

## South Africans think local music is *lekker*

Spotify Wrapped 2023 demonstrated that South Africans are consuming more local songs, compared to 2022 with artists like Makhadzi, Tyler ICU and Kabza De Small in the top streaming data. Spotify Wrapped is the streaming giant's thorough look into the music and podcasts that defined the year for South African users.



*Mnike* by Tyler ICU has taken the world by storm. Source: YouTube.

Local music consumption has grown exponentially, increasing by 101% in 2023.

### Most streamed songs

Tyler ICU's *Mnike* and Lady Amar's *Hamba Juba* lead the most streamed songs in South Africa, in a list dominated by local songs. Nine out of ten of the top streamed songs in South Africa are all South African, a major difference from the two previous years when international songs dominated the list. On the same token, the top streamed song; Tyler ICU's - *Mnike* (feat. DJ Maphorisa, Nandipha808, Ceeka RSA & Tyron Dee) also tops the most added song to user-generated playlists list.

“The South African music industry is evolving and growing with every song released. We are glad to see the local creators resonating with South African users,” says Phiona Okumu, Spotify Sub-Saharan Africa’s head of music.

The search function on Spotify is one of the key tabs of discovery for many users. Its intuitive searching capabilities in South Africa landed Kelvin Momo on the second most searched artist list behind Drake. In addition, Drake’s *Slime You Out* (feat. SZA) is the number one most shared song on Instagram.

## Age

South African users like to share what they are listening to, especially on social media. Correspondingly, Drake and SZA are the top two most shared artists on the same platform. The majority of the social platforms’ users, 18-24-year-olds listen to more non-South African artists than 25-34-year-olds. However, they have one artist in common, Drake, who tops both their lists.



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The local resonance can also be attributed to artists’ innovation, for example, Sjava and Big Zulu’s partnership. The duo named Inkabi Zezwe who released their first album project this year, appear in two lists. Their single *Umbayimbayi* sits at number ten on the most streamed South African songs in SA, while the album, *Ukhamba* makes an appearance at the same spot on the most streamed albums in SA list.

Sjava also appears in two lists. He is the third most streamed South African artist in SA and his album *Isibuko*, is the third most streamed South African album in SA. The duo’s appearance on the Bhinca culture-leaning playlist *Bhinca Nation* can be one of the reasons they featured in the two lists. *Bhinca Nation* is the fifth most streamed South African playlist.

The playlist rounds up the top five most streamed South African playlists in SA led by Amapiano Grooves. Other playlists on the list include Made In South Africa, Afrikaanse Hits, and Hot Hits South Africa.

## Amapiano

Amapiano continues to dominate the lists. The most streamed songs are Amapiano songs, and the top two on the most streamed South African artists list are Amapiano artists. Kabza De Small remains the most streamed South African artist for the second year in a row, with two of his projects KOA II Part 1 and The Konka Mixtape : Sweet & Dust respectively rounding up the top five most streamed South Africa albums in SA.

Furthermore, Kabza De Small and DJ Maphorisa are the only two South African artists to feature in the top ten most streamed artists overall in South Africa, ranking second and third after Drake.



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Male artists are still dominating the most streamed lists, however, female artists are making notable progress in average streams overall. The average streams year on year increase is at 49%. Female Amapiano artist Lady Amar appears on the most streamed South African songs in SA list.

While Taylor Swift leads the most streamed female artists in South Africa, Makhadzi is the most streamed South African female artist, followed by Ami Faku with Nkosazana Daughter, Lwah Ndlunkulu, Nomfundo Moh, MaWhoo rounding up the top five, respectively. Lwah Ndlunkulu also appears in the top ten on the most searched South African artists.

## SA exports

South Africa's top exported list features Master KG, Black Coffee, Lucky Dube and Lebo M.

On the podcast side, *Wisdom & Wellness* with Mpoomy Ledwaba is the most streamed South African female-led podcast in SA. Podcast and Chill with MacG retains its number one spot on the most streamed South African podcast in SA list.

