

SOUNDCLOUD MUSIC INTELLIGENCE REPORT 2026

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You might have seen the broad strokes of what's going on in music as 2025 wrapped up, but the **Music Intelligence Report** isn't that.

The goal is to reveal meaningful insights through data, so we can plot the direction that music is heading this year.

SoundCloud's data gives us a unique vantage point. We can look at social networking data generated when artists and fans connect. Alongside streaming activity, we can also look at engagement such as likes, reposts, comments and more. This combined data allows for deep and differentiated insight.

SoundCloud — are going mainstream.

Fresh voices in hip-hop that started on SoundCloud are becoming the hottest acts doing it.

As electronic music continues to soar, dubstep is back at the same time regional trends in electronic music — including the UK's garage and minimal tech house scenes — are going global. And a new generation of indie rock artists are picking up guitars and weaving in influences from hip-hop to electronic.

streaming services daily. So where to start?

In this environment, recommendations from trusted voices carry weight. Our data shows that social connectivity is leading artists to embrace new sounds, and expanding the horizons of music fans.

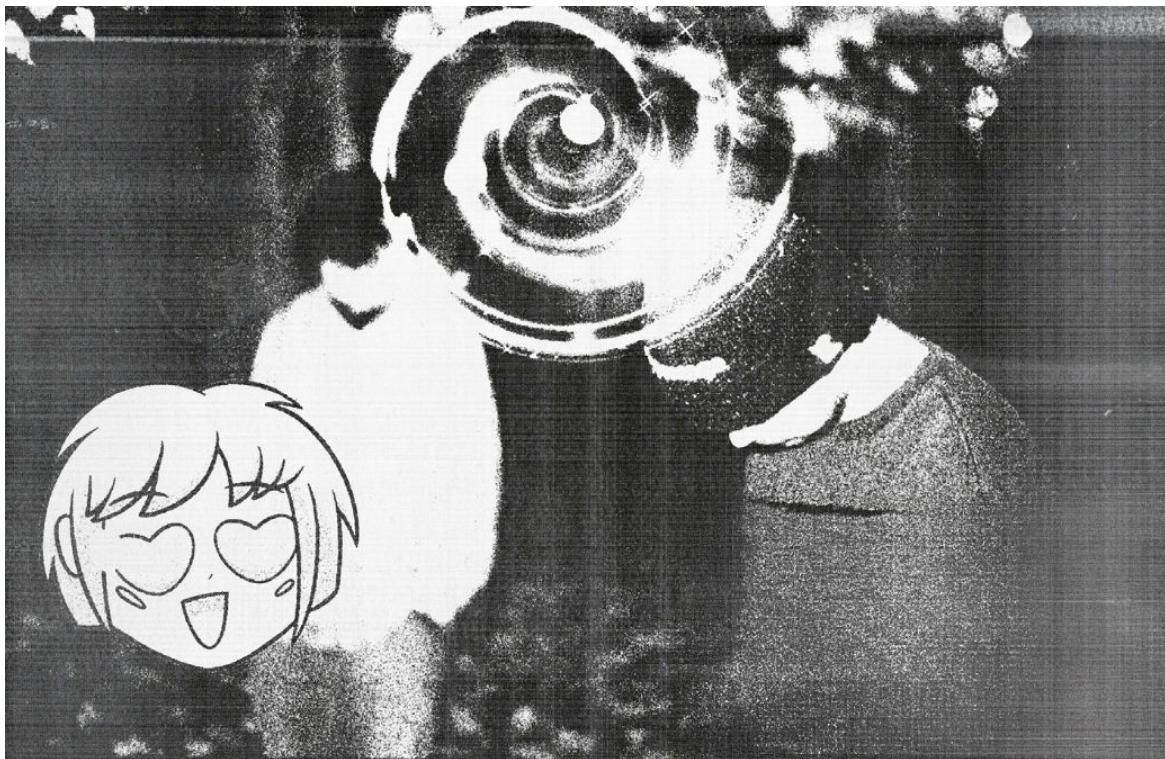
In the report, you'll find out how listening habits are changing, and you'll get to know a wide variety of scenes rooted on SoundCloud that are worth keeping an eye on. You'll see why the headlines about hip-hop's decline are misleading — and what's actually happening. And you'll leave with an understanding of where electronic music is heading.

