

MUSIC LISTENING IN FINLAND 2025

TEOSTO AND IFPI FINLAND

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TEOSTO

Background

- Norstat interviewed **1,095 Finns** in its consumer panel in August 2025.
- **The key findings represent the nationwide age and gender structure of Finland's population between the ages of 13 and 75.**
- The survey results were analysed by Omnicom Media Group's researcher **Kari Tervonen**, who has been surveying everyday behaviour for a long time.
- **Johanna Laitinen** from Teosto and **Tommi Kyyrä** from IFPI Finland represent music industry professionals in the task force.
- The survey produces information in serial form on how Finns' music listening habits are changing over the long term.



We always analyse survey results by using the facts that are available to us.

We compare the results with other information sources and also with the findings from previous years.

Teosto and IFPI Finland have a wealth of information regarding music and music consumption.

Themes of the 2025 survey

1. Music-related emotions

The emotional experiences of Finns towards music and artists

2. Consumption of live events

Attending gigs and concerts

3. Finns' music taste

The most popular music genres and satisfaction with Finnish music culture

4. Devices and platforms used for music listening

Changes in ways of listening to music



1. Music-related emotions

Music is a source of support for Finns in a rapidly changing world. The ways in which music is used and the emotions it evokes reflect other cultural changes.



We know that our music choices are strongly influenced by childhood and teenage experiences, home and friends.

The individual's personality also guides the choices of song, artist and music genre. Friends do not all have the same taste in music, either.

This year, we looked at the effect of individuals' emotions and the personal characteristics associated with the artist on music listening habits.



The zeitgeist influences music listening

The desire to take control of one's own life. The feeling of inadequacy.

Chasing positive feelings of pleasure. We choose what is quick and easy

The war of values within us. Money, nature, hard work, comfort, selflessness.

The knowledge society and humanity. AI and robotisation, relationship to the digital world.

Even though music consumption habits change, the importance of music for humans remains

- **1960s:** Radio and dance pavilions. The uniform cultural character of music begins to break with youth music.
- **1980s:** Personal music libraries, music videos and discos, commercial radio stations.
- **2000s:** The growth of stadium concerts and festivals, MP3 players and ringtones.
- **2020s:** digital music consumption, algorithms and short videos.



How important is music for Finns in 2025?

- | | |
|-------------------------------|------------|
| • Very important | 48% |
| • Somewhat important | 40% |
| • Not that important | 11% |
| • Not important at all | 1 % |

88% of Finns consider music to be very or somewhat important to them.

Music is often already at its most important among 16-year-olds. In this decade of uncertainty and major changes, the importance of music is particularly emphasised among 20-year-olds.

About 90% of Finns can name a favourite artist.

40% of Finns follow an artist in a more sustained way.

About 10% of Finns are active fans for whom an artist is "almost a hobby".

1% of Finns are super fans for whom the artist is one of their main hobbies.

Fans of genres and artists maintain a strong relationship with music, even when they get older

Music is very important to me

19–25-year-olds	66%
66–75-year-olds	32%
Schlager fans	60%
Hip hop/rap fans	66%
Heavy metal fans	68%
Country fans	71%

Passive music listeners have a casual relationship to their favourite artist, fans' consumption figures are multiple times higher

The music listener has...	Whole population	Fans of an artist
listened to their favourite artist's music from a streaming service	56%	80%
heard their favourite artist's music on the radio	49%	60%
watched their favourite artist's music videos	41%	75%
discussed their favourite artist's music with friends	36%	60%
followed their favourite artist's social media channels	30%	60%
watched a concert by their favourite artist on a TV, computer or phone	24%	60%
attended a concert by their favourite artist	17%	60%
listened to their favourite artist's music from a CD or vinyl record	16%	25%
used their favourite artist's merchandise	10%	50%
talked with other fans online or in real life	6%	40%
I don't have a favourite artist	9%	


What emotions are associated with favourite artists?

- **Turisti**
 - **Vesterinen Yhtyeineen**
 - **Behm**
 - **Juha Tapio**
 - **Mirella**
 - **Lady Gaga**
 - **Metallica**
 - **Katri Helena**
 - **Olli Halonen**
 - **Nightwish**
 - **Käärijä**
- A stylish soloist
A very human soloist
Nostalgia as an emotional state of music
Love as an emotional state of music
Calm as an emotional state of music
A passionate soloist
Strength as an emotional state of music
A charismatic soloist
A relatable soloist
A talented artist
Joy as an emotional state of music



What emotions do we associate with our favourite music?

