



TRITON[™]
D I G I T A L

CANADIAN PODCAST REPORT

2026

A YEAR IN REVIEW

Podcast Listening Landscape & Trends

A MARKET ON THE RISE



Podcast listening in Canada reached a new peak in 2025, with monthly reach **climbing to 46%**, the largest year-over-year increase ever recorded for the format in the country, reinforcing podcasting as one of the fastest-growing media channels in Canada.

Podcasting continues to grow as a powerful force in Canada’s media landscape, shaping how Canadians engage with storytelling, news, conversations, and entertainment. With expanding audiences and increasingly diverse formats, the country’s podcast ecosystem remains vibrant and fast-moving.

Triton Digital is pleased to present its **fourth annual Canadian Podcast Report**. This report delivers a focused view of Canada’s podcast landscape and complements our monthly rankings at **TritonRankers.com**.

The analysis highlights the trends defining podcast listening in Canada in 2026, including **audience behaviour, content preferences, and genre performance** across the market. It reflects data from Triton’s IAB Tech Lab-certified Podcast Metrics service, powered by server log data from Omny Studio and other leading hosting providers.

It also includes insights from The Canadian Podcast Listener study by Signal Hill Insights and Ulster Media, providing a deeper understanding of how Canadians discover, consume, and engage with podcast content.

Performance is broken out into key Canadian categories, including Top Overall, Top Canadian-Made English, and Top Canadian-Made French podcasts, underscoring the linguistic and cultural diversity of Canada’s audio landscape.

As Canada’s podcast market continues to mature in 2026, Triton Digital remains **committed to delivering trusted, data-driven insights** that help Canadian creators, advertisers, and publishers grow and innovate.

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CANADIAN PODCAST LISTENING LANDSCAPE

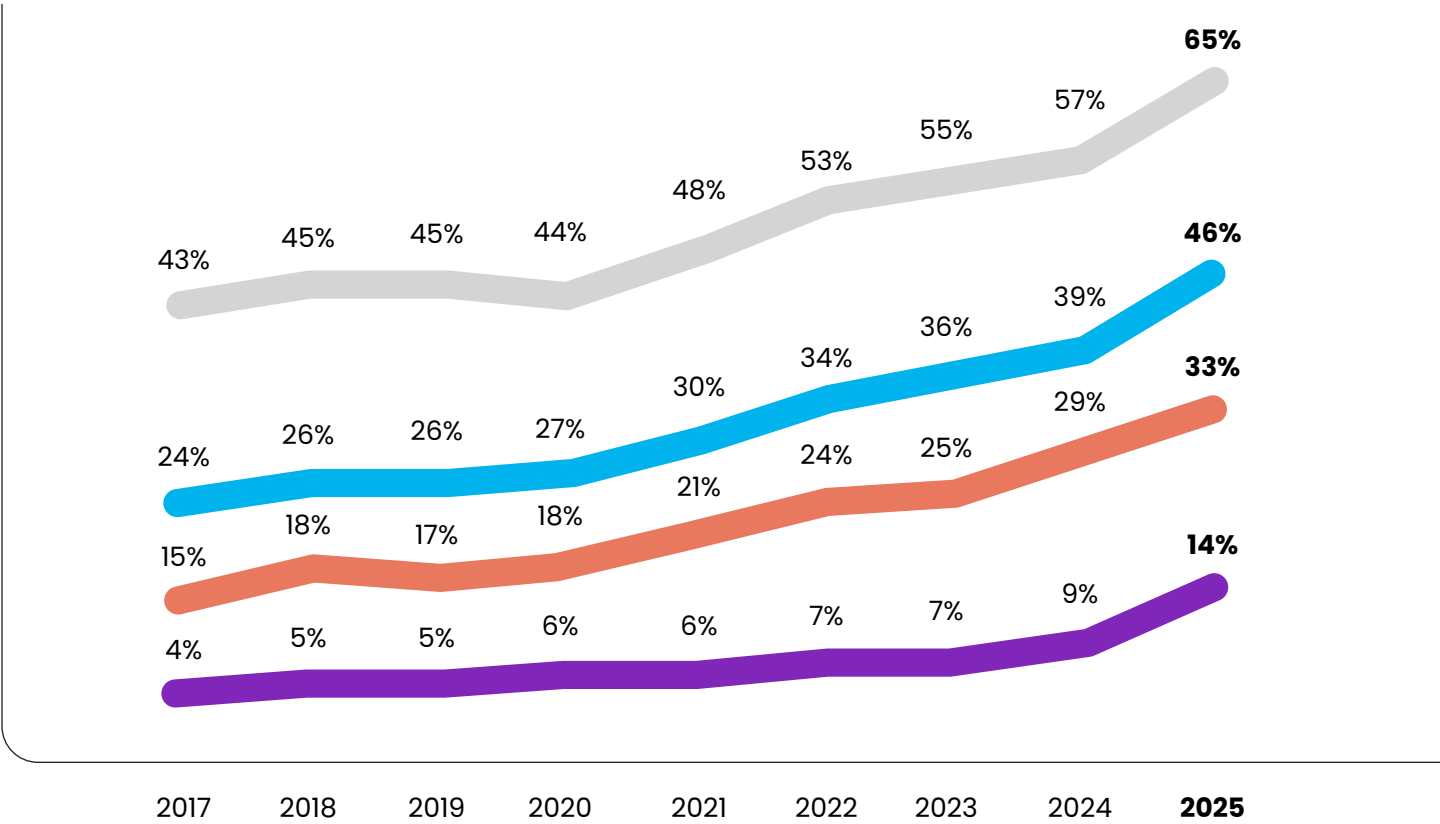
How Canadians Listen to Podcasts:
Key Insights and Emerging Trends

Podcast Listening Continues to Grow

Podcast consumption saw its largest-ever increase in 2025, with monthly reach **rising to 46%**, up from **39% in 2024**.



Podcast Consumption - % of Canadians 18+ Ever Monthly Weekly Daily



Average Podcasts / Episodes per Week

(Among Weekly Consumers)

2023 2024 2025

Podcasts



Episodes



Average podcasts and episodes consumed continue to **grow over the past two years.**

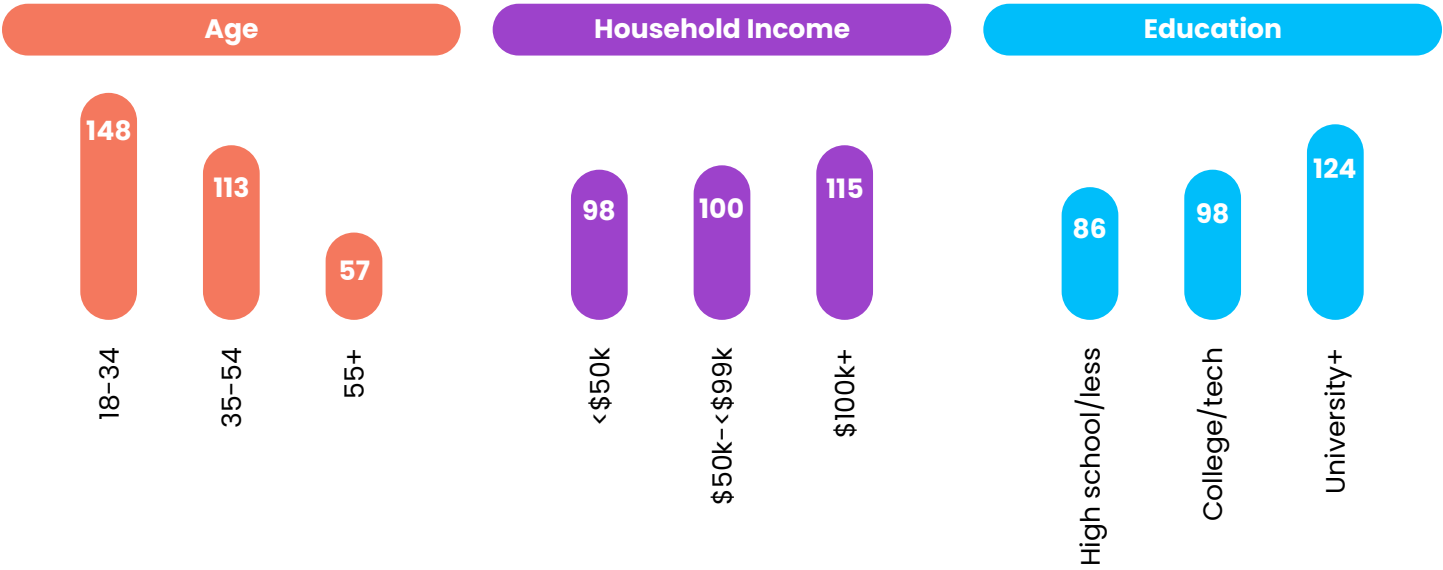
Source: The Canadian Podcast Listener 2025.
Note: There was a change to the podcast listening survey question to acknowledge that a podcast can be consumed in either an audio or video format.