Thanks for reading,
Wyatt Marshall

Senior Director, Music Intelligence



SCENES TO WATCH



AN ECLECTIC NEW INDIE

2025's Music Intelligence Report highlighted a growing indie wave, powered by a new generation of artists picking up guitars and reshaping alternative music.



ARTISTS TO WATCH

In 2026, expect names like **bunii** (SoundCloud's October 2025 Ascending artist), **crayon** and **overtonight** to hit bigger stages.

Artists in this scene are fluent in pop-punk and bedroom acoustic, but also draw heavily from newer hip-hop trends like “jerk,” to make music that freely crosses traditional genre lines.

CRAYON
BUNII
AETER
YIRU



**ECLECTIC NEW INDIE PLAYS
JUMPED MORE THAN **2.5X**
IN 2025, WITH 89% OF FANS
BEING **GEN-Z****



SCENES TO WATCH

MEXICAN REGGAETON

One of the fastest growing hip-hop scenes on SoundCloud is Mexican reggaeton, with plays up **81%** in the past year.





ARTISTS TO WATCH

Artists in this scene fuse reggaeton, trap, plugg, alternative and rising hip-hop sounds including jerk.

The scene brings rebellious energy to a new youth movement, with 78% of listeners being Gen Z. It's already spawning new styles: "#chugg" is a scene-specific evolution of plugg music, which itself developed on SoundCloud over the last decade.

**DOONY
GRAFF
EZYA
ALANIS YUKI
GLOBALBOY
NOKYYA**



**IN 2026, THE SCENE IS
POISED TO GO
INTERNATIONAL; IN THE US,
PLAYS HAVE ALREADY
DOUBLED SINCE JULY**



SCENES TO WATCH



DMV RAP

DMV rap — from DC, Maryland and Virginia — is growing and evolving. Today's sound pulls from Southern trap and drill, but remains distinct due to the area's go-go lineage (an energetic, DC-specific blend of post-funk and hip-hop) which drives quicker lyrical flows.



ARTISTS TO WATCH

A new wave of artists is expanding the sound, from the hectic beats of crank into '90s R&B and beyond. At the forefront is the collective Too Many Strikers, featuring [SJR2800](#), [JaeyChino](#), [JodyBoof](#), [Dragnutz](#), [zuro](#) and [kuru](#).

In 2026, they're poised to stamp the DMV's mark on underground hip-hop scenes.

HAVINMOTION
JAEYCHINO
KURU
SKINO
KP SKYWALKA



**THE SCENE GREW 10% IN
2025, AS ARTISTS LIKE NINO
PAID RELEASED ALBUMS
THAT INCREASED THEIR
LISTENERSHIPS MANY
TIMES OVER, AND BROUGHT
THE NEW DMV SOUND TO
THE WORLD**



SCENES TO WATCH

HARD TECHNO HARDTEKK SCHRANZ

Hard, driving techno scenes are speeding up — literally.

The percentage of hardstyle, hardcore and hardtekk tracks that top 180 BPM has increased in each of the past three years as producers and DJs push the limits of hard-driving electronic music.





ARTISTS TO WATCH

These sounds are increasingly popular among producers, and uploads of flavors of hard techno including "#hardtekk," "#schrantz," "#makina" and "#240" collectively increased 57% in 2025, with uploads in schranz, a dark and distortion-rich German variant, surging 83%. It's finding US audiences, too

**CLOUDY
FABITEKK
KLANGKUENSTLER**



**US PLAYS ON TRACKS
HASHTAGGED “HARDTEKK”
INCREASED **75%** OVER THE
PAST TWO YEARS**



GENRE BREAKING



In October 2025, Billboard reported that there wasn't a single rap song in the Top 40, a first since 1990. But does this fact herald the decline of hip-hop's influence? Far from it.

Anecdotally, you can hear hip-hop's influence across genres ranging from pop to country to indie to electronic music. It's evident in everything from lyrical delivery to production to aesthetics.

