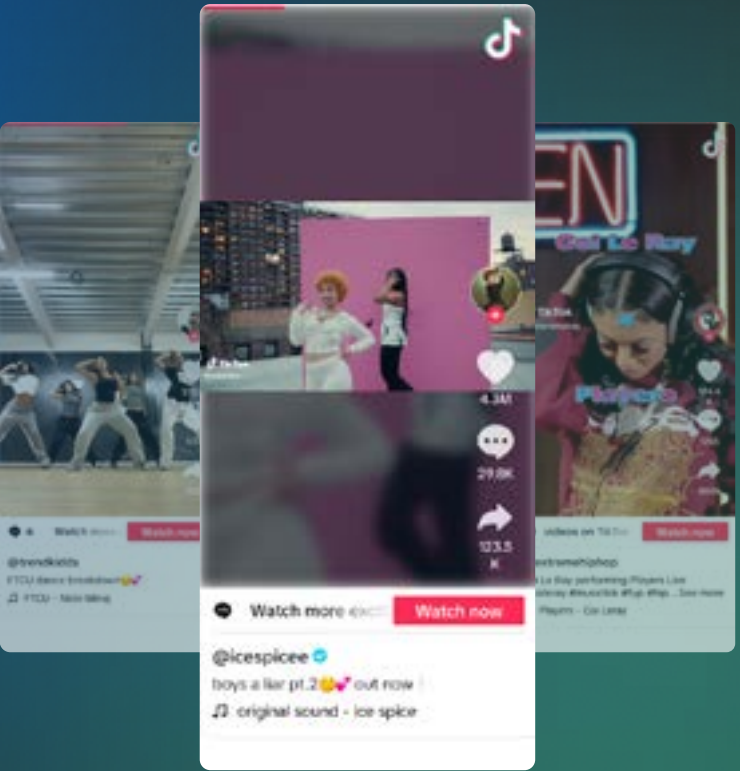
Eurodance

From films on Michael Jordan’s sneakers to the revival of Frasier, 2023 went in hard on the pop culture of the 1990s. And that extends to the dancefloor, where the electronic sounds of Eurodance, the decade’s most derided genre, have once again got us waving our hands in the air like we just don’t care. Take David Guetta, for example, who has enjoyed a Billboard chart resurgence by borrowing from a bona fide classic. His 2022 Bebe Rexha collab “I’m Good (Blue)” became his joint-biggest hit to date and nabbed him a Grammy nomination back in January after the TikTok crowd discovered his tribute to Eiffel 65’s 1998 track “Blue (Da Ba Dee).” The Frenchman, never one afraid of repeating a trick or two, is also now enjoying success with “Baby Don’t Hurt Me,” an Anne-Marie and Coi Leray team-up borrowing from Haddaway’s Eurodance classic “What Is Love.” Beyond the obvious (aka Aqua’s “Barbie Girl”), this year has seen hit samplings of Robert Miles’ comedown classic “Children” (Switch Disco and Ella Henderson’s “React”) and Strike’s handbag house anthem “U Sure Do” (Borai and Denham Audio’s “Make Me”). One of the Eurodance anthems that’s gained the most viral traction this year isn’t an established classic or sample-heavy anthem, but a pitch-perfect parody.



Cutecore Rap

In a world where hip-hop’s dominance appears to be shrinking, there’s something to be said about the subcultures keeping it afloat (*cough* it’s the girlies *cough*). All-pink and ultra-femme, the persona of the cutecore aesthetic (and the rappers who champion it) is overtly girly and chronically online. Its light-bass production and cheerful — albeit bold — lyrics reflect Gen Z’s ability to simply not care about what others may think. Keep in mind, this comes after decades of misogynistic battles and barriers endured by female hip-hop artists and rappers in the male-dominated industry. For what feels like the first time, women in rap can break free of the genre’s tendency to depict women through the hypersexualized male gaze. They are now able to portray their femininity as they please, which for these artists, means embracing all that is cute. One of the scene’s biggest breakouts, Ice Spice, has climbed from local fanfare to the mainstream. After joining PinkPantheress on “Boy’s a Liar Pt. 2,” the single quickly became an anthem for the TikTok cutecore scene. She also joined Nicki Minaj for a remix of her original track “Princess Diana” — a collaboration that felt like a passing of the torch between two generations of rap fans.