Joy	68%
Nostalgia	58%
Relaxation	53%
Feeling of strength	49%
Love	39%
Longing	32%
Sadness	26%
Spirituality	16%
Excitement	10%
Anger	9%



Music is a companion for lonely people and something that brings people together. For some younger Finns, music is also a safe way to release aggression.

The range of emotions that Finns look for in music changes with age

	All	13-15- yrs	16-18- yrs	19-25- yrs	26-35- yrs	36-45- yrs	46-55- yrs	56-65- yrs	66-75- yrs
Joy	68 %	77 %	71 %	67 %	79 %	72 %	68 %	61 %	58 %
Nostalgia	58 %	21 %	50 %	49 %	62 %	54 %	61 %	61 %	72 %
Sadness	26 %	25 %	37 %	35 %	28 %	30 %	30 %	19 %	16 %
Love	39 %	34 %	43 %	47 %	36 %	33 %	44 %	33 %	45 %
Feeling of strength	49 %	48 %	53 %	57 %	63 %	56 %	57 %	37 %	24 %
Relaxation	53 %	55 %	41 %	44 %	47 %	55 %	62 %	52 %	57 %
Excitement	10 %	14 %	18 %	16 %	17 %	12 %	7 %	8 %	2 %
Anger	9 %	9 %	18 %	17 %	13 %	13 %	8 %	1 %	1 %
Longing	32 %	21 %	28 %	30 %	25 %	31 %	37 %	31 %	43 %
Spirituality	16 %	10 %	20 %	18 %	13 %	14 %	15 %	15 %	23 %

The emotional states emphasised in Finns' favourite music genres

Joy	Latin music 84%
Nostalgia	Country 82%
Feeling of strength	Metal 69%
Relaxation	Jazz 69%
Love	Finnish-language pop 53%
Longing	Gospel 44%
Excitement	EDM 22%



What do Finns see in their favourite artists?

The favourite artist is...

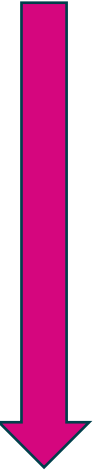
- Talented **60%**
- Charismatic **45%**
- A free spirit **33%**
- Passionate **29%**
- Very human **26%**
- Stylish **25%**
- Committed to their values **24%**
- Relatable **21%**



The image of the favourite artist changes with age



Stylish	13-15-year-olds (48%)
Relatable	16-18-year-olds (42%)
Committed to their values	16-35-year-olds (29%)
Passionate	19-35-year-olds (43%)
A free spirit	26-55-year-olds (37%)
Charismatic	66-75-year-olds (60%)



An artist should be stylish and relatable when breaking through and end up becoming a charismatic free spirit over the course of their career.

Fans of music genres partly want different things from their favourite artist

The favourite artist is...

- | | |
|-----------------|---------------------------------|
| • Talented | Folk music 79% |
| • A free spirit | Metal/hard rock 44% |
| • Passionate | English-language pop 41% |
| • Stylish | Hip hop/rap 42% |
| • Relatable | Gospel 41% |
| • Very human | Indie rock 39% |



The most frequently mentioned favourite artists

- Turisti **2.5%**
- Vesterinen Yhtyeineen **2%**
- Behm, Juha Tapio, Mirella **1.5%**
- Arttu Wiskari, Cheek,
Kaija Koo, Lady Gaga, Metallica **1%**

Other frequently mentioned artists: Adele, Ahti, Apulanta, Ares, Averagekidluke, Billie Eilish, Coldplay, Diandra, Eminem, Ghost, Haloo Helsinki, Iron Maiden, J. Karjalainen, Jenni Vartiainen, Kake Randelin, Katri Helena, Kuumaa, Käärijä, Lauri Tähkä, Leevi & The Leavings, Nightwish, Olli Halonen, Ozzy Osbourne, Pehmoaino, Pink Floyd, Portion Boys, Sexmane, Sliki, Suvi Teräsniska, Taylor Swift.

The list of favourite artists changes on a general level every year, but fans follow their favourite artists in a more sustained way.