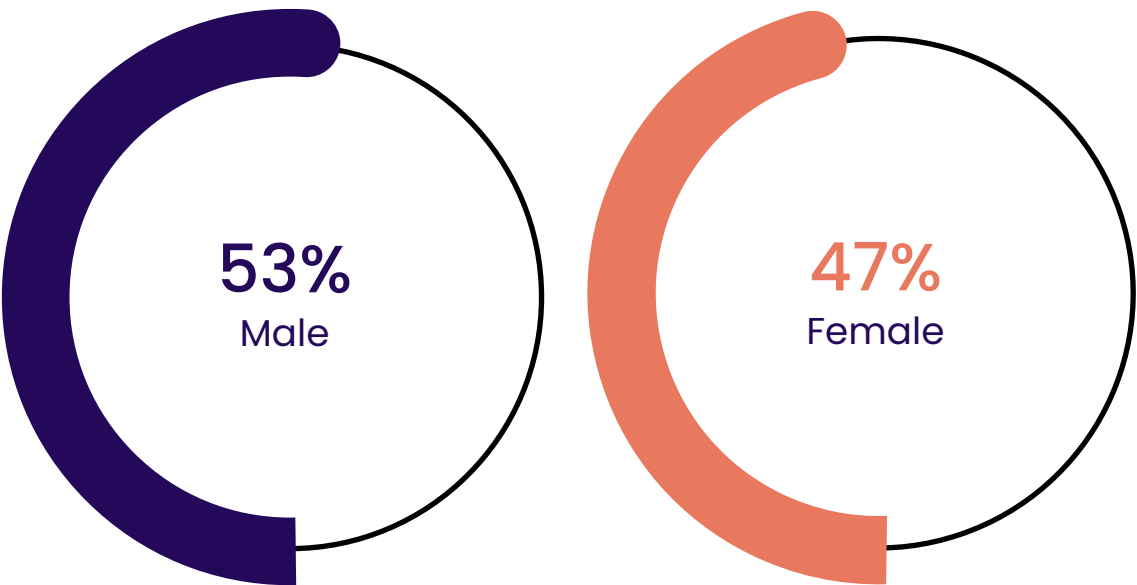
Younger and More Educated Audiences Over-Index in Podcast Consumption

The average listener is **younger**, and has **higher income** levels than the general population and is significantly more likely to **hold a university degree**.

Monthly podcast consumers, indexed to Canadian adult population



Gender breakdown of monthly podcast listeners in 2025



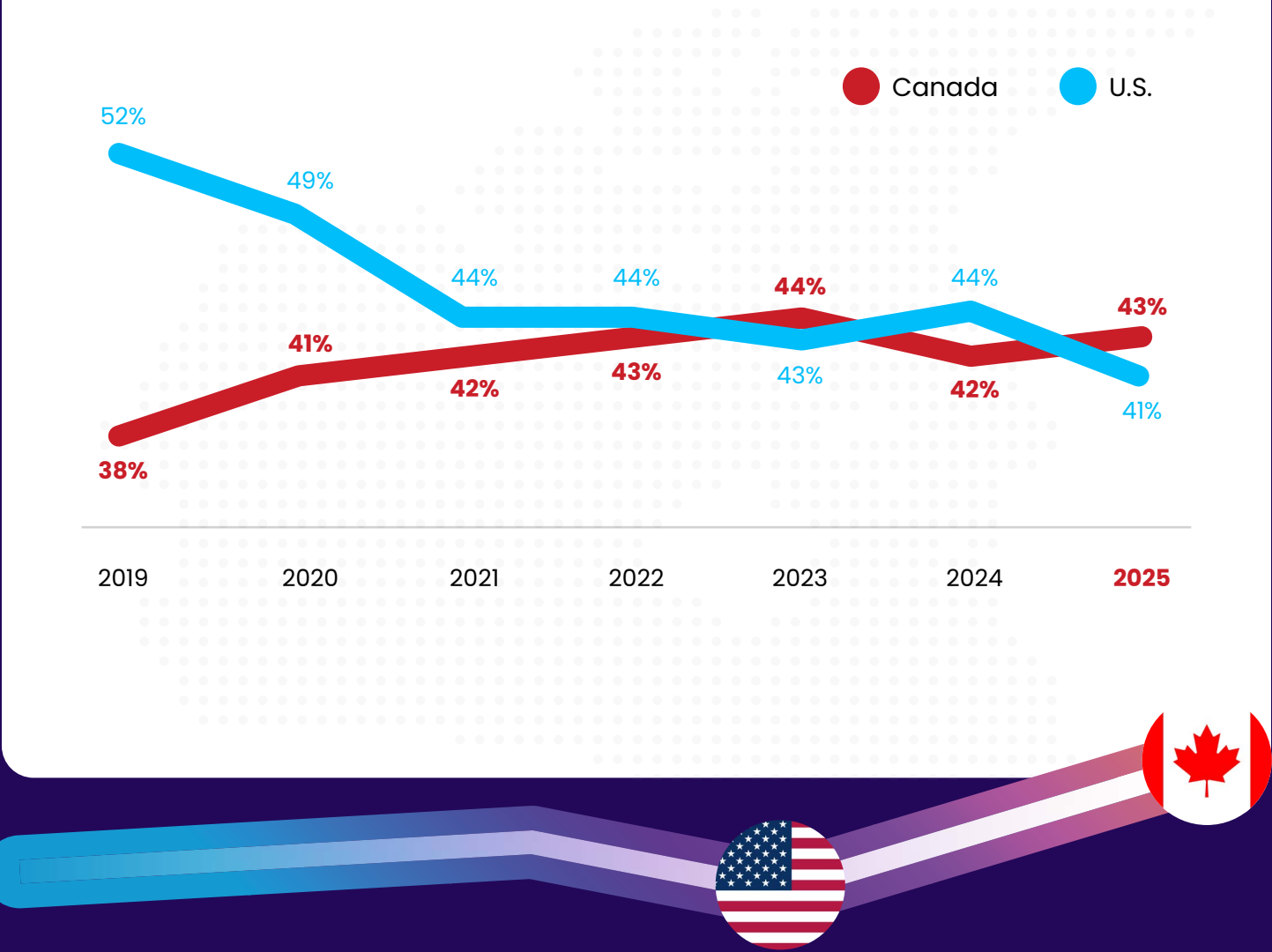
Source: The Canadian Podcast Listener 2025.



Canadian Content Takes the Lead

Canadian content holds its **strongest lead** over U.S. podcasts in seven years, up 2 percentage points.