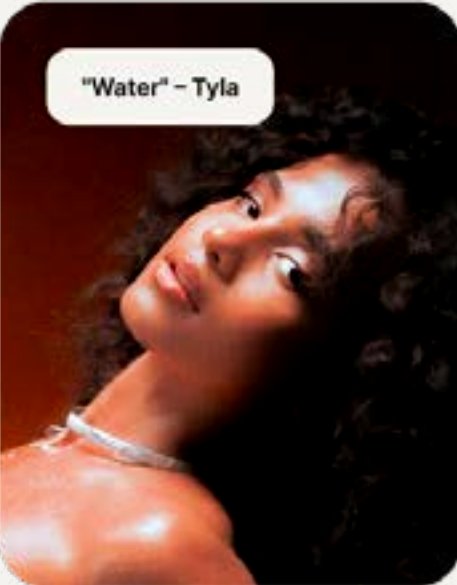


Dancing the Night Away

Dance trends have long since attached themselves to music. Just think of 2010s favorites like Gangnam Style and the Harlem Shake, or jump even further back to the Macarena or the Y.M.C.A. In the modern day, TikTok has certainly become the main breeding ground for viral dance crazes. This year though, some of the platform’s biggest trends weren’t quite what you would expect.



"Rush" – Troye Sivan



"Water" – Tyla



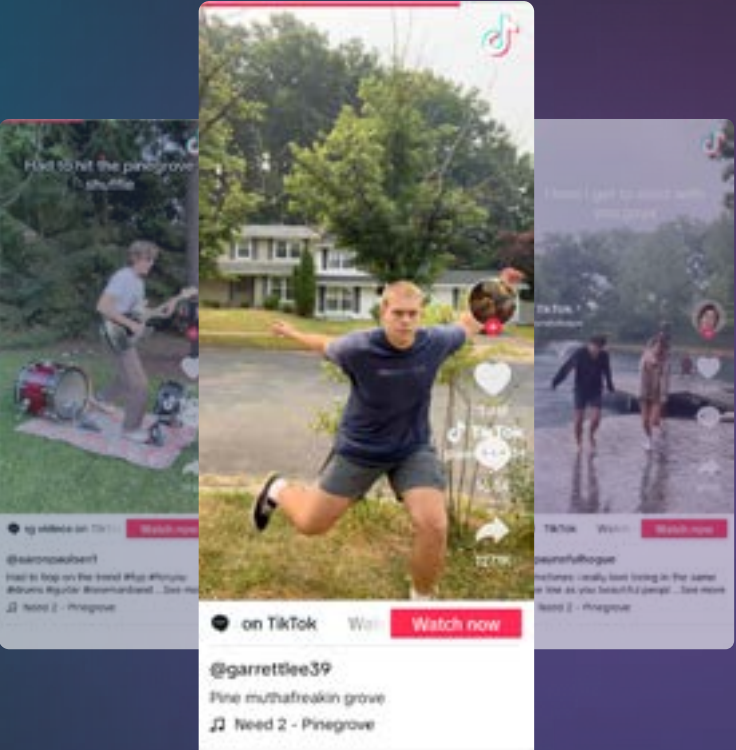
"Need 2" – Pinegrove

Trend: Dance

1. "Need 2"
2. "Water"
3. "Rush"

"Need 2"

There’s nothing about Pinegrove’s 2014 song “Need 2” that screams TikTok virality. And after the New Jersey indie rock band announced their hiatus in April of 2023, the folksy song seemed destined to be nothing more than a deep cut. But, on June 8, TikTok user @garrettle39 posted a video of himself dancing to a snippet of the song in what appears to be a suburban front yard. Unlike the hyper-choreographed dances that populate TikTok, Lee’s “Need 2” moves are more free and loose-limbed: his arms flap across his body like heavy wings while his legs do a kind of two-step skip and hop. Lee looks like he could burst into tears at any moment. Within 48 hours, other TikTok users had started posting their own interpretations and less than a week after Lee’s initial video, enough people had participated in the #pinegroveshuffle that one TikTok user even created an unusually wholesome compilation. Within a month, “Need 2” has been featured in over 77k TikTok videos, over a 1000% increase from the 6.5k TikToks that had existed before Lee’s viral dance was posted.