Examining hip-hop through the lens of SoundCloud scenes reveals another reality. More than just influencing other genres, hip-hop itself is rapidly evolving, exploring entirely new sonic palettes and lyrical styles.



HIP-HOP CONTINUES TO DRAW ON DIVERSE SOUNDS



Pushing traditional genre boundaries is a proud custom on SoundCloud, and socially-driven scenes on the platform are where sounds are shattered and reformed.

Since SoundCloud's earliest days, hip-hop scenes have been some of the most innovative, drawing from the rich, diverse sounds and communities around them. From the foundations and evolution of "Cloud rap," built by luminaries like **Lil B** and **Lil Uzi Vert**, to the new eras of "jerk" and the UK underground, as led by **xaviersobased** and **fakemink** respectively, artists on SoundCloud are always pushing hip-hop forward in ways that break the mold.



GUITAR-CENTRIC MUSIC AND HIP-HOP GO TOGETHER



The boundary pushing is increasingly palpable in hip-hop production, which has become more experimental as artists pull ideas from other genres. Leading up to and into the early 2020s, trendsetter **Playboi Carti** and his peers took the dark, nu-metal ambiance of bands like **Deftones** and threw it in the mix with 808s and distorted EDM. This became the prototype for rage rap. As sounds and scenes intertwine, it's opened avenues for collaboration, both in the studio and on stage, like with Cloud rap pioneer **Denzel Curry** opening for Deftones on their upcoming European tour.

SCENE SPOTLIGHT: #RAP #INDIE #ALTERNATIVE ROCK

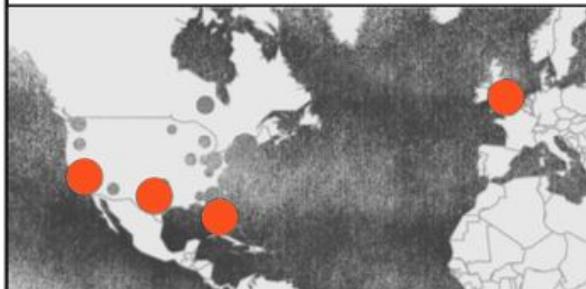
GROWTH LAST YEAR

+161%

TOP STREAMING ARTISTS

OVERTONIGHT
YUKE
BUNII
AETER

GROWTH LAST YEAR



TOP ARTISTS TO WATCH

KUSHBABYKEYS
IMSG
CRAYON
YIRU
SPHYNX

LISTENER AGE



89.2% GEN Z
5.2% MILLENIAL
3.1% OTHER
1.3% GEN X

TOP HASHTAGS

#ROMANTIC #ROCK #INDIE
#POP #ALTERNATIVEROCK
#TRAP #HIPHOP #RAP
#ALTERNATIVE #FOLK
#UNDERGROUND #INDIEROCK
#EMO #HYPERPOP



NOW, HIP-HOP IS DRAWING ON ALTERNATIVE ROCK

More recently, we've seen another unlikely offshoot. Some previously hip-hop-centric communities have embraced pop-punk and alternative rock. This new wave of self-described "indie" artists — represented by **witty** and **aeter** — are releasing EPs where bedroom indie folk and alternative trap tracks sit side by side. And the scene has leaned further and further into guitar-driven music over time. At the beginning of 2024, genre-tagging tech labeled 25% of these hip-hop-influenced indie uploads as folk, indie or rock. In the second half of 2025, that share was up to 34% on average.



ON SOUNDCLOUD, 57% OF DEFTONES
LISTENERS HAVE HIP-HOP AS THEIR
MOST-LISTENED GENRE.