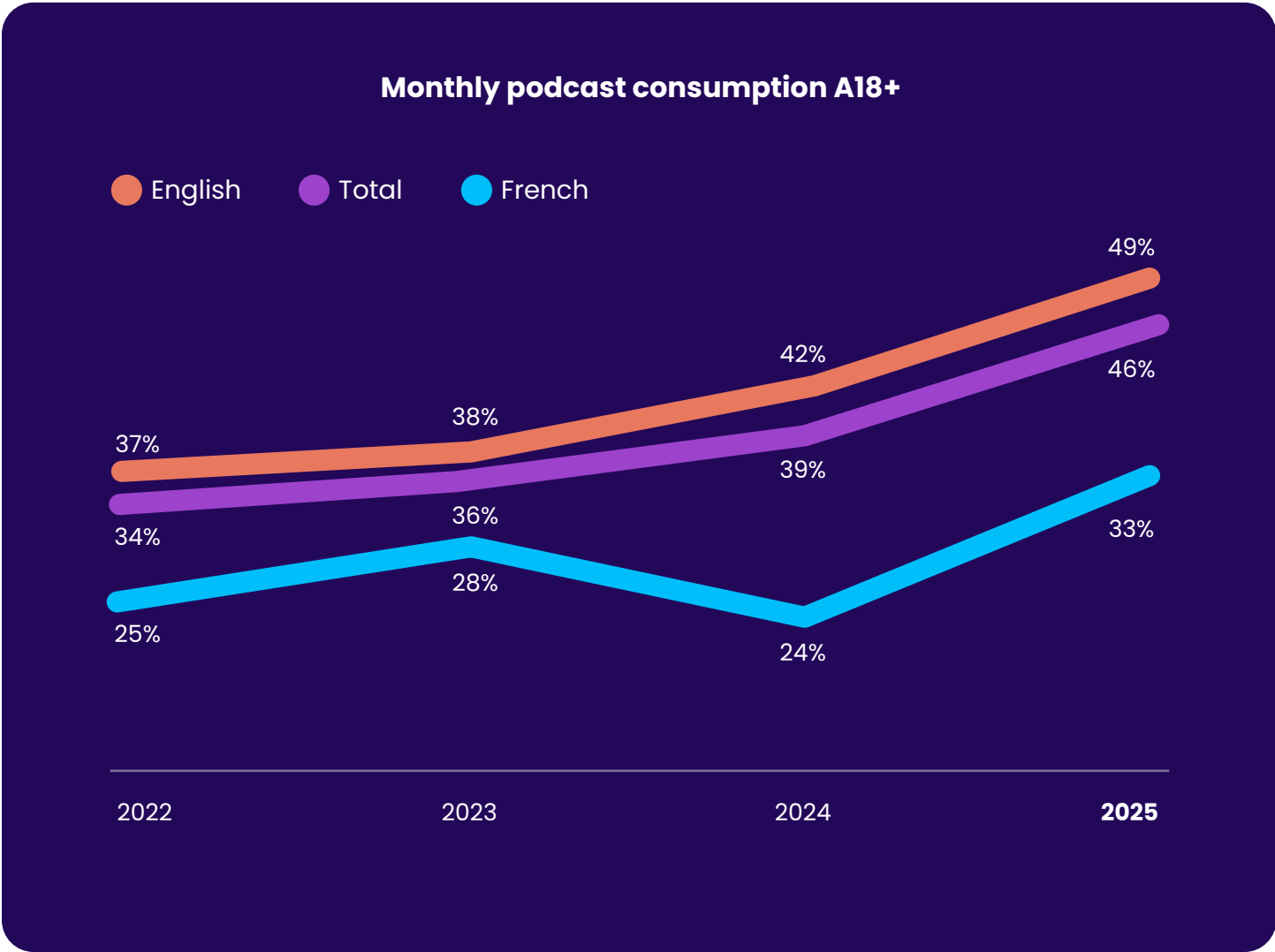
Average listening share by podcast country of origin



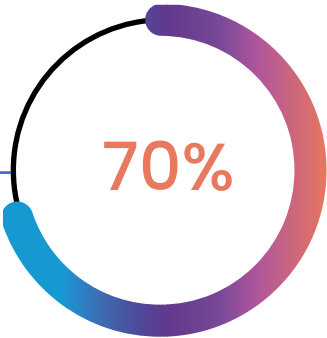
Source: The Canadian Podcast Listener 2025.



After a dip in 2024, **Francophone consumption** has rebounded.

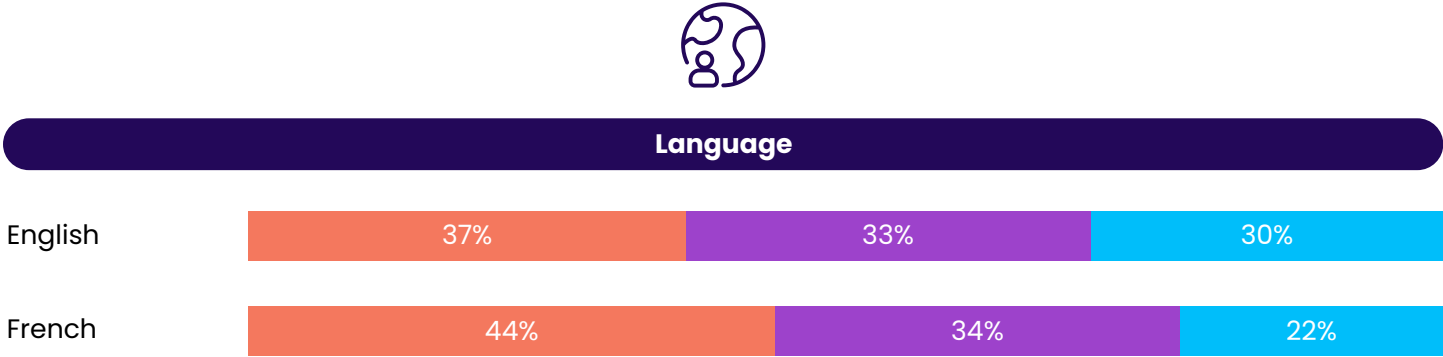


This market consumes **70%** Canadian-made content, operating as a distinct ecosystem.