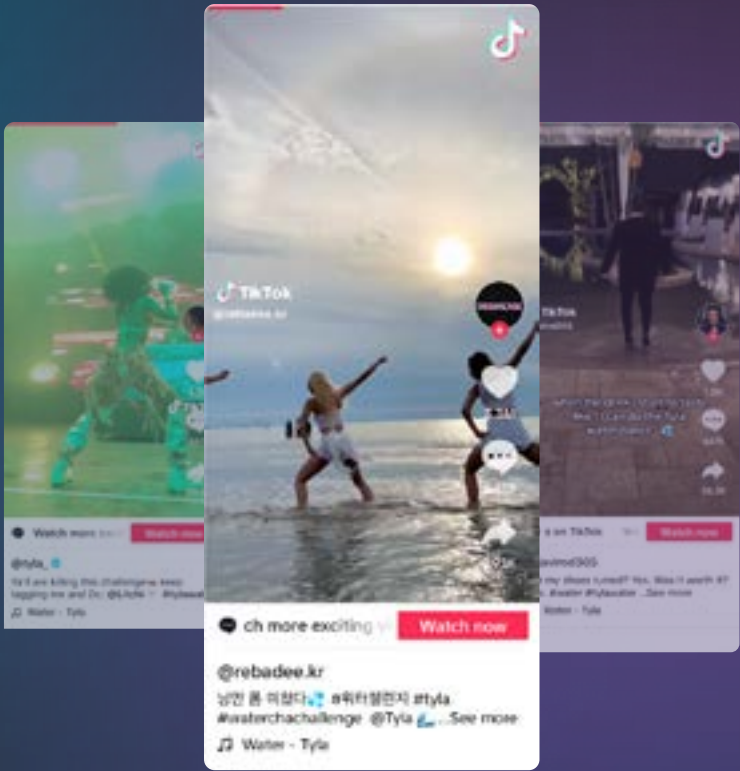


Trend: Niche Genres

1. "Need 2"
2. "Water"
3. "Rush"

"Water"

South African singer Tyla dropped her afropop single "Water" in late July of this year, featuring distinctly soft harmonies and lyrics about the sensation of pleasure. But, it's the global record's amapiano rhythm that spawned a viral dance trend on TikTok known as the "Water" dance challenge where users recreate her splashy choreography — bottle of water, included. The captivating dance was created by South African choreographer Lee-ché Janecke, and the Bacardi-style moves took the app by storm. There are over 1.5 million posts to date created using "Water," and the song also earned Tyla a Grammy nomination for Best African Music Performance. The last few years have seen a huge boom in the global success of artists and genres from Africa, from Afrobeats to amapiano, and it's clear audiences are ready to listen — and dance — to more!