2. Consumption of live events

People are interested in music events, but the financial situation affects the consumption behaviour of many.

Gig and festival attendance by Finns in 2025

- Two million Finns (**45%** of respondents) attended a paid gig or festival in January-July 2025. This figure is 1% higher than in 2024.
- About **35%** of Finns attended a free music event.
- According to estimates, the attendance of several traditional music festivals fell by about 10-20% when compared to last year. This is believed to be largely due to people's reduced spending and lack of money.
- There were more events than last year, but the "heavy users" of events reduced the number of events they attended.



About one quarter of Finns state that their financial situation affects their attendance of music events. However, Finns are interested in events.

The impact is the strongest in the 25-45 age group. The poor availability of jobs is now also affecting people younger than this age group.

Music events suffer more than streaming services from the poor financial situation of the population.

What would you prefer to spend your money on if you had an extra €200?

Concert tickets	54 %
Cinema tickets	31 %
Mobile/console/computer games	20 %
Books and audiobooks	18 %
Tickets to sports events	17 %
Pay-TV channels	16 %
Music streaming services	10 %
Physical recordings	10 %



The impact of one's financial situation on music consumption

I have reduced my attendance of music festivals	25 %
I have reduced my attendance of artists' concerts	24 %
I have reduced my purchases of merchandise	14 %
I have reduced my purchases of music recordings	13 %
I have reduced my purchases of streaming services	12 %
No impact on any of the above	60 %

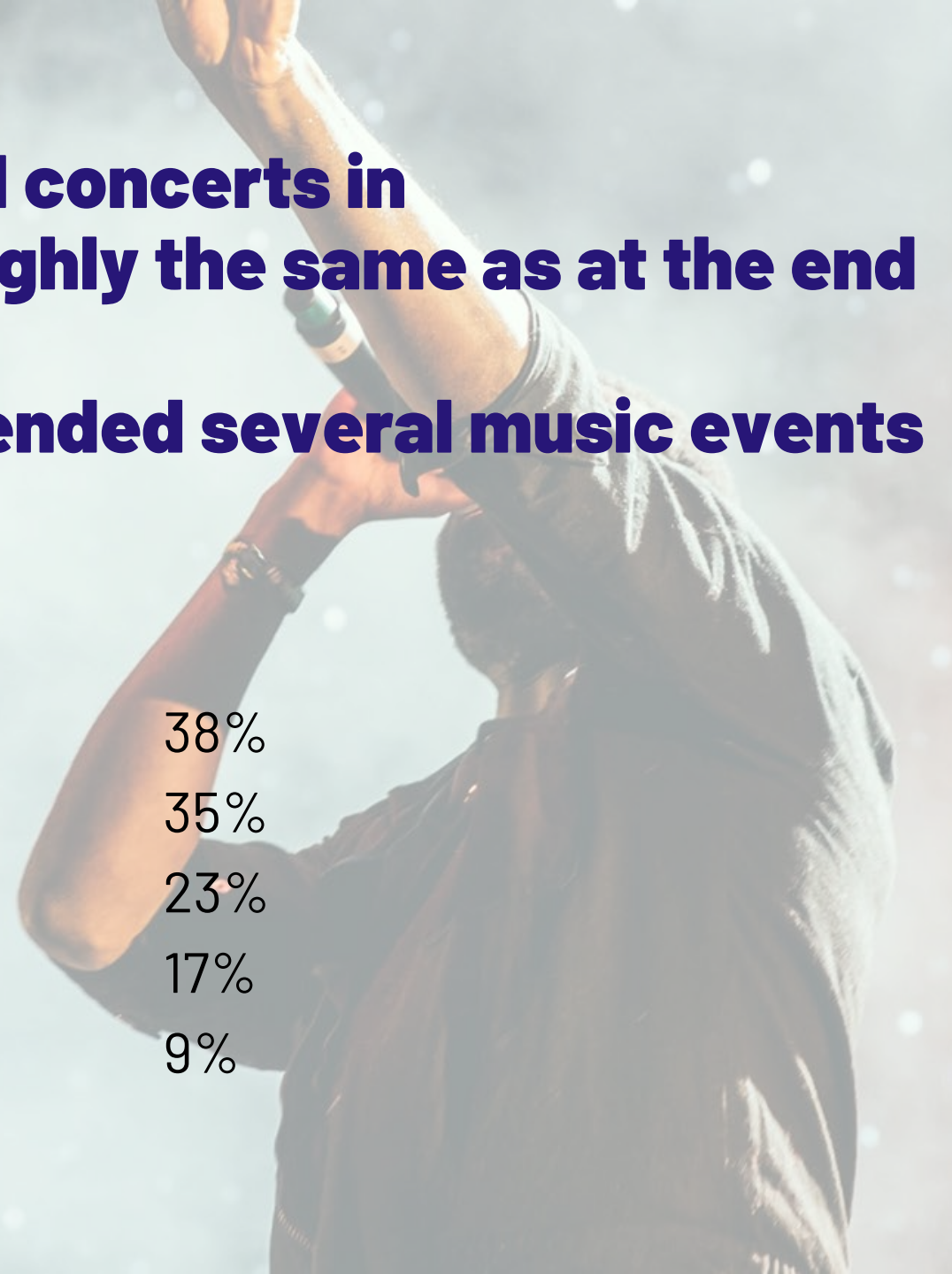
Finns keep track of their spending on music events as much as their spending on restaurants.