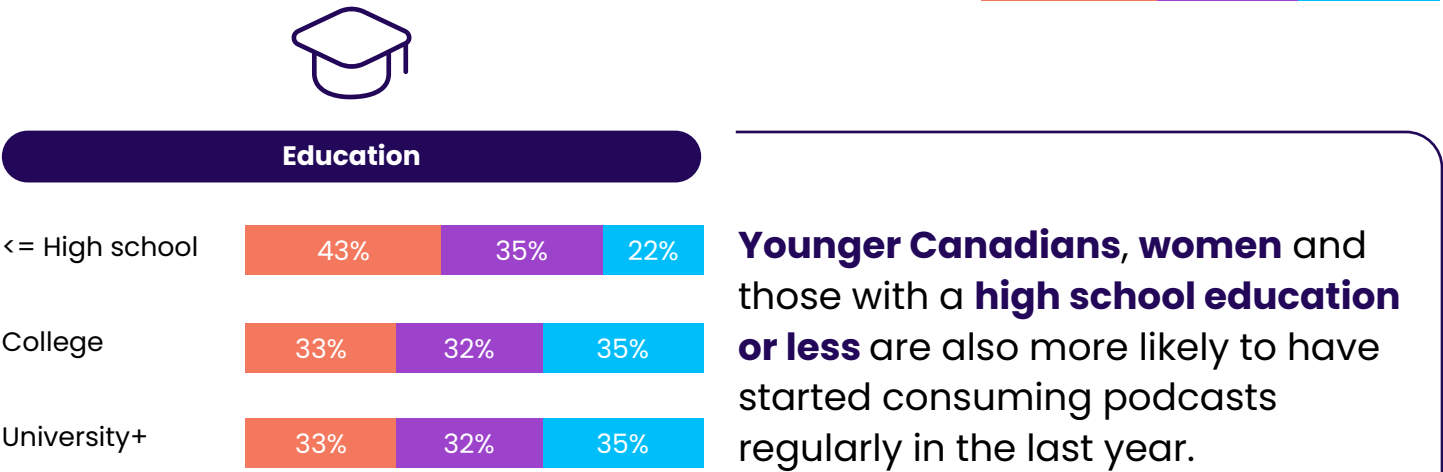
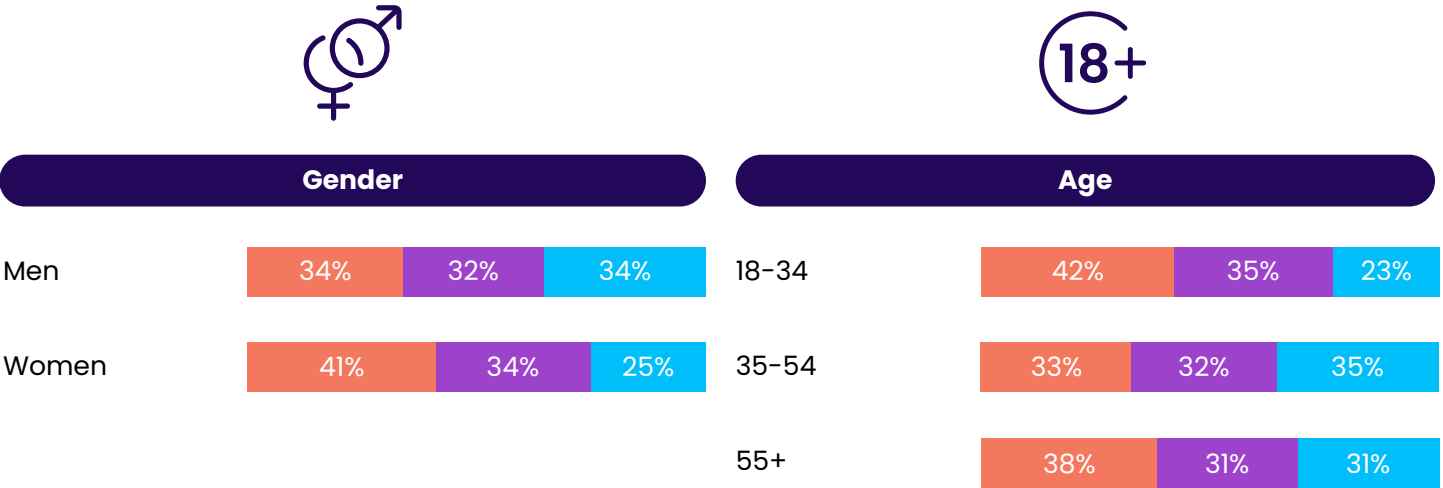


Source: The Canadian Podcast Listener 2025.

In the past year In the past 2-3 years More than 3 years ago



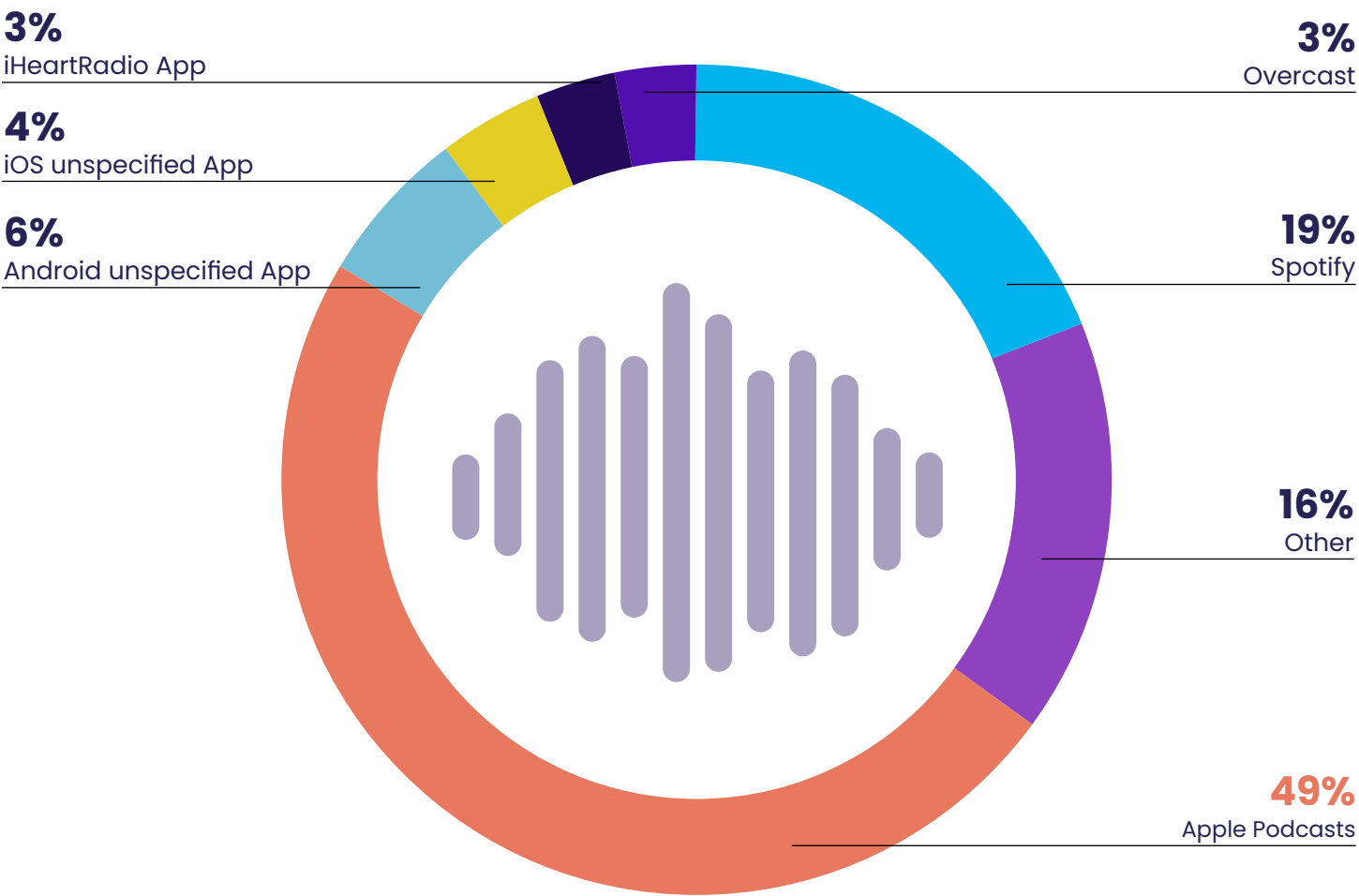
French speakers are more likely to be new monthly users



Source: The Canadian Podcast Listener 2025.

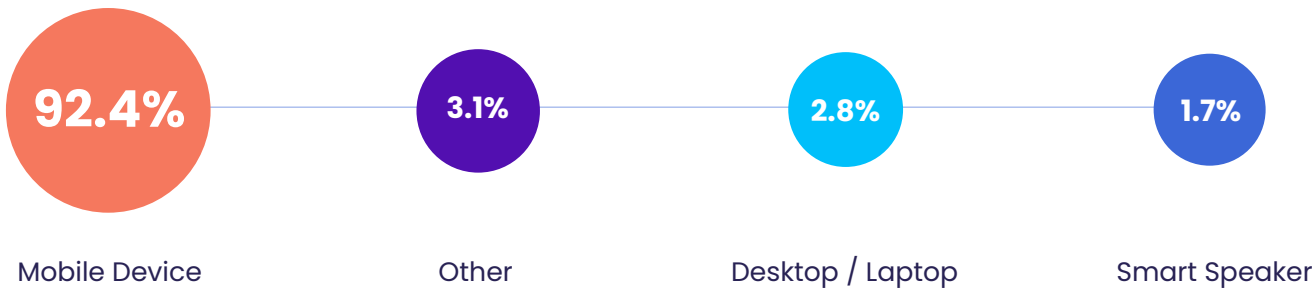
New Episode RSS Downloads by Players

Apple Podcasts remain the **leading platform**, accounting for nearly half of all new episode downloads.