GUITAR-CENTRIC MUSIC AND HIP-HOP GO TOGETHER

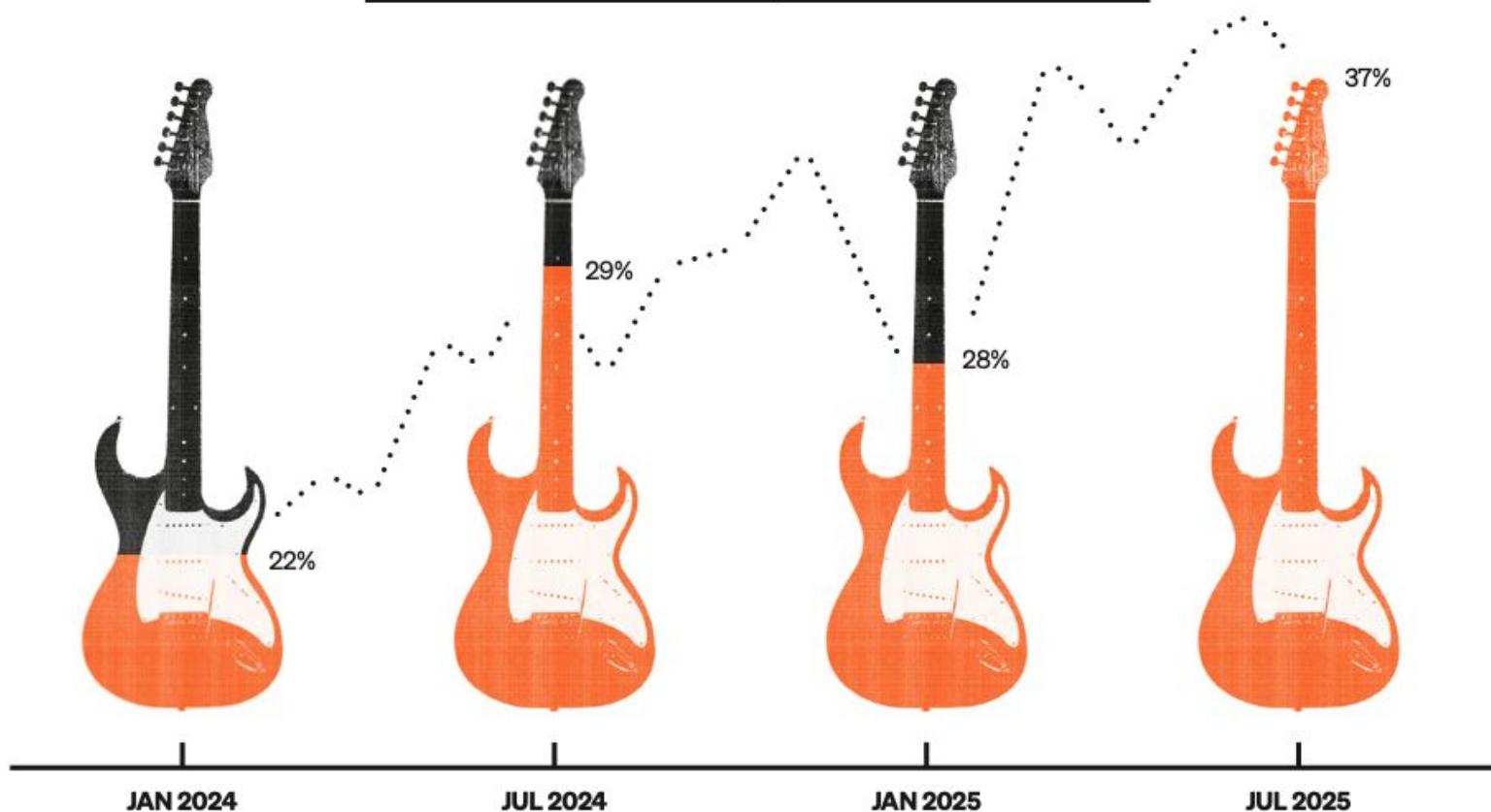


ELECTRONIC AND AMBIENT ARE IN THE MIX, TOO

Elsewhere, in the soaring world of underground UK rap, artists like fakemink are embracing hazy dance-like electronic production, pushing lead vocals into the background and layering atmospheric textures on top. Some artists are producers themselves, releasing ambient-rich tracks and instrumentals.

As a result, tagging tools mark more than a third of tracks in the scene as electronic.