The full breakdown of South Africans streamed on Spotify this year:

MOST STREAMED SOUTH AFRICAN ARTISTS IN SA	MOST STREAMED ARTISTS IN SA	MOST STREAMED SONGS IN SA	TOP EXPORTED SOUTH AFRICAN ARTISTS
1. <a href="#">Kabza De Small</a>	<a href="#">Drake</a>	Tyler ICU - <a href="#">Mnike</a> (feat. <a href="#">DJ Maphorisa</a> , <a href="#">Nandipha808</a> , <a href="#">Ceeka RSA</a> & <a href="#">Tyron Dee</a> )	<a href="#">Master KG</a>
2. <a href="#">DJ Maphorisa</a>	<a href="#">Kabza De Small</a>	Lady Amar - <a href="#">Hamba Juba</a> (feat. <a href="#">JL SA</a> , <a href="#">Cici</a> , <a href="#">Murumba Pitch</a> )	<a href="#">Black Coffee</a>
3. <a href="#">Sjava</a>	<a href="#">DJ Maphorisa</a>	Soa Mattrix - <a href="#">Mina Nawe</a>	<a href="#">Nomcebo Zikode</a>
4. <a href="#">Kelvin Momo</a>	<a href="#">The Weeknd</a>	DJ Stokie - <a href="#">Awukhuzeki</a>	<a href="#">DJ Maphorisa</a>
5. <a href="#">Mellow &amp; Sleazy</a>	<a href="#">Taylor Swift</a>	2Point1 - <a href="#">Stimela</a> (feat. <a href="#">Nlate Stunna</a> & <a href="#">Nthabi Sings</a> )	<a href="#">Lebo M</a>
6. <a href="#">Nasty C</a>	<a href="#">Chris Brown</a>	Mas Musiq - <a href="#">Gangnam Style</a> (feat. <a href="#">DJ Maphorisa</a> & <a href="#">Kabza De Small</a> )	<a href="#">The Kiffness</a>
7. <a href="#">AKA</a>	<a href="#">J. Cole</a>	Mellow & Sleazy - <a href="#">Imnandi lento</a> (feat. <a href="#">Tman Xpress</a> )	<a href="#">Lucky Dube</a>
8. <a href="#">Tyler ICU</a>	<a href="#">21 Savage</a>	Ayos - <a href="#">Fatela</a>	<a href="#">Will Linley</a>
9. <a href="#">Joyous Celebration</a>	<a href="#">Travis Scott</a>	Libianca - <a href="#">People</a>	<a href="#">Kabza De Small</a>
10. <a href="#">Ayos</a>	<a href="#">SZA</a>	De Mthuda - <a href="#">Sgudi Snyc</a>	<a href="#">Nasty C</a>

MOST STREAMED SOUTH AFRICAN SONGS IN SA	MOST STREAMED ALBUMS IN SA	MOST STREAMED SOUTH AFRICAN ALBUMS IN SA	MOST STREAMED SOUTH AFRICAN PODCASTS IN SA
1. Tyler ICU - <a href="#">Mnike</a> (feat. <a href="#">DJ Maphorisa</a> , <a href="#">Nandipha808</a> , <a href="#">Ceeka RSA</a> & <a href="#">Tyron Dee</a> )	SZA - <a href="#">SOS</a>	Kelvin Momo - <a href="#">Amukelani</a>	<a href="#">Podcast and Chill with MacG</a>
2. Lady Amar - <a href="#">Hamba Juba</a> (feat. <a href="#">JL SA</a> , <a href="#">Cici</a> , <a href="#">Murumba Pitch</a> )	Kelvin Momo - <a href="#">Amukelani</a>	AKA - <a href="#">MASS COUNTRY</a>	<a href="#">VT Podcast "Ideas That Matter"</a>
3. Soa Mattrix -			

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