Downloads by Device

Mobile devices continue to lead in downloads.



New Episode: Episode downloaded in the same month it was published.
iOS and Android unspecified Apps are displayed separately as their downloads do not necessarily belong to a specific player. These downloads also include alternative podcast players used on iOS and Android devices.
Source: Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2025 - March 2026.

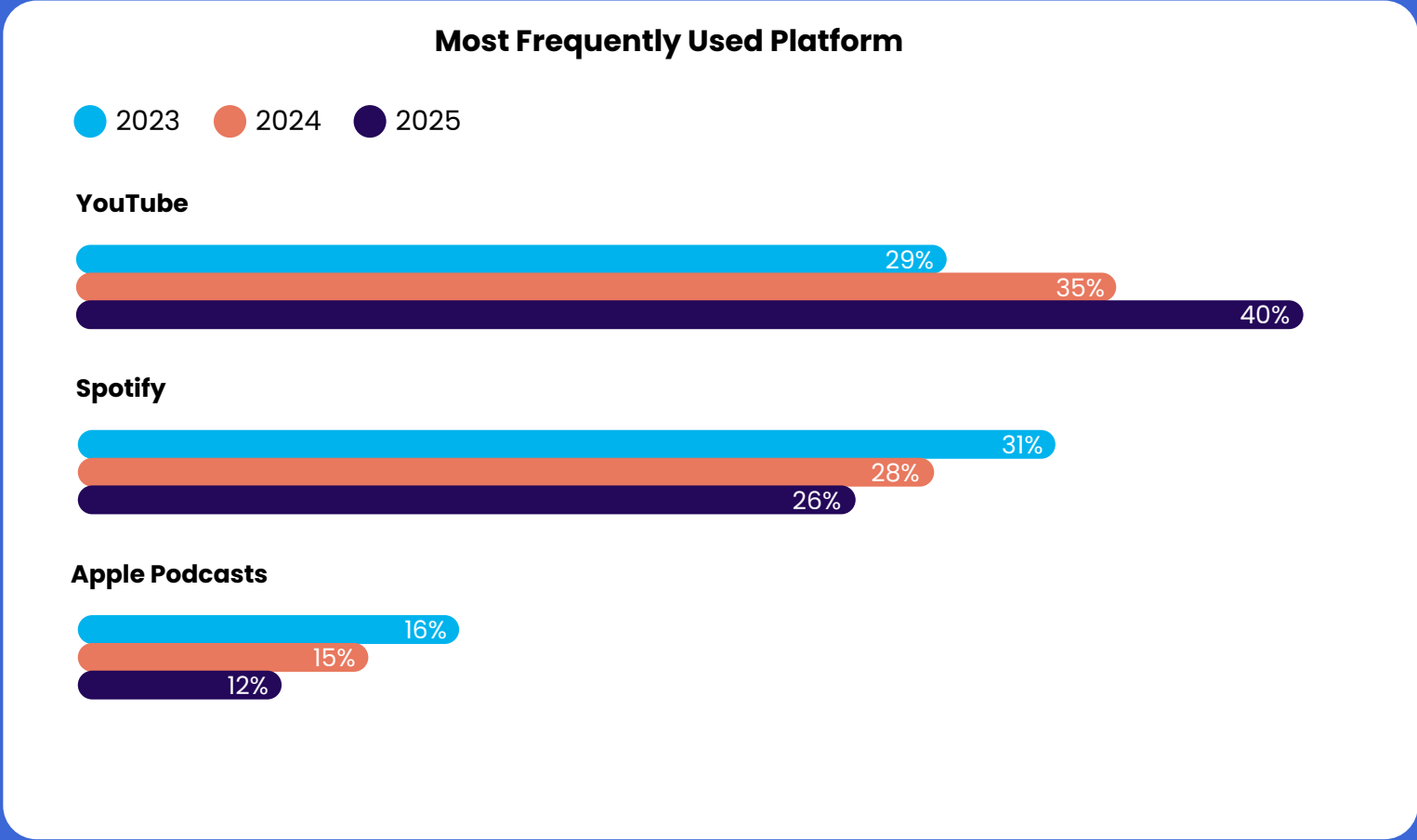
The Rise of Video

The landscape is shifting to **«video – inclusive»**.
Over half of monthly users now access podcasts in both formats.



YouTube Increases Share As Most-Used Platform

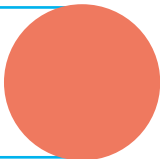
YouTube is the single **most-used platform** for podcasts in Canada.
As of 2025, **40%** of monthly consumers use YouTube most often, a significant jump from **35%** in 2024 and **29%** in 2023.



Source: The Canadian Podcast Listener 2025.

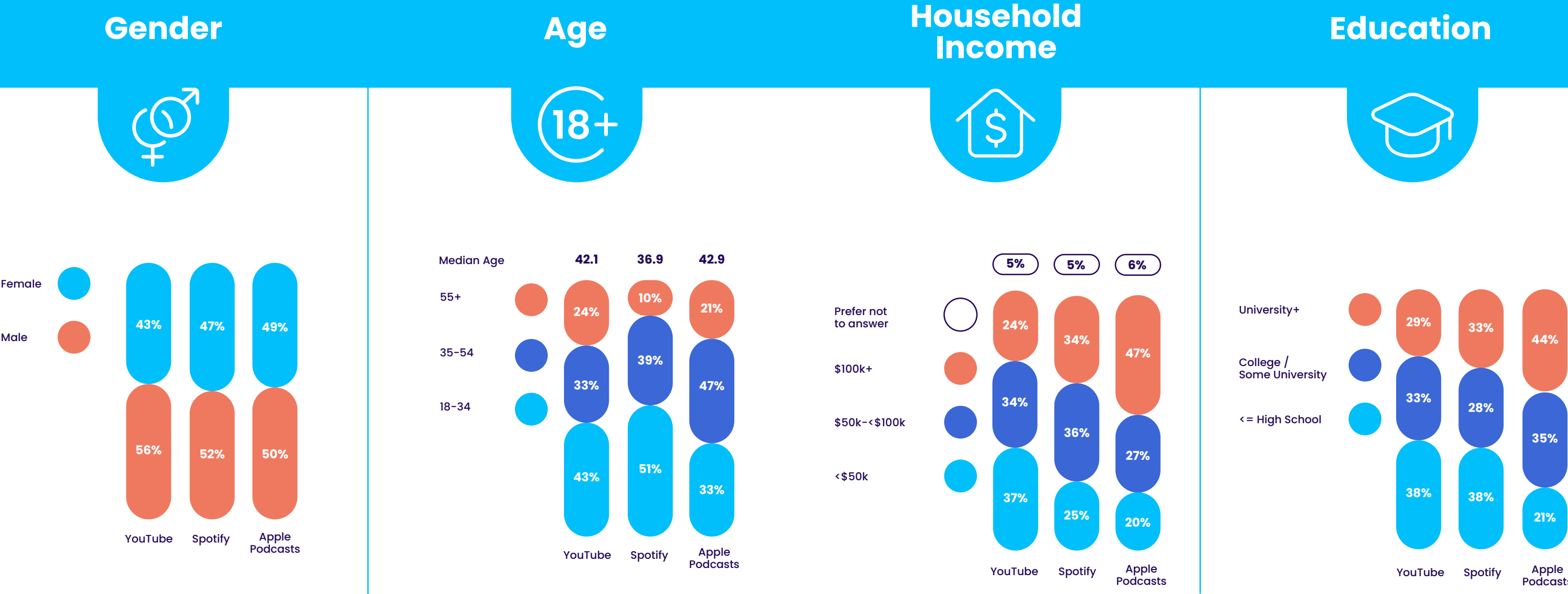


Audience Compositionby Platform



YouTube continues to skew **male**, with an average age **not much younger** than Apple.