PERCENTAGE OF “ECLECTIC NEW INDIE” SCENE TRACKS
CLASSIFIED AS “INDIE,” “ROCK” OR “FOLK”





To hear how big a departure this is, compare last year's most-streamed SoundCloud track — YoungBoy NeverBrokeAgain's **"Shot Callin"** — with fakemink's top track, **"Easter Pink."** One is trap-influenced hip hop; the other is indie-electro with British-accented rap.

Both underground UK rap and the new indie wave have grown at a dizzying pace.

Streams of both have increased by more than 4.5x over the past two years among a listenership that is **85% Gen-Z**.

HOW SOCIALLY-DRIVEN DISCOVERY IS LEADING ARTISTS AND FANS TO NEW SONIC FRONTIERS

#GENREBREAKING



**WHAT'S THE IMPACT ON
LISTENER HABITS?**



As artists push boundaries, fans are similarly expanding their genre comfort zones. The share of listening that the average fan spends with their top genre has inched downwards, too.

Since 2019, listeners now spend **4% less time** with their most-listened genre as they consume a **broader** range of music.

This has helped lead to some fault-line-rumbling shifts in consumption. Electronic music has been the fastest growing genre for several years running, while country and rock are on multi-year runs as well.

**LISTENERS WHO PLAY A
TRACK IN ANOTHER USER'S
LIKED BY PLAYLIST ARE
OVER 3 TIMES MORE LIKELY
TO LIKE, REPOST OR
COMMENT ON THE TRACK
THEMSELVES.**



This behavior is fueled by social discovery. SoundCloud's social networking architecture deliberately encourages this exploration, and the effect is potent. When a listener plays a track from another user's Liked By playlist, they're more likely to play music outside their most-listened genre and they are over three times more likely to like, repost or comment on that track themselves.

SO, WHERE'S THE HIP HOP?



It's evolved into new sounds and scenes. It's gone **punk**, it's pulled from **indie**, it's going **electronic**. And that evolution is set to accelerate in 2026.



CONSUMPTION TRENDS

FOR PLAYS OVER 30 SECONDS LONG;
CURRENT = MUSIC RELEASED IN THE LAST 18 MONTHS

SHARE OF LISTENING THAT IS CURRENT VS. REST OF
INDUSTRY IN THE UNITED STATES



THE GIST

Compared to the rest of the industry, US SoundCloud users spend nearly **twice as much** of their listening time with new music. (43% on SoundCloud vs. ~24% industry)



