

# SPANISH RECORDED MUSIC MARKET

FIRST HALF 2026



PROMUSICAE



Productores de Música de España

# SPANISH RECORDED MUSIC MARKET FIRST HALF 2026

PROMUSICAE

Productores de Música de España

TRADE VALUE FIGURES In line with most neighboring countries, figures are presented in trade value terms (excluding vat and distribution margins) instead of retail value.

## TOTAL MARKET

+11.6%

TRADE VALUE  
(IN MILLION EUROS) 181.4

## PHYSICAL

+20.3%

TRADE VALUE  
(IN MILLION EUROS) 20.9

## DIGITAL

+10.5%

TRADE VALUE  
(IN MILLION EUROS) 160.5

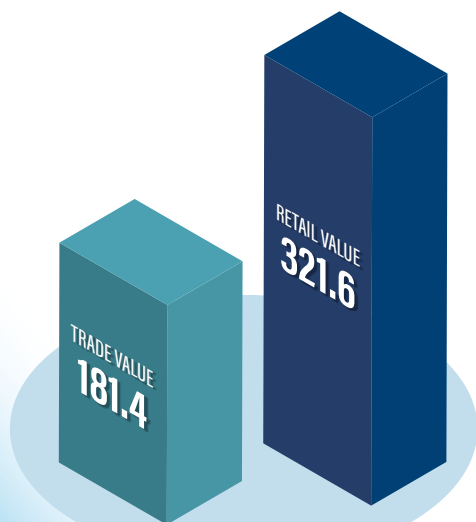
## STREAMING

+10.8%

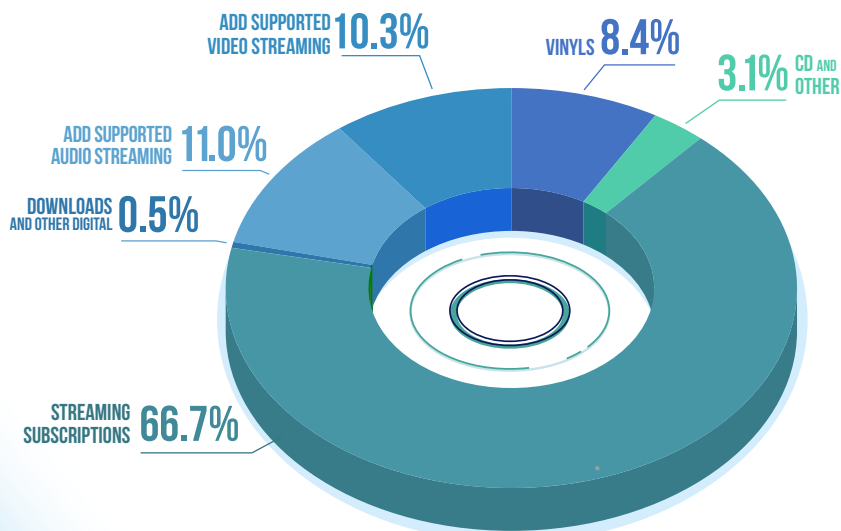
TRADE VALUE  
(IN MILLION EUROS) 159.6

## TRADE VALUE vs RETAIL VALUE

IN MILLION EUROS. Total Sales (Physical Market + Digital Market)



## MARKET SHARE



### DIGITAL MARKET

| EUROS X 1000 (TRADE VALUE)        | 2025<br>H1 | 2026<br>H1 | 25/26<br>% CHANGE |
|-----------------------------------|------------|------------|-------------------|
| Downloads SINGLES, ALBUMS, VIDEOS | 772        | 775        | 0.4%              |
| Mobile products                   | 338        | 96         | -71.6%            |
| Streaming (TOTAL)                 | 144,117    | 159,623    | 10.8%             |
| Streaming subscriptions           | 105,070    | 120,984    | 15.1%             |
| Add Supported audio streaming     | 18,647     | 19,979     | 7.1%              |
| Add Supported video streaming     | 20,400     | 18,661     | -8.5%             |
| TOTAL H1                          | 145,226    | 160,494    | 10.5%             |