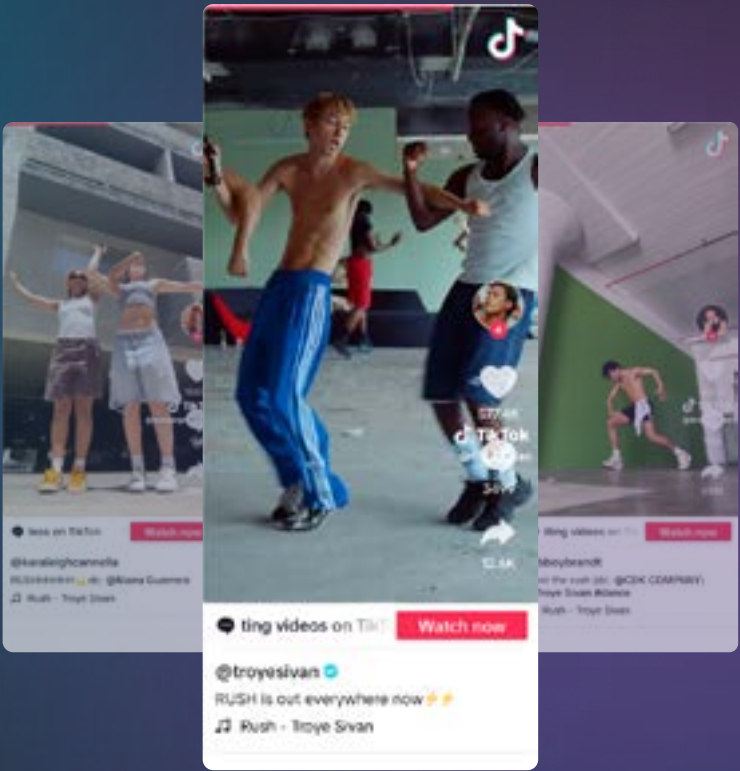


Trend: Dance

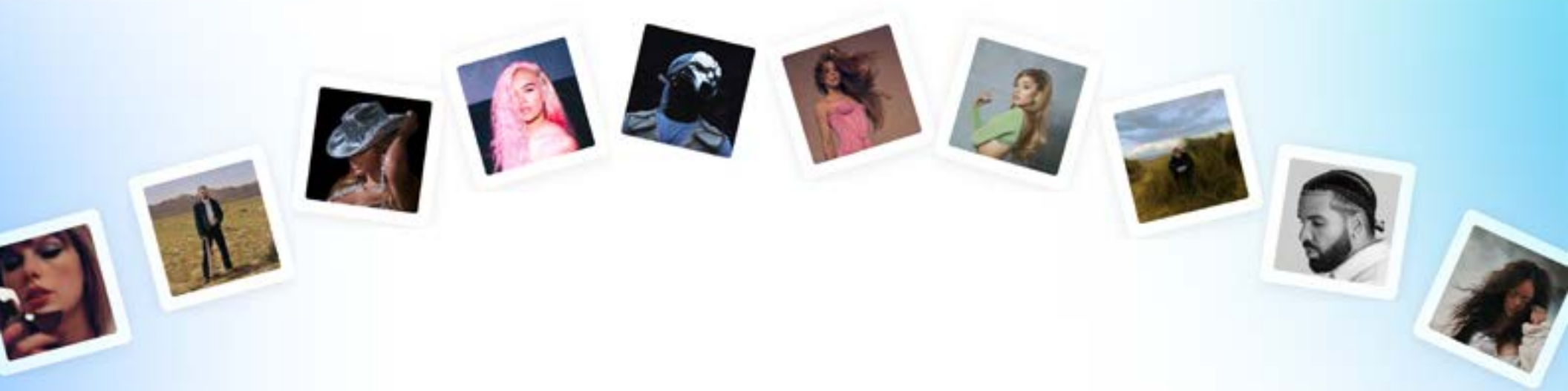
1. "Need 2"
2. "Water"
3. "Rush"

"Rush"