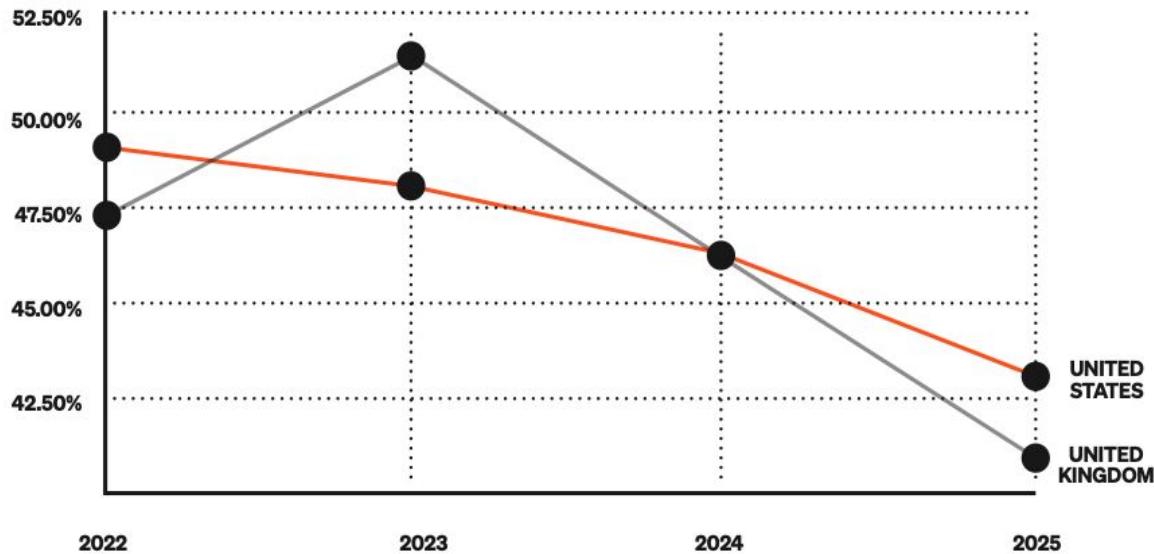
LISTEN TO MORE NEW
MUSIC ON SOUNDCLOUD



EXPAND YOUR HORIZONS
+ OPEN YOUR MIND



PERCENTAGE OF LISTENING ON SOUNDCLOUD DEVOTED TO CURRENT MUSIC



THE GIST

While listeners sought out new music, they also kept tried-and-true favorites on repeat more last year, as music older than 18 months accounted for a greater share of listening — a trend observed across the industry.

In the UK, music older than 18 months accounted for a greater share of listening last year, too. But new hits in minimal house, UK garage and hip-hop powered listening of current music.



DISCOVER OLD BANGERS
AND CLASSICS ON SOUNDCLOUD

DIVERSIFY AND
STRENGTHEN YOUR CORE

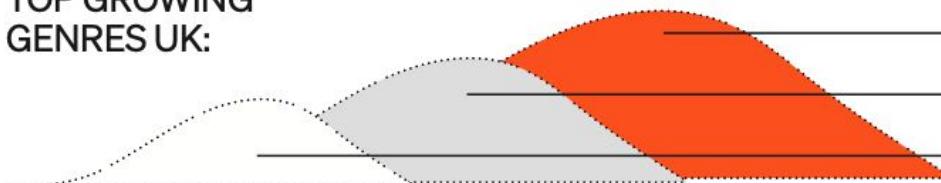
TOP AND FASTEST GROWING GENRES



TOP GENRES UNITED KINGDOM:

- 1. ELECTRONIC** ↑
- 2. HIP-HOP**
- 3. POP**

TOP GROWING
GENRES UK:



- 1. ROCK**
- 2. AFROBEAT**
- 3. POP**



In the midst of multi-year growth in trance and house music, **electronic remains the most streamed genre in the UK.**

But a new wave of UK hip-hop looks poised to power hip-hop consumption in the year ahead.

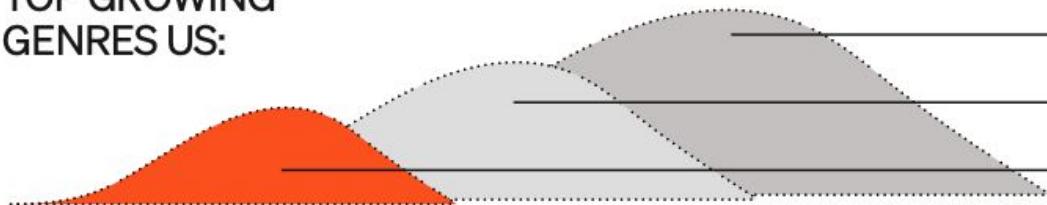
Rock was the fastest growing genre in 2025, accounting for an additional half a percentage point of all listening.



TOP GENRES UNITED STATES:

1. HIP-HOP
2. ELECTRONIC 
3. POP

TOP GROWING
GENRES US:



1. ELECTRONIC
2. POP
3. ROCK



Hip-hop was once again the most streamed genre in the US, a clear favorite among listeners.

But **electronic music is the fastest growing**, accounting for a greater percentage of all listening for the third year running.



RISING ELECTRONIC TIDES



The rise of electronic music continues unabated into 2026. Over the last three years, it has been SoundCloud's fastest-growing genre, now accounting for a **6%** greater share of streams than it did in 2022.