Real consumption in Finland fell by about 3% in early 2025.

**“Considered but didn't buy”
behaviour increased in
summer 2025 when it comes
to festivals**

	2025	2024
Skipped at least one festival	37 %	30 %
Skipped at least one concert	15 %	17 %



A person is shown from the chest up, wearing a dark t-shirt, with their arms raised in the air. They are holding a microphone in their right hand. The background is a bright, hazy stage with many small, out-of-focus lights, creating a bokeh effect. The overall tone is energetic and celebratory.

The net attendance of gigs and concerts in January–August 2025 was roughly the same as at the end of the 2010s and in 2023–24.
The number of people who attended several music events decreased.

I attended a paid individual gig	38%
I attended a free gig	35%
I attended a music festival for one day	23%
I attended a music festival overnight	17%
I watched a paid live-streamed gig	9%

3. Finns' music taste

Finnish-language pop is Finns' favourite music genre for the second year in a row.

Finnish-language pop is the most broadly liked music genre.

Hip hop/rap is the clear number one genre among young people.

Rock genres surprisingly made the most gains this year.

Metal music has the largest number of true fans.

What is a music genre that you like/like very much?

In addition to trends, changes in the popularity of genres are often due to individual songs and breakthroughs of artists.

The change in the liked figure when compared to 2024 is marked after the genre.	Like	Like very much
Finnish-language pop	56 %	20 %
Traditional rock +3%	52 %	20 %
English-language pop +1%	51 %	17 %
Finnish schlager +4%	43 %	18 %
Metal/hard rock +5%	40 %	22 %
Hip hop/rap +1%	27 %	12 %
EDM +5%	27 %	10 %
Classical music +2%	25 %	10 %
R&B and Soul -3%	25 %	7 %
Country +1%	21 %	6 %
Latin music	20 %	6 %
Indie rock +4%	18 %	5 %
Jazz -3%	14 %	4 %
Folk music +3%	11 %	2 %
Gospel new	10 %	3 %
K-Pop +2%	9 %	3 %

What is a music genre that you like very much?

Finns of different ages also have different favourite music genres.

13–24-year-olds	25–45-year-olds	46–65-year-olds	66–75-year-olds
Hip hop/rap	Metal	Finnish-language pop	Finnish schlager
English-language pop	Traditional rock	Traditional rock	Classical
Finnish-language pop	English-language pop	Finnish schlager	Traditional rock
Schlager	EDM	Metal	Finnish-language pop
Metal	Finnish-language pop	English-language pop	Country



The favourite music genres of under-25s in 2015 vs. 2025

In ten years, hip hop/rap has overtaken EDM as the most popular genre.

2025	2015
1. Hip hop/rap	1. EDM
2. Finnish-language and English-language pop	2. Traditional rock
3. Finnish schlager, metal, traditional rock	3. Finnish-language and English-language pop, metal

Liking more marginal music genres

Finns are quite familiar with underground music and emerging subgenres.

