



Are Your Houseplants Picking Up The Good Vibrations? Spotify Data Shows Plant Music On The Rise In Egypt

Cairo, Egypt

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Whilst in-person events may not have flourished during the pandemic, one passion that seems to have truly laid down roots across the world this past 12 months is that of plantcare - and if you feel like you've gotten closer to your plants this year, you're not alone.

Since the 1970s, there's been a popular theory that the vibrations of audio content can stimulate growth in plants. For people who have unearthed their newfound passion for plant parenting this past year, Spotify's [Music for Plants](#) playlist offers plenty of good vibrations for your homegrown foliage - and new listening data and audience research* from Spotify shows just how popular houseplants and their care have become over the past 12 months around the world.

Plant Playlist Passion

During the past 12 months, streams of Spotify's "[Music for Plants](#)" playlist **grew nearly 1,400%**, with over 2.9 million user-generated playlists on Spotify related to plants and gardening. A global survey from Spotify showed that 21% of plant-owners even tried talking to their plants over the last year.

Listening data showed that Morning is the most popular time for Spotify users globally to play audio to their plants from the playlist, and the audience data found 21% of Spotify users in Egypt have tried using audio content to care for their plants in the past year, whilst 16% have been talking to their houseplants more.

Many Spotify users also created their own plant playlists, with the most popular houseplant that saw playlists created for it worldwide being Jasmine and Ivy.

32% of those surveyed in Egypt also said that they felt caring for houseplants offers people more of a purpose in life, whilst 30% said they believe they will carry their passion for houseplants on into the future.

Green-Thumb Guidance



Despite this newfound passion for plants though, Spotify's audience data found 27% in Egypt find it difficult to know how to care for their houseplants.

30% of those surveyed in Egypt believe they have got better at caring for houseplants during the past 12 months, whilst 31% said they actively looked for tips to help them care for their houseplants - whether through online videos, or books and other information.

Despite this, 29% in Egypt didn't know the best way to help their houseplants grow, whilst a similar number 25% said they did not know how to spot signs of over-watering.

Spotify's [Music for Plants](#) playlist, offering mellow vibrations for green leaves, green thumbs and green ears, including music and soundscapes carefully handpicked to help encourage growth.

Some of the top plant playlist categories on Spotify from users:

1. Jasmine
2. Ivy
3. Cactus

The top 5 songs appearing on users' plant playlists globally:

1. [New Slang](#) - [The Shins](#)
2. [The Only Living Boy in New York](#) - [Simon and Garfunkel](#)
3. [Don't Panic](#) - [Coldplay](#)
4. [Let Go](#) - [Frou Frou](#)
5. [Such Great Heights](#) - [Iron & Wine](#)

Top 5 genres of music for plants on Spotify globally:

1. Fourth world
2. Art pop
3. Background music
4. Ambient
5. Lo-fi beats

Spotify has also pulled together some of the other plant-related trends cropping up on the platform:

- **Botanical beats:** Popular song picks for these playlists reflect a variety of genres. Check out some of the most-added tracks:



- ["Ivy" by Frank Ocean](#), ["Such Great Heights" by Iron & Wine](#), ["BUTTERFLY EFFECT" by Travis Scott](#), ["Mr. Brightside" by The Killers](#), ["Garden \(Say It Like Dat\)" by SZA](#), ["Here Comes the Sun - Remastered 2009" by The Beatles](#), ["Secret Garden" by Bruce Springsteen](#), ["Three Little Birds" by Bob Marley & The Wailers](#), ["Shape of You" by Ed Sheeran](#), ["Rose Garden" by Lynn Anderson](#) and ["Dreams" by Fleetwood Mac](#)
- **Perennial pick:** Streams of Mort Garson's 1976 classic plant album [Mother Earth's Plantasia](#) (featuring tracks like [Symphony for Spider Plant](#) and [Concerto for Philodendron & Pothos](#)) are **up more than 40% this year**.

The Spotify Music for Plants playlist is available to listen to now:

<https://open.spotify.com/playlist/37i9dQZF1DXclWedfNUUp3z>

** Spotify worked with independent third-party research company, YouGov, to survey 26,872 at people aged 18+ across 23 countries between 29th April and 12th May 2021*

About Spotify:

Spotify transformed music listening forever when it launched in 2008. Discover, manage and share over 70 million tracks for free, or upgrade to Spotify Premium to access exclusive features for music including improved sound quality and an on-demand, offline, and ad-free listening experience. Today, Spotify is the world's most popular audio streaming subscription service with 356m users, including 158m subscribers, across 178 markets.

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