Spotify is the **youngest platform** by a substantial margin. **Apple Podcasts** is the **most affluent** and **educated**.

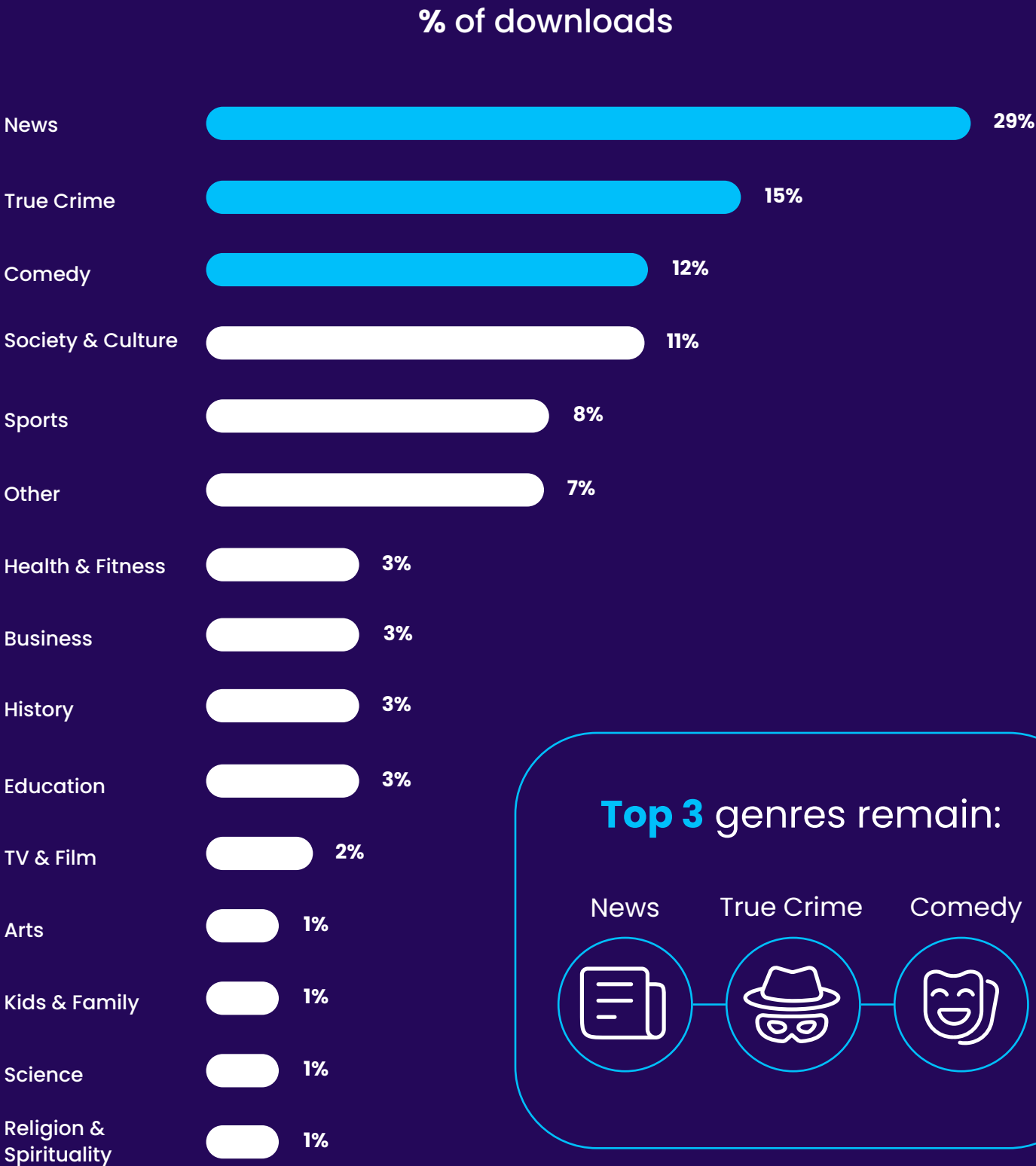


Source: The Canadian Podcast Listener 2025.

Source: The Canadian Podcast Listener 2025.



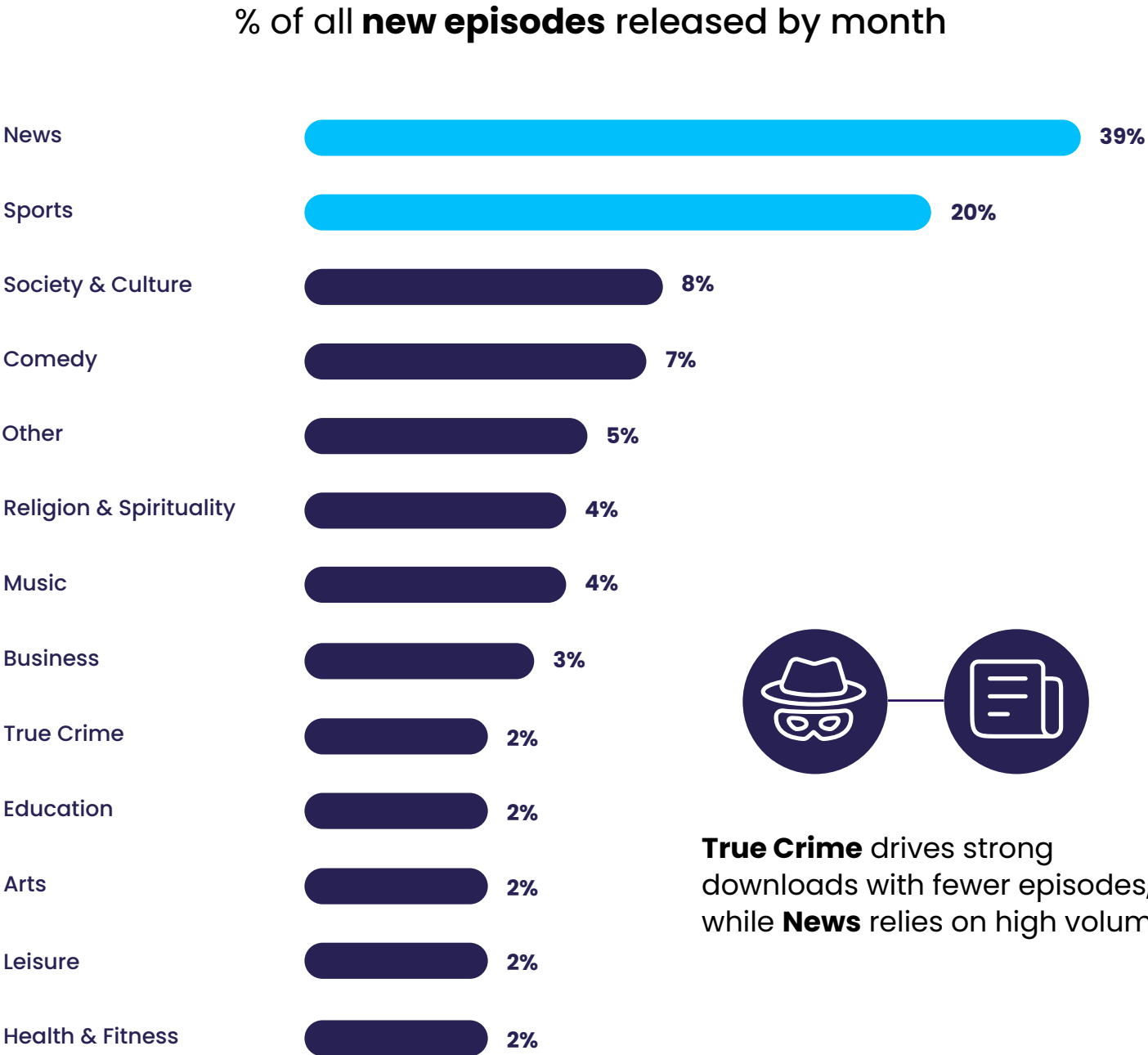
Market Share by Genre



Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2025 - March 2026.