	Likes the genre	Knows the name of the genre	Strongest age group for the genre
Latin rap/reggaeton	13 %	58 %	26-35
Indie folk	12 %	64 %	19-45
Ambient/chillwave	12 %	40 %	26-35
Fusion metal	8 %	55 %	36-45
Afrobeats	8 %	49 %	16-35
Hyperpop	4 %	28 %	16-18
Drill	4 %	27 %	16-18

The most frequently mentioned hit songs in summer 2025

1. KAJ: Bara bada bastu

Composition and lyrics: Anderz Wrethov, Axel Åhman, Jakob Norrgård, Kevin Holmström, Kristofer Strandberg, Robert Skowronski

2. Haloo Helsinki: Gardenia

Composition and lyrics: Elli Haloo, Jere Marttila, Leo Hakanen

3. Turisti: Liike on lääke

Composition and lyrics: Harlova Vukulu, Repe Kupila

Summer hits in 2015

1. Jari Sillanpää: Sinä ansaitset kultaa *
2. Roope Salminen & Koirat (feat. Ida Paul): Madafakin darra **
3. JVG: Tarkenee ***

* Composition and lyrics: Petri Somer, Saara Törmä

** Composition and lyrics: Ida Paul, Iivari Suosalo, Jarkko Ehnqvist, Jon-Jon Geitel, Joonas Angeria, Matias Keskiruokanen, Ossi Saarinen, Roope Salminen

*** Composition and lyrics: Antti Riihimäki, Jare Brand, Jukka Immonen, Teemu Brunila, VilleGalle

In discussions about music, you constantly hear claims that certain kinds of music are not being made or published enough.

However, Finns are quite satisfied with the current state of Finnish music. In particular, the satisfaction of the listeners of Finnish-language pop indicates the dominance of the genre in the Finnish music industry.

Finns who prefer more marginal genres wished for more music in their favourite genre.

Satisfaction with Finnish music culture

Finns are satisfied with Finnish music.

	Share of satisfied	The most satisfied group
Song lyrics that resonate with the listener	69 %	Fans of Finnish-language pop
There is enough good Finnish-language music	67 %	Fans of Finnish-language pop
Digital listening opportunities	66 %	Fans of hip hop/rap
Good selection of older artists	66 %	Fans of schlager
Good live performers	64 %	Fans of Finnish-language pop
Diverse range of genres	63 %	Fans of Finnish-language pop
Radio stations' music offering	61 %	Fans of pop and schlager
High-quality vocalists	60 %	Fans of Finnish-language pop
Good selection of newer artists	57 %	Under-25s
Creativity and experimentation	56 %	Fans of Finnish-language pop
Always the right amount of new music	51 %	Fans of Finnish-language pop
There is enough good English-language Finnish music	49 %	Fans of Finnish-language pop
There is enough distinctively Finnish music	48 %	Fans of Finnish-language pop
Music-themed programmes on TV	37 %	Fans of Finnish-language pop

The list of “I would like more of this” comments is a stream of personal wishes

Perhaps a tool or a place for following smaller genres

The kind of rap that was made in the 2010s

Music in the style of Irwin and Eppu Normaali

Old dance music
Traditional Finnish folk music
Brass band music

Music by different minorities, indigenous and other marginalised groups

Music related to Lapland

A mix of Nelli Matula and Suvi Teräsniska

More metal or proper druggie rap. In the style of Tohtori Getto.

Melancholic metal music

What kind of music would you like to see more of in Finland?

Put into words

"More music from the margins"

"More melodic music"

"Music that is less produced"

"The same kind of music as now is good"

The most frequently mentioned genres that Finns would like to hear more of

Rock or Finnish rock	10%
Hip hop/rap	10%
Schlager (traditional, melodic)	10%
Pop	5%
Metal	5%

The wishes and assessments of 1,000 Finns regarding music genres do not give the impression that any genre is particularly badly treated.

People often want more personality in music than they are willing to listen to.

However, some of Finns' favourite artists can be defined as being outside the mainstream. Finns have both more and less marginal favourite music genres.

4. Devices and platforms used for music listening

For the first time, listening to music on a smartphone ranked number one alongside the car radio.

Which devices have you used to listen to music in the past week?