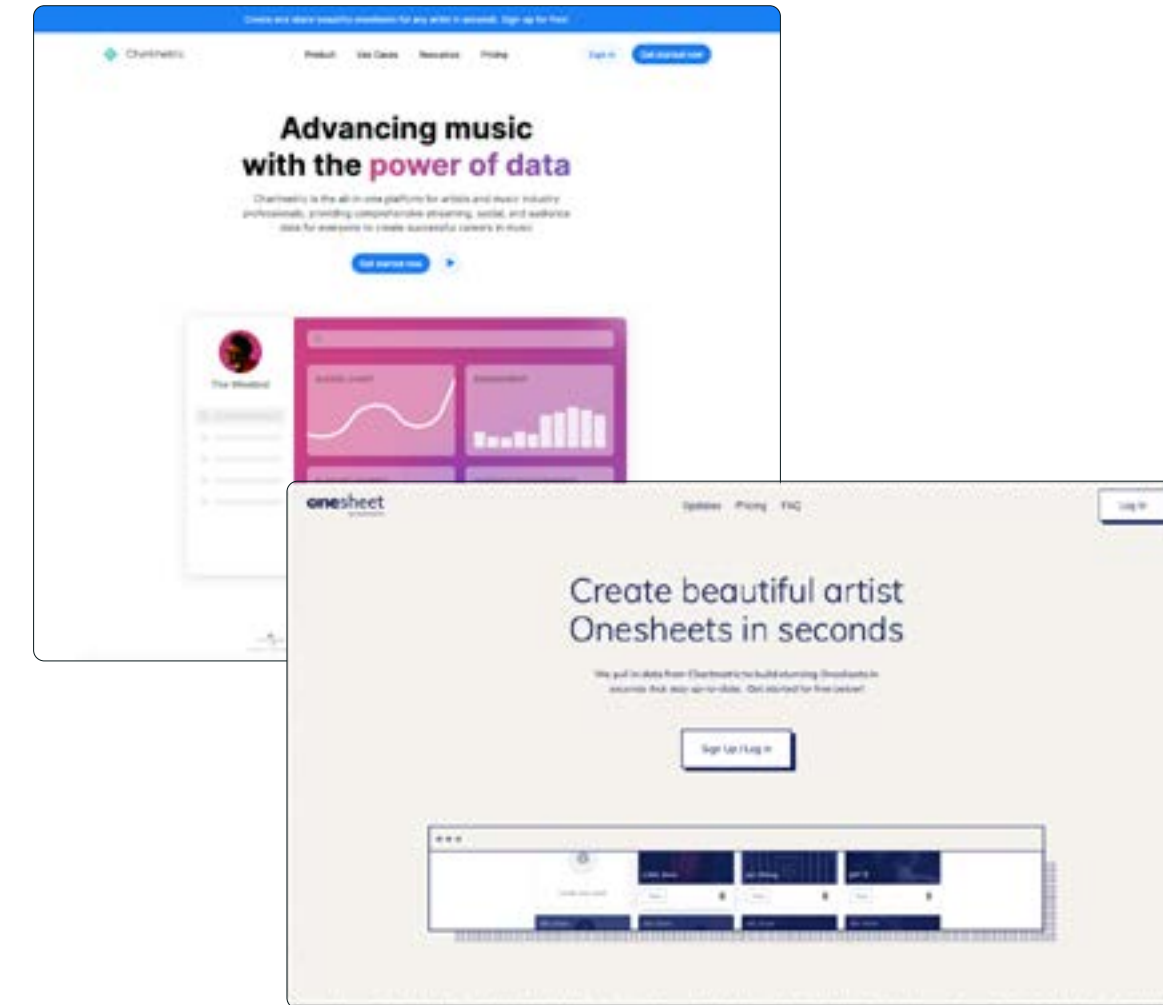
Troye Sivan may have gotten his start during the vlogging invasion of the 2010s, but the former YouTube star has come a long way. Sivan made waves this year with his newest album, *Something To Give Each Other*, an energetic celebration of queer experiences. The lead single, "Rush" (a cheeky nod to the poppers brand of the same name) feels as though it was made to dance to, and its viral music video reflects that. The infectious dance moves, choreographed by Sergio Reis, feel fresh and bold, so it's no surprise that many TikTokers soon recreated them. While users of the app may have once associated "#rushtok" with the viral videos from sorority recruitment, the platform soon became flooded with posts featuring the Australian pop star's song and moves. Though Sivan did receive some heat over the perceived lack of body diversity among the music video's cast, it didn't stop it from receiving over 25 million views. One thing is clear: fans are feeling the rush!