News and Sports Genres Release Episodes More Frequently



Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2025 - March 2026.



Different Genres Appeal to Different Types of Consumers

How to read: 48% of Comedy consumers are aged 18–34, compared to 40% of all podcast consumers.

	 Canadian 18+ Population	 Podcast Consumers	 Comedy	 Society & Culture	 News
Male	49%	53%	54%	45%	59%
Female	51%	47%	46%	55%	41%
18–34	27%	40%	48%	38%	30%
35–54	33%	37%	38%	39%	35%
55+	40%	23%	14%	22%	35%
University+	30%	38%	32%	35%	43%
\$100k+	26%	32%	32%	33%	36%

	 True Crime	 Health & Fitness	 Sports	 Business
Male	35%	32%	78%	58%
Female	65%	68%	22%	42%
18–34	41%	46%	31%	45%
35–54	42%	39%	46%	32%
55+	17%	14%	23%	23%
University+	34%	39%	38%	47%
\$100k+	37%	35%	38%	38%

Source: The Canadian Podcast Listener 2025.
Blue highlight – Index at 120 or higher to average monthly listener.

CANADIAN PODCAST RANKER

Insights Into the Top Sales Networks and Podcasts as Measured by Triton Digital Podcast Metrics



Top Sales Networks

Rank	Sales Network	Average Weekly Downloads
1	CBC  Radio-Canada	2.16M
2	 Audioboom	1.18M
3	 BBC	0.60M
4	 cogeco	0.30M
5	 qub	0.22M

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2025 - March 2026.



Top Podcasts

Top Overall

Rank		Podcast	Sales Network
1		Front Burner	CBC/Radio-Canada
2		The World This Hour	CBC/Radio-Canada
3		World Report	CBC/Radio-Canada
4		Global News Podcast	BBC
5		The Current	CBC/Radio-Canada

Top Canadian Made-English

Rank		Podcast	Sales Network
1		Front Burner	CBC/Radio-Canada
2		The World This Hour	CBC/Radio-Canada
3		World Report	CBC/Radio-Canada
4		The Current	CBC/Radio-Canada
5		Your World Tonight	CBC/Radio-Canada

Top Canadian Made-French

Rank		Podcast	Sales Network
1		La revue de presse de Paul Arcand	Cogeco Media
2		Le Radiojournal	Radio Canada
3		Mario Dumont	QUB
4		Benoit Dutrizac	QUB
5		Richard Martineau	QUB

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2025 - March 2026.



Top Podcast Launches in 2025

Top Overall

	Podcast	Sales Network	Genre
  	Bulwark Takes	Audioboom	News
	Aftermath: Hunt for the Anthrax Killer	CBC/Radio-Canada	True Crime
	Sea of Lies	CBC/Radio-Canada	True Crime

Top Canadian Made-English

	Podcast	Sales Network	Genre
  	Sea of Lies	CBC/Radio-Canada	True Crime
	The Devil You Know with Sarah Marshall	CBC/Radio-Canada	True Crime
	See You in Court	CBC/Radio-Canada	Society & Culture

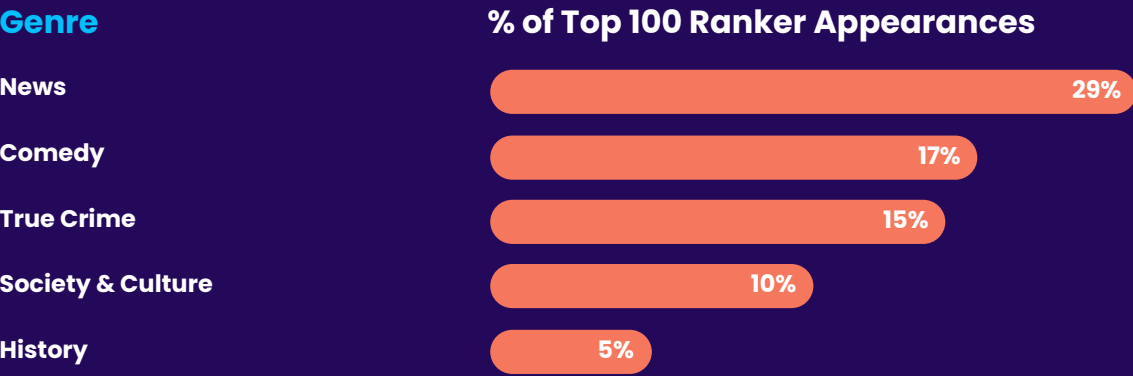
Top Canadian Made-French

	Podcast	Sales Network	Genre
  	Crimes non résolus	Cogeco Media	True Crime
	Marc Boilard	QUB	News
	Isabelle Perron	QUB	News

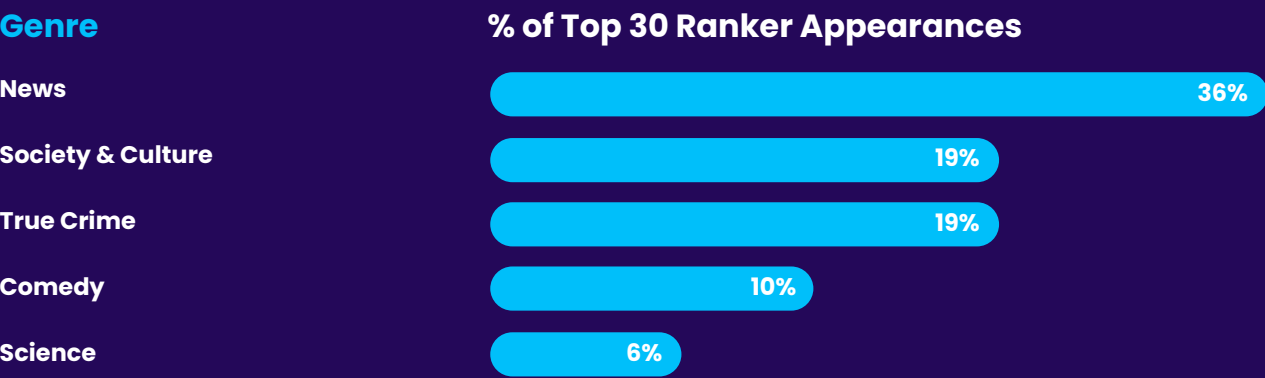
Ranked by average weekly downloads from month of ranker debut through end of year. Based on the Triton Canada Podcast Rankers Average Weekly Downloads from January - December 2025.

Ranker Top Genres

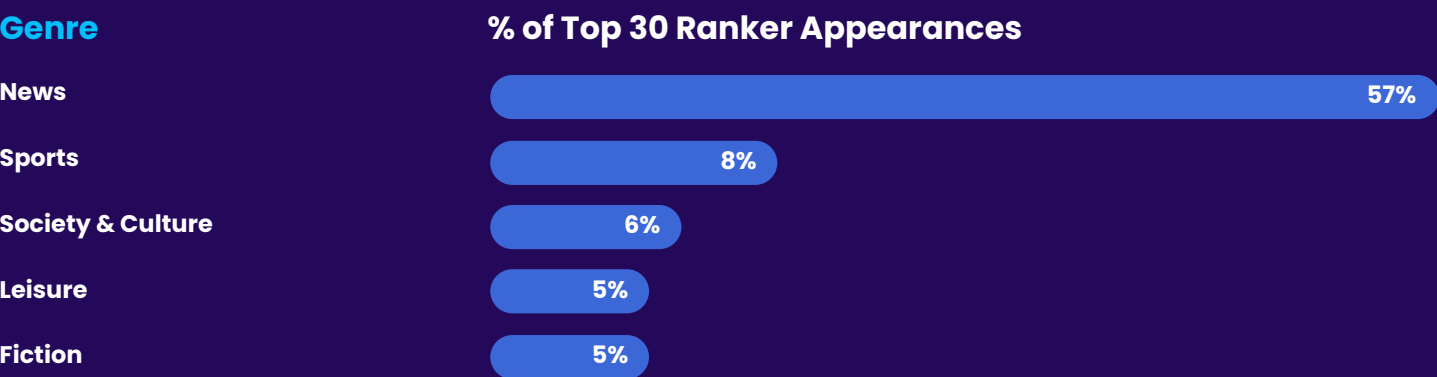
Top Overall



Top Canadian Made-English



Top Canadian Made-French



Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2025 - March 2026.