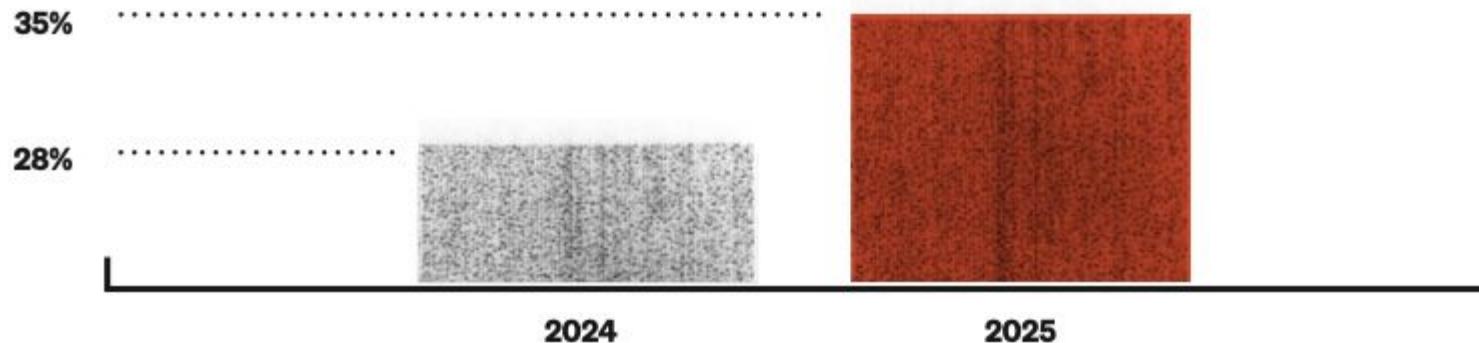


In the US, electronic music is growing even faster. Over the same timeframe, it accounts for **7%** more of all listening. And as more listeners become committed fans, music makers are responding.

In 2020, roughly **one in four** tracks uploaded to SoundCloud was in an electronic genre. In 2025, it was more than one in three.



PERCENTAGE OF TRACKS TAGGED ELECTRONIC





**REGIONAL SCENES MERGE LOCAL
CULTURES AND GLOBAL RHYTHMS**



Looking globally, electronic music is sonically and culturally diverse. And many of the melting pots where new sounds are forged are centered on SoundCloud. These scenes are made up of connected artists who are inventing, sharing and remixing ideas that become unique sounds, fill local dancefloors and adhere to regional cultures.

Some of these regional scenes include Vinahouse, Colombian guaracha, baile funk and both Spanish and Southeast Asian breakbeat. All rely on blending core **electronic styles** with **local cultures and traditions**.



In Europe, the bastion of club music and trend-setting DJs, producers known for uplifting trance and melodic techno, such as **Ely Oaks, Lammer** and **Ki/Ki**, are channeling good vibes into bodymoving earworms at the same time that harder-edged genres, like hard techno, are energizing clubs.

And the tempo is rising, with fast electronic subgenres pushing BPMs to new heights as 180+ becomes more and more common.

