



Vinyl and cassette sales surge as streamers collect the

music they love in lockdown

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New figures released by record labels' association the BPI using *Charts Company* data will show that alongside continued growth streaming, which now accounts for around 80% of UK music consumption, sales of vinyl LPs and audio cassettes surged ahead in 2020. Fans turned to their favourite music in ever greater numbers to escape the lockdown blues, the figures will show.

There has never been so much choice in terms of how to discover and enjoy music. Most fans turn to the immediacy of streaming for part of their daily listening, but increasingly they complement this by collecting much-loved albums on vinyl, CD, download and even cassette. Record labels work with their artists to provide this choice by releasing music across digital and physical formats and by licensing artists' work to hundreds of different music services.

Vinyl gets the high five

Nearly 5 million (4.8m) LPs were purchased in the UK over the past 12 months – a leap of nearly a tenth on sales in 2019 and a 13th

consecutive year of growth since 2007. Vinyl LPs now account for 1 in 5 of all albums purchased (18%) and are at their highest level since the early nineties. Vinyl generates almost twice as much in industry revenues as music video streaming platforms, such as YouTube, despite the tens of billions of videos watched every year.

Among the titles expected to be announced as the year's best seen in the Official Charts are classic LPs by iconic artists such as *Rumours* by **Fleetwood Mac**, who in 2020 celebrated their 50th anniversary, *(What's The Story) Morning Glory?* by **Amy Winehouse's Back To Black** and *Nirvana's Nevermind*. New studio albums have also done very well, including **Harry Styles' Fine Line**, **Kylie Minogue's Disco**, **AC/DC's Back In Black**, *Up* by **IDLES** – the follow up to the 2019 Mercury Prize shortlisted album *Joy As An Act Of Resistance*.

Vinyl LP sales initially dipped during the first lockdown but by September they began showing positive year-to-date growth for the first time since 2014. Campaigns such as *LoveRecordStores*, *Tim's Twitter Online Listen Parties* (both in March), *Record Store Day* (postponed to June but with extra events), *The Record Club* and *National Album Day* (in October) helped to rally fans in support of indie record shops, specialist cassettes and the artist community.

Geoff Taylor, Chief Executive BPI, BRIT Awards & Mercury Prize,
"In a year when all our lives have changed, music's power to inspire has never been more evident. The immediacy and convenience of streaming make it the go-to audio format for most of our listening, but more and more fans choose to get closer to their favourite artists and albums on vinyl."

“It’s remarkable that LP and audio tape sales should have risen given the challenges we’ve all faced. The surge in sales despite closures demonstrates the timeless appeal of collectable physical alongside the seamless connectivity of streaming.”

The BPI will report its final music consumption figures on January 2021.

Predicted best-selling vinyl albums for 2020 *(Based on YTD Official Charts data)*

1. Fleetwood Mac – *Rumours*
2. Oasis – *(What’s The Story) Morning Glory?*
3. Amy Winehouse – *Back To Black*
4. Nirvana – *Nevermind*
5. Harry Styles – *Fine Line*
6. Kylie Minogue – *Disco*
7. AC/DC – *Power Up*
8. Queen – *Greatest Hits*
9. IDLES – *Ultra Mono*
10. Arctic Monkeys – *Live At The Royal Albert Hall*

Cassettes reel in the fans

Though still only a fraction of overall recorded music, cassettes, released in limited edition format, now come as standard on many releases. Final figures based on Official Charts data for 2020 confirmed on 4th January, but it is projected that around 157,000 will have been purchased in the past 12 months – double the total

year before and the highest amount since 2003, when 243,000 were sold and *Now 54* was the year's biggest seller on the form would mark an eighth year of consecutive growth for the format, finding a new market among music enthusiasts of all ages who v retro, collectable appeal.

Among the most popular titles released on cassette in 2020 were **Gaga's *Chromatica***, **5 Seconds Of Summer's *Calm***, which to date year's fastest-seller, **Yungblud's *Weird***, and **The 1975's *Notes On A Conditional Form***. Other artists to have reeled in the fans on the include South Korean all-girl pop band **Blackpink**, **Selena Gomez: *Rare***, **Lipa, Haim** and not forgetting **Kylie**, whose 80s inspired *Disco* was a particular highlight of the year across all three main physical formats.

Predicted best-selling cassette albums for 2020 *(Based on Official Chart data)*

1. Lady Gaga – *Chromatica*
2. 5 Seconds Of Summer – *Calm*
3. Yungblud – *Weird*
4. The 1975 – *Notes On A Conditional Form*
5. Blackpink – *The Album*
6. Selena Gomez – *Rare*
7. Kylie Minogue – *Disco*
8. Dua Lipa – *Future Nostalgia*
9. Haim – *Women In Music Pt III*
10. The Streets – *None Of Us Are Getting Out Of This Life Alive*