Top Podcasts by Genre

Top Overall

	Genre	Podcast	Sales Network
	Business	Les chroniques financières du 98.5	Cogeco Media
	Comedy	Smosh Reads Reddit Stories	Audioboom
	Fiction	L'univers étrange de Christian Page	Cogeco Media
	Health & Fitness	Sleep With Me	PRX
	History	Dark History	Audioboom
	News	Front Burner	CBC/Radio-Canada
	Society & Culture	Ideas	CBC/Radio-Canada
	True Crime	Uncover	CBC/Radio-Canada

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2025 - March 2026.



Top Canadian Made-English

	Genre	Podcast	Sales Network
	Business	Cost of Living	CBC/Radio-Canada
	Comedy	The Debaters	CBC/Radio-Canada
	Health & Fitness	The Dose	CBC/Radio-Canada
	Science	Quirks and Quarks	CBC/Radio-Canada
	Society & Culture	Ideas	CBC/Radio-Canada
	True Crime	Uncover	CBC/Radio-Canada

Top Canadian Made-French

	Genre	Podcast	Sales Network
	Business	Les chroniques financières du 98.5	Cogeco Media
	Fiction	L'univers étrange de Christian Page	Cogeco Media
	History	Aujourd'hui l'histoire	Radio Canada
	Music	On n'a pas tout dit	Cogeco Media
	News	La revue de presse de Paul Arcand	Cogeco Media
	Sports	Sortie de zone	Cogeco Media

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2025 - March 2026.



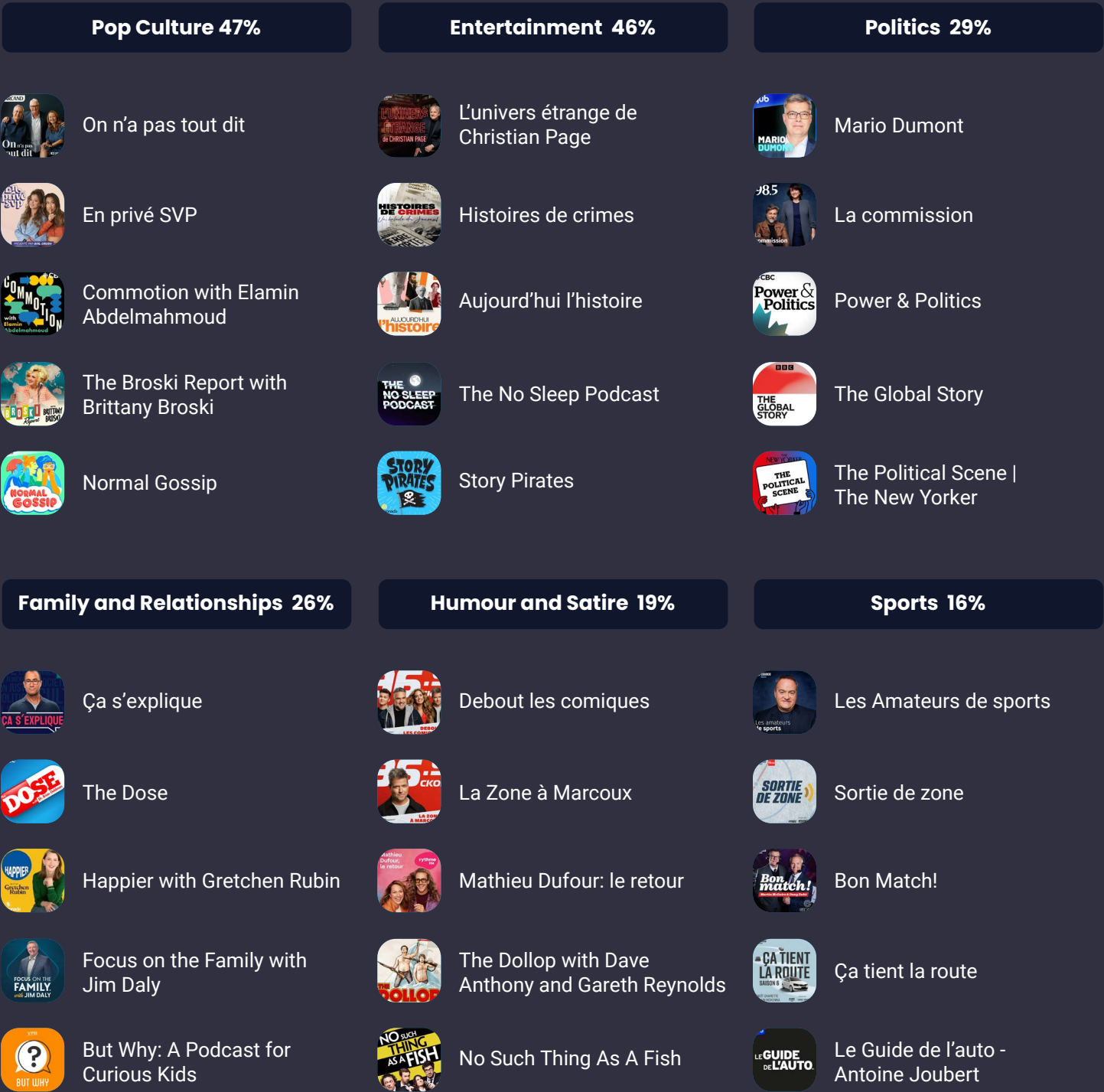
Granular Episode-Level Insights That Extend Beyond Genre Classification

Average content duration by genre



Source: Sounder. Based on Triton Canada Podcast Rankers from April 2025 - March 2026.

Episode-Level Themes Across All Content Beyond Creator-Defined Genres



Source: Sounder. Based on Triton Canada Podcast Rankers from April 2025 - March 2026.



Key Takeaways



- 1

Podcast listening in Canada hit a new high in 2025. Monthly reach jumped to 46%, marking the biggest increase ever for podcasts in the country.
- 2

Video podcasts are changing how Canadians listen. Now, 75% of podcast audiences include video in their routines, 51% both watch and listen, while 24% only watch. Because of this shift, YouTube is now the top podcast platform in Canada, with 40% of monthly listeners choosing it as their main app.
- 3

Francophone listeners are fueling new growth. Podcast use in French-speaking Canada has bounced back, and 44% of French speakers are more likely to be new monthly listeners. This group is unique, with 70% of their podcasts coming from Canadian creators.
- 4

Canadian-made podcasts are pulling ahead. They now have their biggest lead over U.S. podcasts in the past seven years.
- 5

News, True Crime, and Comedy are the most popular podcast genres. News leads with 29% of downloads, followed by True Crime at 15% and Comedy at 12%.
- 6

Podcast platforms attract different types of listeners. Spotify has the youngest audience. Apple Podcasts are most popular with affluent and educated users. YouTube usage skews male.

WHAT'S AHEAD

Canada's podcast landscape continues to evolve at pace, marked by record audience growth, the rise of video-driven consumption, and a stronger emphasis on Canadian and Francophone content.

As listening habits diversify across platforms and formats, podcasts remain deeply embedded in how Canadians connect with news, culture, and entertainment.

Looking ahead, continued innovation in content and distribution will be key to sustaining this momentum. Triton Digital will continue tracking these shifts to provide the industry with clear, trusted insights into how Canadians listen.

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