



# GEN Z WRAPPED ↻

## A GENERATIONAL MUSIC REPORT

2023



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# how much music?

DAILY AVERAGE MINUTES LISTENED | BIGGEST LISTENERS

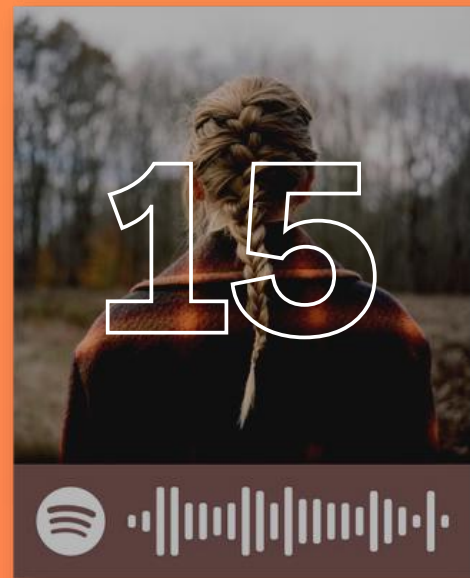


**GEN Z  
WRAPPED**









**Right Where You Left Me**

Taylor Swift

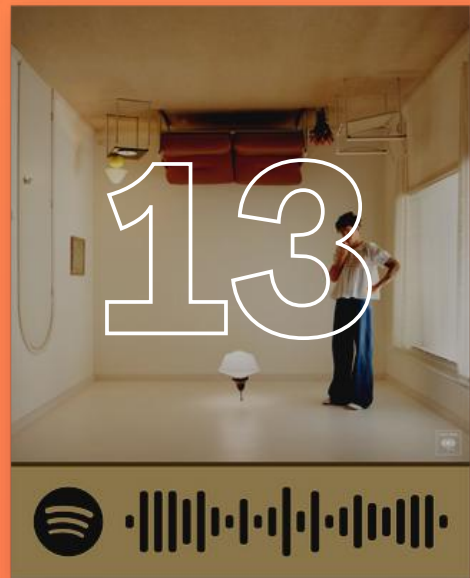
0.98% 0.14%  
% in top 5 % as top song



**Efecto**

Bad Bunny

0.98% 0.14%  
% in top 5 % as top song



**Daylight**

Harry Styles

0.98% 0.14%  
% in top 5 % as top song



**WAIT FOR U**

Future, ft. Drake, Tems

0.98% 0.42%  
% in top 5 % as top song



**Moscow Mule**

Bad Bunny

1.12% 0.42%  
% in top 5 % as top song

#15 to #6  
gen z's  
top songs  
of 2022



**Satellite**

Harry Styles

1.12% 0.14%  
% in top 5 % as top song



**august**

Taylor Swift

1.12% 0.14%  
% in top 5 % as top song



**Titi Me Pregunto**

Bad Bunny

1.12% 0.42%  
% in top 5 % as top song



**Glimpse of Us**

Joji

1.26% 0.28%  
% in top 5 % as top song



**Late Night Talking**

Harry Styles

1.40% 0%  
% in top 5 % as top song

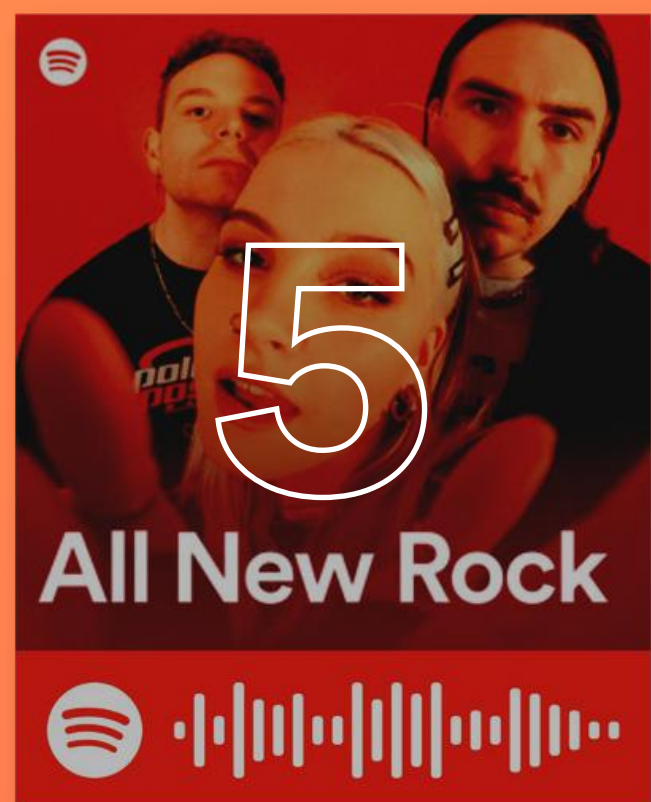








# #5 to #1 gen z's top genres of 2022



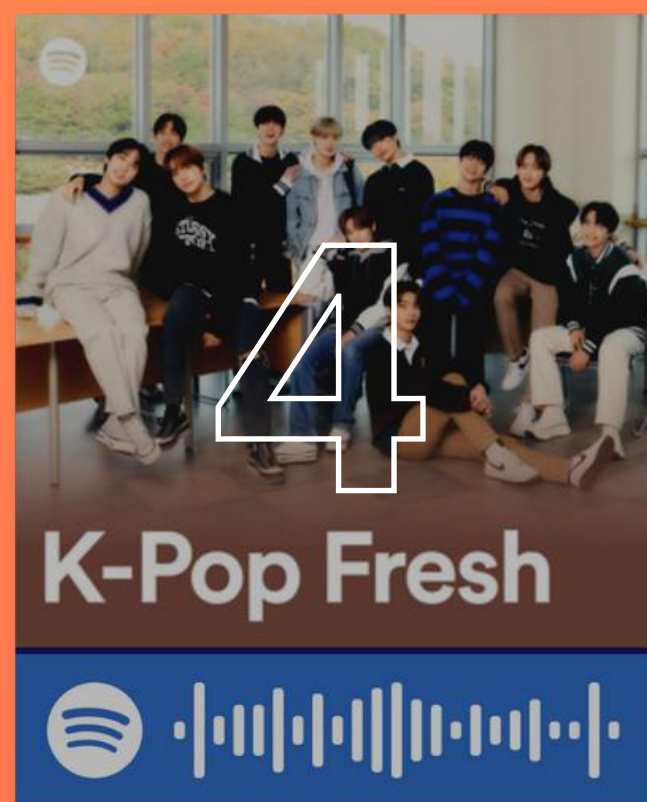