	All	13-18-yrs	36-45-yrs	66-75-yrs
Phone	73 %	91 %	81 %	37 %
Car radio	73 %	74 %	73 %	71 %
Separate radio device	43 %	27 %	41 %	63 %
Computer	42 %	48 %	50 %	24 %
Streaming in the car	39 %	54 %	41 %	8 %
Tablet	13 %	19 %	13 %	16 %
CD player	13 %	14 %	12 %	14 %
Voice-controlled smart speaker	12 %	14 %	13 %	15 %
Record player	3 %	5 %	4 %	2 %

Which devices have you used to listen to music?

	At least yesterday	In the past week
Car radio	57 % -2%	73% -1%
Phone	54% +1%	73% +1%
Separate radio device	31% +4%	43% +2%
Computer	28% +4%	42% +5%
Streaming in the car	27% +1%	39% +1%
CD player	8 % -	13% -
Tablet	6 % -	13% -1%
Voice-controlled smart speaker	6% +1%	12% +4%
Record player	1% -	3% -1%

Music listening on the phone has now caught up with car radio listening in weekly use.

When listening to music on a daily basis, the phone is the favourite of people under 45 and the car radio is the favourite of the older age groups.

The use of a smart speaker to listen to music is finally starting to increase slightly.

Listening on a computer and on a separate radio device increased from 2024.

Focused music listening vs. background listening

Focused music listening	At least yesterday	In the past week
All	52 %	75 %
19-25-year-olds	73 %	92 %
66-75-year-olds	30 %	60 %

Background music listening	At least yesterday	In the past week
All	74 %	88 %
19-25-year-olds	84 %	94 %
66-75-year-olds	65 %	81 %

Focused music listening is expected to increase slightly, although "multitasking" is difficult to estimate.

Listening to music with headphones is generally quite focused, just like listening to the car radio while driving alone.

Daily music listening, 2015 vs. 2025

Comparison in the 16-75 age group

Device	2015	2025
Phone	36 %	66 %
Car radio	63 %	54 %
Computer	29 %	32 %
Separate radio device	24 %	24 %
CD player in the car	22 %	6 %

What have you done in the past week?

Listened to commercial radio stations	62 %
Listened to music on YouTube	52 %
Listened to Yle radio stations	43 %
Listened to music on TikTok or Instagram	43 %
Used Spotify or another paid streaming service	40 %
Watched music videos	38 %
Followed vloggers/YouTubers	30 %
Listened to a podcast	29 %
Used Spotify or another free streaming service	27 %
Watched a music programme on TV	19 %
Listened to music on a computer while playing a game	18 %
Discussed music on social media	15 %

The figures for 2025 are very similar to the ones for 2024.

The total time spent consuming media or being on social media over a year has no longer increased.

In 2015, Spotify took its biggest leap in growth. YouTube already had the same status as today, but short videos and short video services on social media were still pure science fiction.

Have you listened to a song that you know was made by AI?

	All	13–18-year-olds
In the past week	11 %	19 %
At least in the past six months	28 %	39 %
More than six months ago	10 %	7 %
Never	63 %	55 %

The most surprising finding of the survey was that most of the respondents had never listened to a song that they knew was made by AI.

It is possible that Finns are not particularly interested in music made by AI.

5. Conclusion

10 observations about music listening in 2025

1. The genre we are fans of tells us about the emotions that we look for in music. Listeners seek love in pop, a feeling of strength in metal, joy in rap and nostalgia in schlager.
2. The young audience want style and relatability in their favourite artists. The older audience see their favourite artist as a charismatic free spirit.
3. The general population focuses on songs. Being a fan of an artist or a genre increases the spending of money on music.
4. The stylish Turisti is the favourite artist of the young, while older listeners like the very human Vesterinen Yhtyeineen.
5. Finns are satisfied with the current music offering. The most satisfied are the fans of Finnish-language pop. Fans of more marginal music genres have the most wishes regarding the music to be produced.
6. People love live music. Festivals suffer the most from Finns' weakened purchasing power.
7. Music made by AI still does not excite the music listening audience.
8. The phone finally caught up with the still-strong car radio as a music listening device in the number of weekly users.
9. EDM was the most popular music genre among the under-25s in 2015, but in 2025, hip hop and rap have taken over. The popularity of pop schlager has also increased in this age group.
10. Music is important to 88% of Finns. The harder the times are for oneself, one's home country or the world in general, the more important music becomes.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE AUTHORS:

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