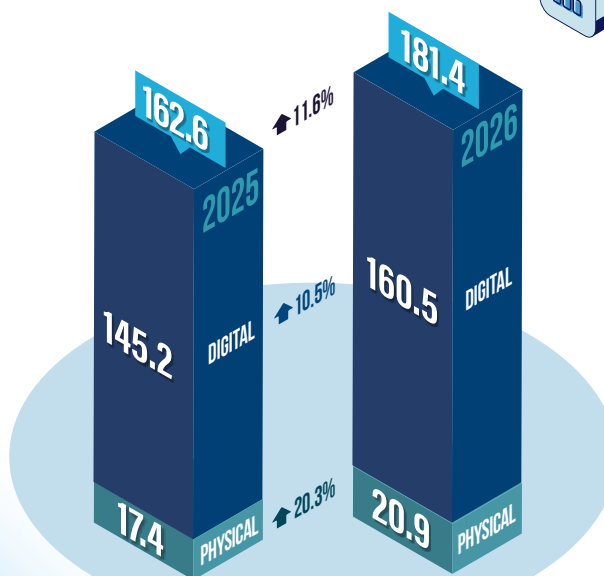
### PHYSICAL MARKET

| EUROS X 1000 (TRADE VALUE) | 2025<br>H1 | 2026<br>H1 | 25/26<br>% CHANGE |
|----------------------------|------------|------------|-------------------|
| Audio (TOTAL)              | 17,339     | 20,884     | 20.4%             |
| Vinyls                     | 11,958     | 15,268     | 27.7%             |
| Compact Discs              | 5,344      | 5,576      | 4.3%              |
| Other                      | 37         | 41         | 9.2%              |
| Video                      | 38         | 25         | -33.7%            |
| TOTAL H1                   | 17,377     | 20,909     | 20.3%             |

TOTAL SALES (PHYSICAL MARKET + DIGITAL MARKET) 162,603 181,403 11.6%

## TOTAL SALES

TRADE VALUE  
(IN MILLION EUROS)



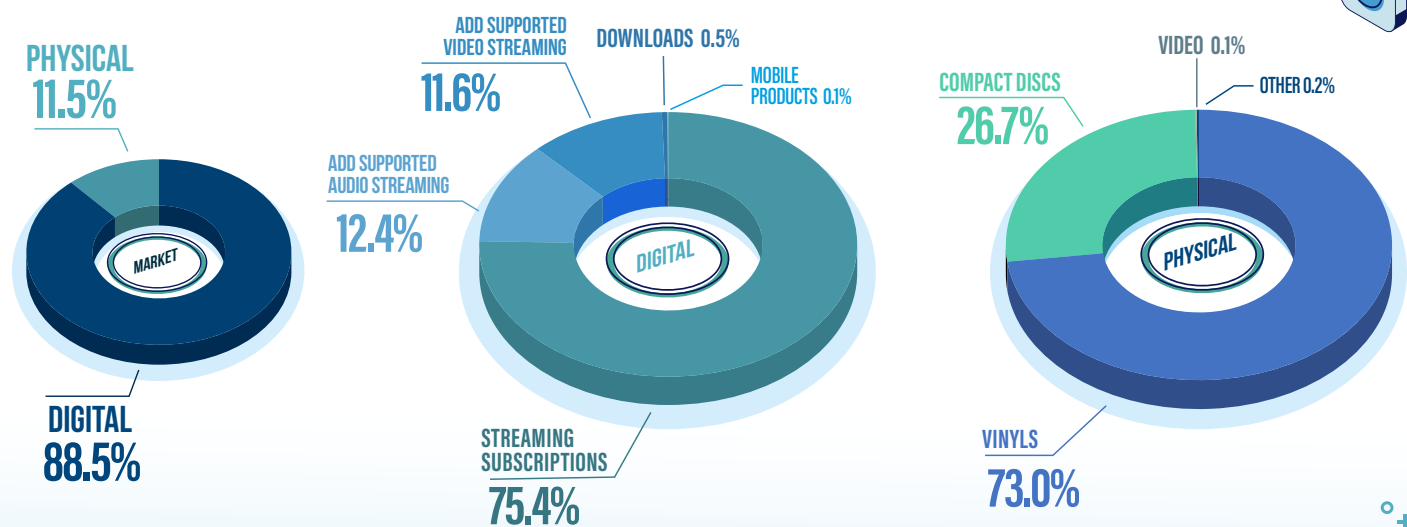
DIGITAL MARKET FIGURES: Total market, according to the information provided by Altafonte, Avispa, Blanco y Negro, Música Global, Sony Music, Universal Music and Warner Music, representing 85.1% and 85.8% of the Spanish digital market in 2025 and 2026, respectively.  
PHYSICAL MARKET FIGURES: Total market, according to information provided by Altafonte, Avispa, Blanco y Negro, Digicopyright, Discmedi, Música Global, Sony Music, Universal Music and Warner Music which account for 94% of the Spanish physical market in 2025 and 2026.