## Rock

% as top genre      minutes/day when top genre

**2.00% 154**

Top Artist

**Arctic Monkeys**



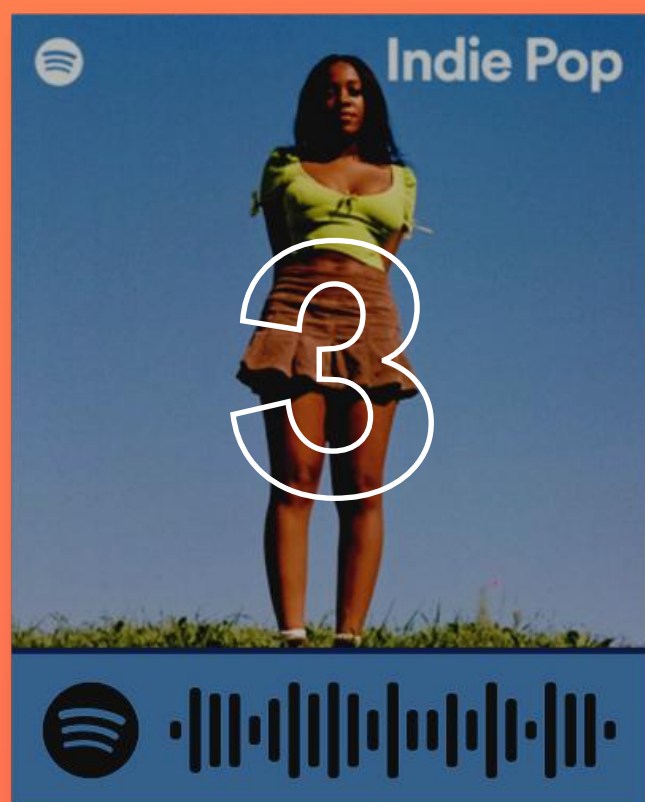
## K-Pop

% as top genre      minutes/day when top genre

**2.13% 108**

Top Artist

**BTS**



## Indie Pop

% as top genre      minutes/day when top genre

**7.88% 164**

Top Artist

**Taylor Swift**



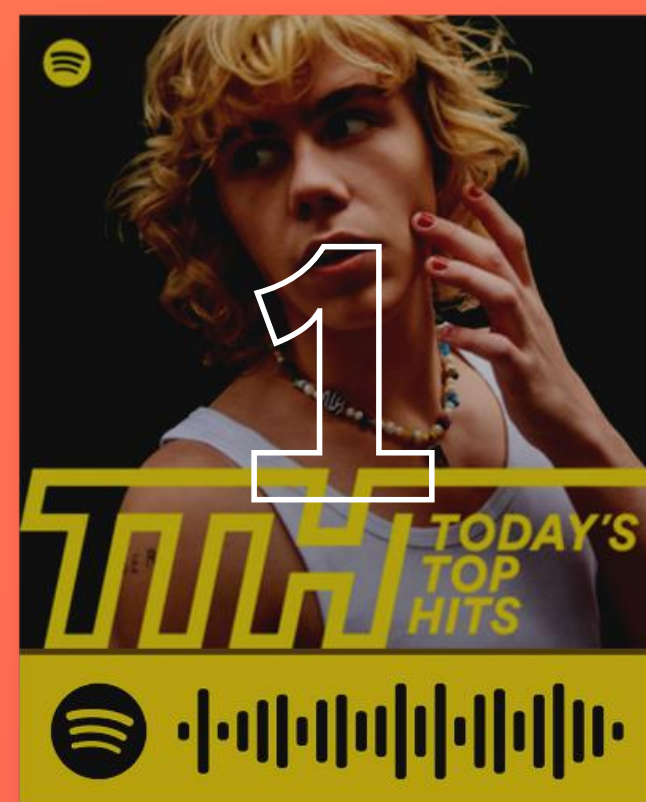
## Rap

% as top genre      minutes/day when top genre

**16.8% 160**

Top Artist

**Drake**



## Pop

% as top genre      minutes/day when top genre

**32.7% 143**

Top Artist

**Taylor Swift**

*Ranked by the percentage of submissions with the genre as their top genre from the year.*













overall ranking

#5

<i>ranking</i>	% as top artist
#8	<b>1.3%</b>
<i>ranking</i>	% in top 5
#5	<b>6.9%</b>

# The Weeknd

**PERSISTENTLY RELEVANT,  
CONSISTENTLY GENIUS.**

In 2022 The Weeknd was being streamed by Gen Z like never before. He was the #4 most streamed artist on Spotify globally, and #5 most streamed in the US. His 2019 hit song 'Blinding Lights' became the most streamed song on Spotify of all time, with 3.3 billion streams recorded at the end of 2022. His older music along with his new album release Dawn FM, continue to be favorites with Gen Z. The Weeknd's top songs in this year's report were Out of Time (.7% in top 5) and Take My Breath (.56% in top 5), both coming from his newest album Dawn FM.



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overall ranking

#2

ranking

#1

% as top artist

9.4%

ranking

#2

% in top 5

18%

# Taylor Swift

## **TAYLOR SWIFT CONTINUES HER REIGN AS ONE OF THE BEST POP ARTISTS OF ALL TIME.**

Taylor shattered records with her new album 'Midnights', received an honorary doctorate from NYU, and we can't forget how she quite literally broke [Ticketmaster](#). She also showed there is nothing she can not do, writing and directing the short film for her song 'All Too Well'. What is clear about Taylor is that when you listen to her, you listen to her a lot. Of the 18% that had Taylor Swift in their top 5, more than 50% of those had Taylor as their #1 most streamed artist. That is commitment - and just shows the pure influence of the artist. As Taylor continues her journey atop Gen Z's most-listened to artists, her Swifties anxiously await any hint at her next drop.



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# what did we learn about Gen Z and music?