Year in Music 2023 That's a Wrap



Chartmetric



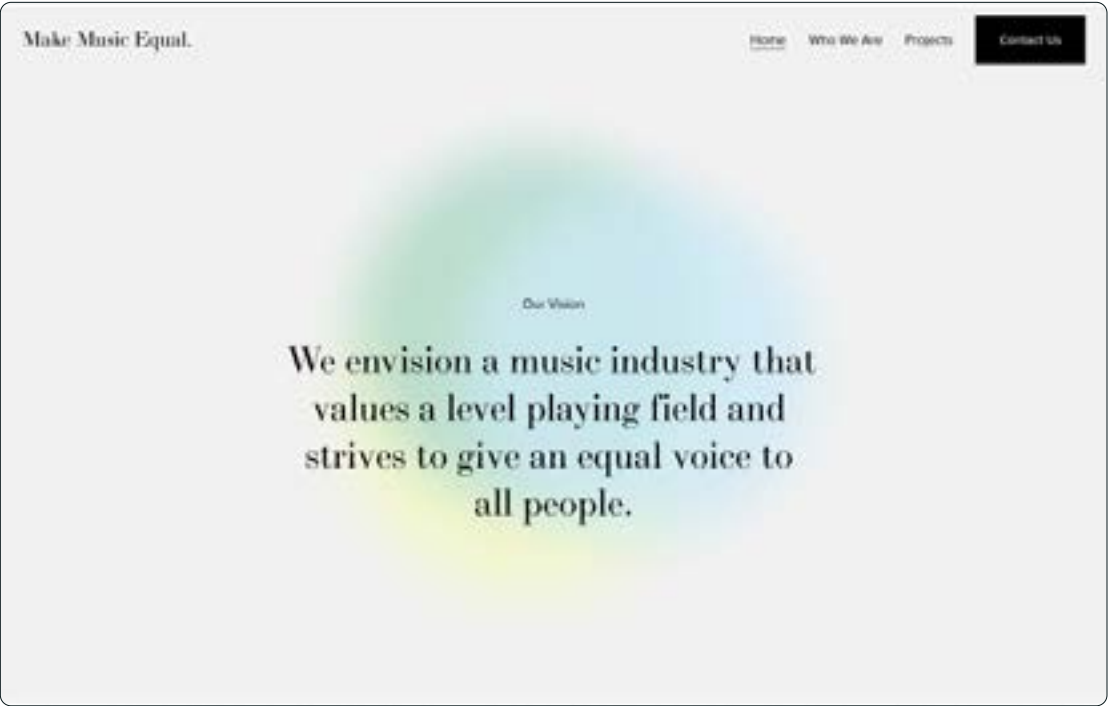
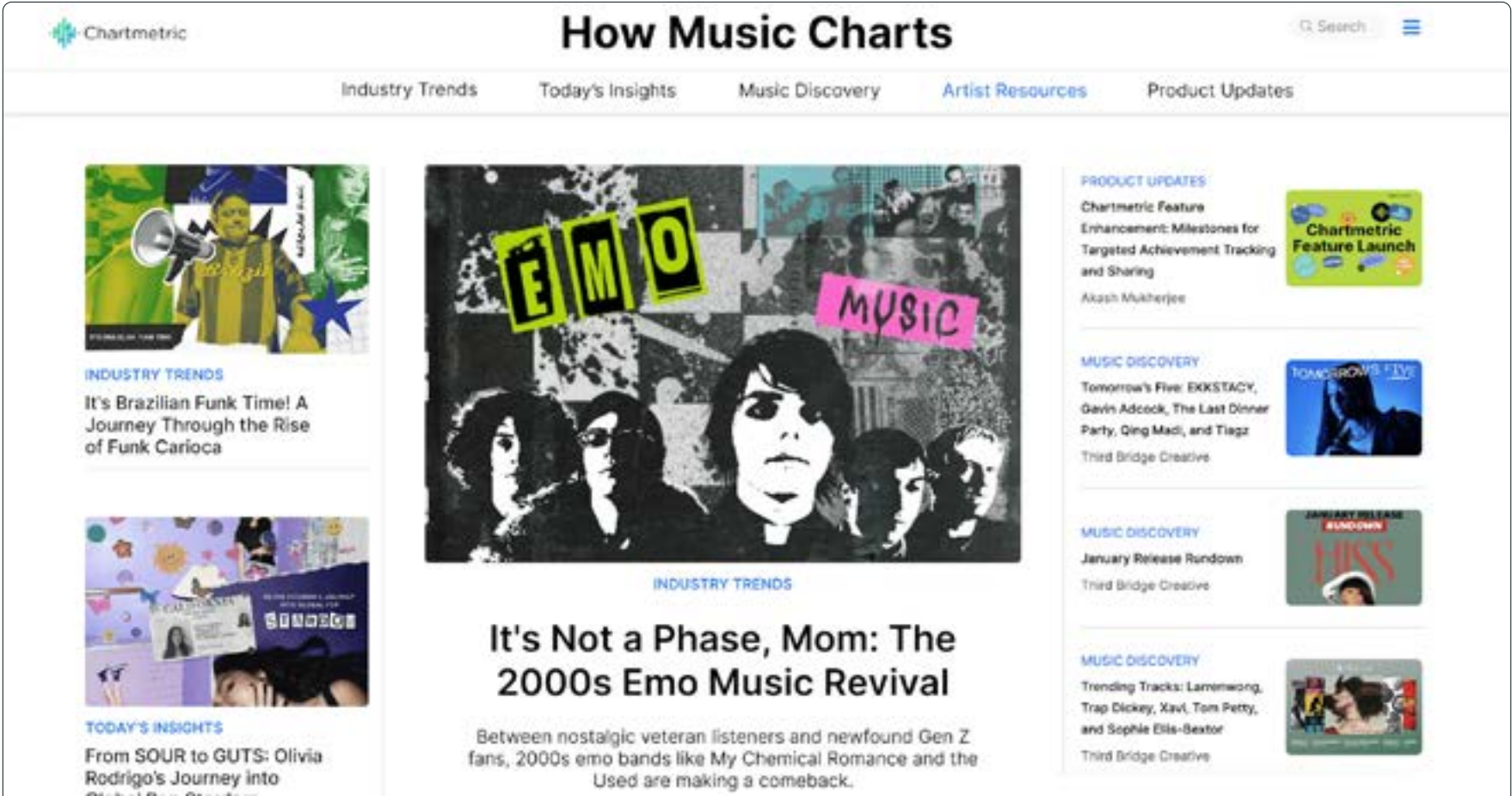
Chartmetric's Artist Plan is the perfect choice for up-and-coming artists looking to grow their audience, starting at just \$5 per month with a yearly sign-up. For more advanced needs, the Premium Plan is your go-to solution, providing deeper data analysis and broader industry trends to strategize your next big move effectively, available for \$140 per month. For businesses seeking customized data solutions, Chartmetric's API delivers tailor-made analytics, integrating seamlessly into your platform, all at competitive pricing. If interested, reach out to hi@chartmetric.com — we're always happy to hear from you! In addition to these unique offerings, Chartmetric's latest tool Onesheet ensures artists and managers have a sleek, professional digital press kit, generated in full at the click of a button.

