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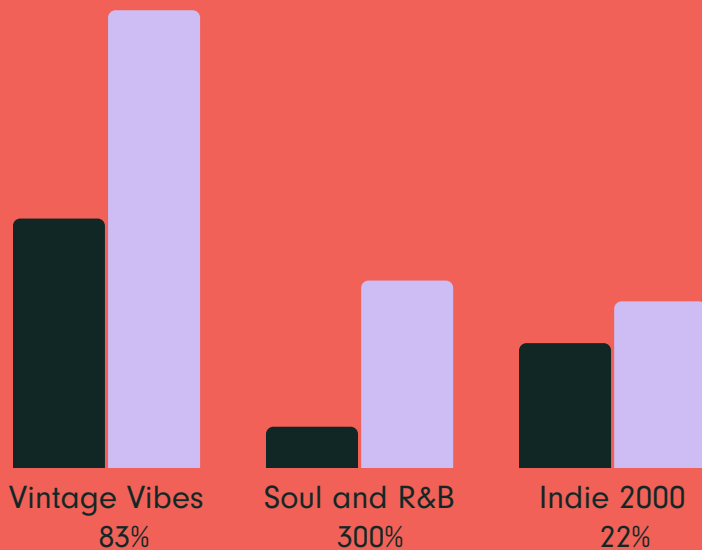
TOP 3
MUSIC
TRENDS

2023

INTRO

Here at Marmoset, we've got our fingers on the pulse of consumer music trends. Leveraging data from our catalog and cultural cues, we've identified three types of music we expect to continue to rise in popularity in 2023. Listen for these music types in advertising, films, television and more.

We're calling these three types of music **Vintage Vibes**, **Soul and R&B**, and **Indie 2000**. The graph below shows the percentage increase we saw in a sample of licensing requests for these types of music between 2021 and 2022.



Vintage music has staying power.

We expect to continue to hear an increase in vintage music and vintage-sounding music in 2023. We've seen particular interest in 50s and 60s jazz and big band music, 70s singer-songwriter, and 80s electronic pop jams (Stranger Things, anyone?) Vintage music with a stripped-down European sound (à la Françoise Hardy) also rose in popularity in the latter half of 2022.

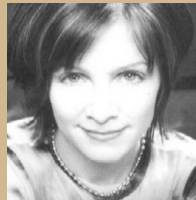
Below are three of our top vintage artists. Click their photos to hear trending tracks.



Carl Coccomo
1950s Pop & Jazz



Katie Webster
1960s Swamp Blues



Lucy Sustar
1980s Electronic Pop

Marmoset is proud to represent a large catalog of authentic vintage recordings. Our Marmoset Studio team can also create custom vintage-sounding tracks for your project. Hear a sample of our popular vintage collection by listening to the mixtapes below.



Vintage Lounge



Euro Retro



Vintage Holiday

VINTAGE VIBES

We've got the blues here at Marmoset, and apparently, so does everyone else.

After client requests for soul and R&B music rose by a whopping 300% from 2021 to 2022, we expect to see soul and R&B climb even higher in popularity in 2023.

Below are three of our top soul and R&B artists. Click their photos to hear trending songs.



Bridge City Revival
Soul



Aaron Abernathy
Soul/R&B



Tanika Charles
Soul

A rise in soul and R&B in television placements has been driving the genres' popularity. Soft R&B soundtracks heighten emotional moments and help create intimacy, while powerful soul tunes evoke intensity and strength.

Check out the clip below from the Oprah Winfrey Network show "Queen Sugar" to see an example of how soul and R&B are being used to soundtrack popular television.



Queen Sugar on OWN
"Drip Drop" by Formation Sound, R&B

SOUL AND R&B

INDIE 2000

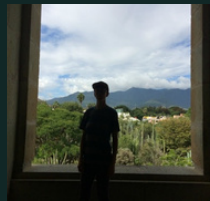
An indie redux already?

Mirroring buzzy aesthetic trends, we expect to see indie music emerge as a resurgence in popularity of the indie pop and rock hits of the 2000s and 2010s.

Below are three of our top Indie 2000 artists. Click their photos to hear trending tracks.



Frances England
Indie Pop



Dear Nora
Indie Pop/Folk



Jeff Bond
Indie Rock

As millennials continue to rise as media tastemakers and gain greater purchasing power, their favorite music will continue to appear in popular advertising.

Check out the TikTok examples below.



Patagonia



Subaru

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THANK YOU

Thanks for checking out Marmoset's 2023 Top Three Music Trends! Make sure to keep your ears perked for examples of [Vintage Vibes](#), [Soul and R&B](#), and [Indie 2000](#) in consumer media this year.

Interested in licensing with us or hearing more?
Reach out to creative@marmosetmusic.com



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