## ARTIST DISCOVERY AND LONGEVITY IN THE TIKTOK ERA.

What was particularly noticeable in the rising artists from this year's submissions were the references to TikTok as the place these artists were blowing up. And that should come as no surprise - TikTok has been talked about since its early days as a potent catalyst for artist growth and artist discovery. Yet what is particularly noticeable about the TikTok effect is its lack of impact on the top artists. Songs and rising artists may get boosts from the platform, but the artists that continue to resonate with Gen Z over time are strikingly absent from the platform - or at least in their strategy on the platform. How could Gen Z's number one artist, Drake, not have a TikTok account? And what about their obsession Harry Styles? While both artists have benefitted significantly from the platform with their songs and names thrown around constantly, would that not justify leveraging their platform for further success?

These actions lead to the question: could TikTok actually harm the value of an artist's brand? Is its widely accepted recognition as a discovery tool antagonistic to the expectations of music's biggest superstars? Could their lack of presence contribute to their mystery, and actually heighten audience engagement around releases?

In her May 2022 podcast, Emma Chamberlain said: *"There was so much more mystery around celebrities back in the day which gave them this enticing feeling, because they were such a mystery...and that was exciting. That was what gave these mainstream celebrities the power that they had - because they were a mystery. And nothing is more enticing to human beings than a mystery. Whereas now, mainstream celebrities all have social media."*

Could, as Emma points out, the lack of mystery around celebrities today actually be harming their longevity? Could platforms like TikTok actually be harmful to the careers of superstars? Or do the 52B views on #taylorswift justify her presence on the platform? While the answer may be muddled for now, what is clear is this: the intentional time Gen Z spends listening to an artist speaks volumes to the artist's impact. And in 2022, Gen Z's #1 most-streamed artist was nowhere to be found on TikTok.



# ARTIST APPENDIX

artist	% in top 5	artist	% in top 5	artist	% in top 5
Drake	19.12%	SZA	4.59%	Steve Lacy	2.83%
Taylor Swift	17.66%	Summer Walker	4.49%	Mac Miller	2.73%
Harry Styles	10.05%	Brent Faiyaz	4.39%	Morgan Wallen	2.63%
Bad Bunny	7.22%	Tyler, The Creator	4.20%	Frank Ocean	2.63%
The Weeknd	6.93%	Megan Thee Stallion	3.90%	Lil Uzi Vert	2.63%
Beyoncé	6.73%	Rod Wave	3.80%	Zach Bryan	2.44%
Future	5.95%	Gunna	3.80%	Lana Del Rey	2.44%
Lil Baby	5.95%	Ariana Grande	3.51%	Juice WRLD	2.34%
Kanye West	5.76%	Lil Durk	3.51%	Mitski	2.34%
Kendrick Lamar	5.46%	Chris Brown	3.22%	Phoebe Bridgers	2.34%
Doja Cat	4.98%	Nicki Minaj	3.12%	Billie Eilish	2.24%
NBA YoungBoy	4.59%	BTS	3.02%	GIVĒON	2.05%

[contact for full list + data](#)

# SONG APPENDIX

song	% in top 5	song	% in top 5	song	% in top 5
As It Was	5.34%	Daylight	0.98%	All Too Well	0.70%
Me Porto Bonito	2.11%	Efecto	0.98%	You Proof	0.70%
Stick Season	1.83%	Right where you left me	0.98%	ALIEN SUPERSTAR	0.70%
Bad Habit	1.83%	Kilby Girl	0.98%	Out of Time	0.70%
CUFF IT	1.54%	erase me	0.84%	Sunshine	0.70%
Late Night Talking	1.40%	King	0.84%	Alien Blues	0.70%
Glimpse of Us	1.26%	BREAK MY SOUL	0.84%	Tarot	0.70%
Titi Me Pregunto	1.12%	CHURCH GIRL	0.84%	It's Called: Freefall	0.70%
august	1.12%	Moon Song	0.84%	ENERGY	0.70%
Satellite	1.12%	Need to Know	0.70%	Keep Driving	0.70%
Moscow Mule	1.12%	30/90	0.70%	HEATED	0.70%
WAIT FOR U	0.98%	Matilda	0.70%	cardigan	0.70%

[contact for full list + data](#)

# report credits

This report was developed by the research team at dcdx. The findings and insights are based on the objective data analysis of user-generated content, and are independent of relationships with previous, current or prospective clients.

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A big thank you to our tremendously talented team at dcdx that believes so strongly in our vision to make the future human.

Onward we go.



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