# SPANISH RECORDED MUSIC MARKET FIRST HALF 2026

PROMUSICAE

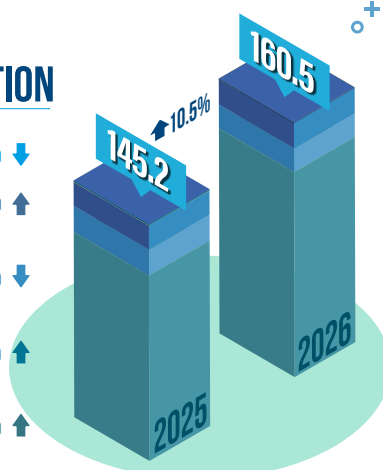
Productores de Música de España

## SALES IN DETAIL



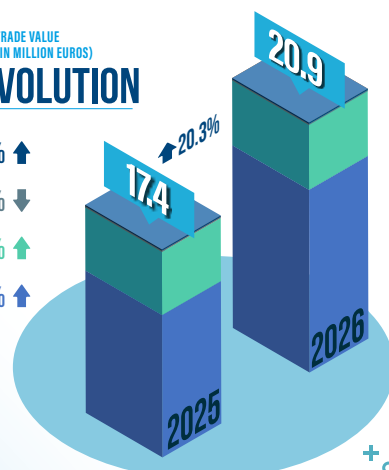
### DIGITAL MARKET EVOLUTION

|                               |        |   |
|-------------------------------|--------|---|
| MOBILE PRODUCTS               | -71.6% | ↓ |
| DOWNLOADS                     | 0.4%   | ↑ |
| ADD SUPPORTED VIDEO STREAMING | -8.5%  | ↓ |
| ADD SUPPORTED AUDIO STREAMING | 7.1%   | ↑ |
| STREAMING SUBSCRIPTIONS       | 15.1%  | ↑ |



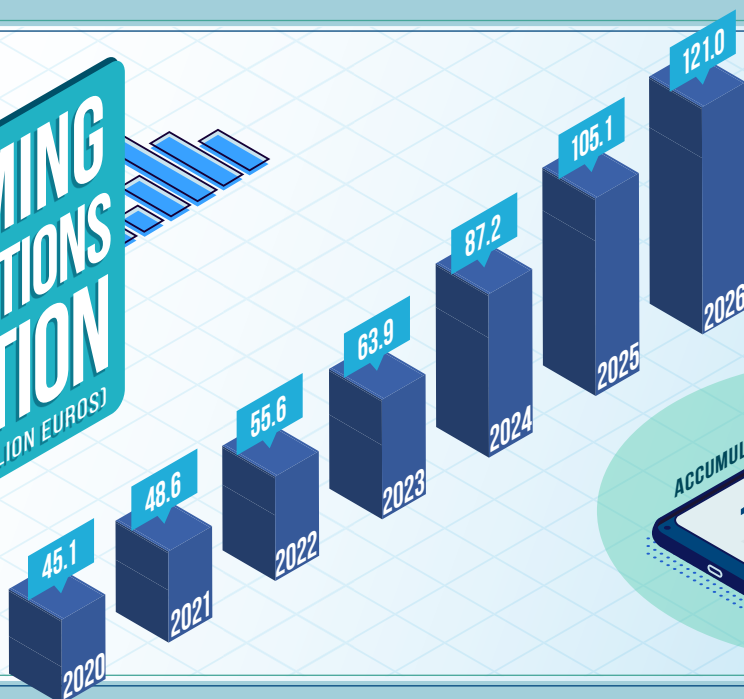
### PHYSICAL MARKET EVOLUTION

|               |        |   |
|---------------|--------|---|
| OTHER         | 9.2%   | ↑ |
| VIDEO         | -33.7% | ↓ |
| COMPACT DISCS | 4.3%   | ↑ |
| VINYLS        | 27.7%  | ↑ |



### STREAMING SUBSCRIPTIONS EVOLUTION

TRADE VALUE (IN MILLION EUROS)



ACCUMULATED GROWTH

168.2%