How Music Charts

To learn more about music, check out our publication, How Music Charts, which uses data to tell stories about the music industry and empower artists with the tools and knowledge they need to succeed. We're also a proud partner with several universities, nonprofits, and newsrooms, providing them with data to power their important work.

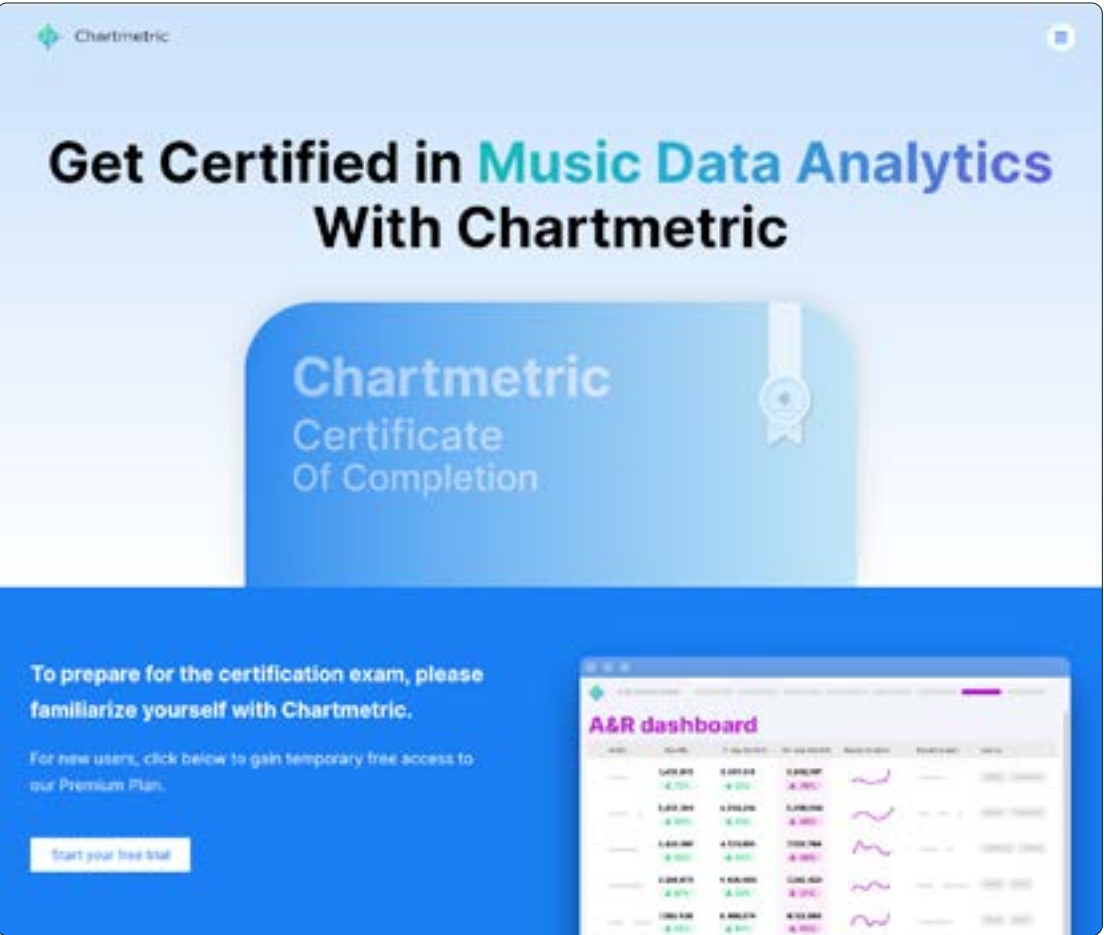
Make Music Equal

Above all, Chartmetric envisions a music industry that values a level playing field and strives to give an equal voice to all people. Alongside the data in this report, deeper insights on gender and pronoun data can be found via Chartmetric's Make Music Equal initiative, which includes hundreds of thousands of musical acts from all across the world. You can download it for free under the Creative Commons license and learn more about our approach by reading our methodology. If you have any feedback or constructive criticism about this ongoing project, don't hesitate to reach out to us at equity@chartmetric.com — we want this effort to be as inclusive and sensitive as possible!



Learning Hub

The Chartmetric Learning Hub provides comprehensive resources to master Chartmetric’s analytics and tools, aimed at individuals looking to master music industry data. It includes a structured guide, study materials, video tutorials, and a glossary for music data, all designed to prepare users for a certification exam. With its curriculum recognized by leading global music education institutions, the hub is an invaluable resource for gaining expertise in music data analytics.



Credits

Read more about our methodology [here](#)

Producer: Andreas Katsambas
Project Managers and Lead Writers: Nicki Camberg and Sarah Kloboves
Design Support: Crasianne Tirado
Data Analysts: Melina Raglin and Shashank Chaudhary
Backend Engineering: Jay Hung

Additional writing support from Saleah Blancafor, Alejandra Arevalo, and Crasianne Tirado. Includes content from How Music Charts articles written by Saleah Blancaflor, Jon O’Brien, Harry Levin, Nicki Camberg, and Third Bridge Creative contributors Michelle Hyun Kim, Jaelani Turner-Williams, Quinn Moreland, and Kemet High.

Design and Development: Data Culture
Visual Design by Marisa Ruiz Asari, Frontend Development by Sey’ Adem Cileli and Marisa Ruiz Asari, Data Visualization Engineering by Neil Oliver and Gordon Tu. Data Culture thanks Charlotte Eckstein and Martina Zunica for their input.

Special thanks to Chaz Jenkins, Akash Mukherjee, and Chartmetric Founder & CEO Sung Cho.