SCENE SPOTLIGHT: #GUARACHA #HOUSE

#ALETEO

GROWTH LAST YEAR

+31%

TOP STREAMING ARTISTS

SIMON CORREA
SG DANKO
SEBASTIAN FOX

GROWTH LAST YEAR



TOP ARTISTS TO WATCH

NICO PARGA
JORGE MARIN
REAL BRAYAN

LISTENER AGE



83% GEN Z

13% MILLENIAL
2% OTHER
1.4% GEN X

TOP HASHTAGS

#GUARACHA #HOUSE
#ALETEO #TRIBAL
#AFROHOUSE #COLOMBIA
#ZAPATEO #ELECTRONICA
#LATIN #MUSIC #ELECTRONIC
#TRIBALHOUSE #AFRO



THE UK AND IRELAND ARE TREND LEADERS AND EXPORTERS

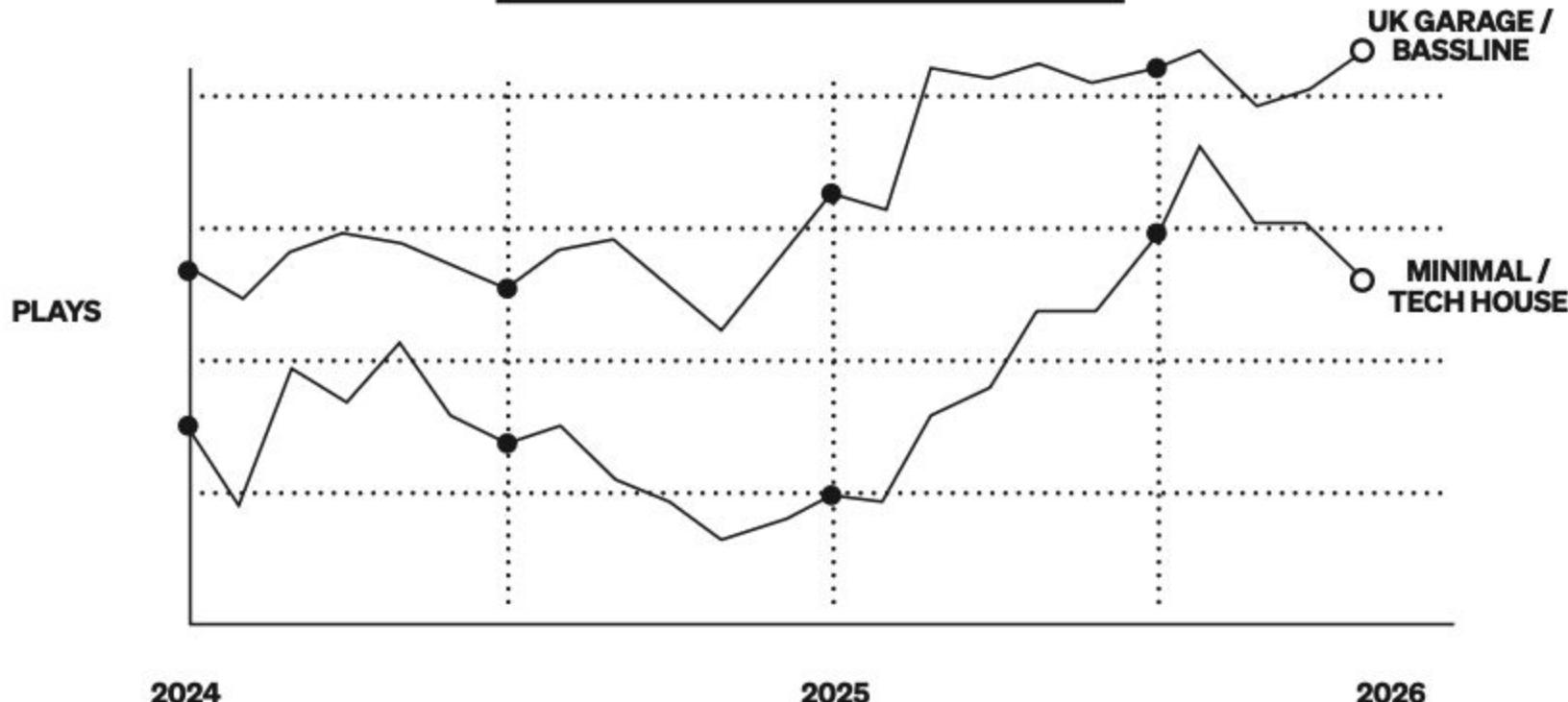
The UK and Ireland are in the midst of a multi-year rise in dance music that's produced acts like **Hannah Laing** and **Jazzy**, with the latter becoming 2025's most streamed female electronic artist on SoundCloud. Both markets have been steady exporters of influential producers in recent years. Rising Irish artists like **Kettama** and **Kule** are leading a new techno-flavored charge.

Meanwhile, scene-leading acts are reaching across borders. **Sammy Virji** has continued to champion the UK garage sound, while **Josh Baker** has been integral in introducing minimal tech house to a new generation of fans on both sides of the Atlantic.



After growing significantly in the UK and Ireland, streams for these scenes are up **18%** and **19%** respectively in the US in the past year.

US GROWTH: MINIMAL / TECH HOUSE AND UK GARAGE / BASSLINE





ELECTRONIC MUSIC IS BOOMING IN THE US, AND DUBSTEP IS BACK

Stateside, this kind of cross-border impact has been felt keenly. UK acts are the most popular electronic imports, though Dutch and German artists are gaining ground. It's adding fuel to an electronic fire that's being felt from local clubs to festival main stages. But the biggest growth is homegrown. Top acts in the US include EDM and dubstep DJs such as [Tape B](#), [GRiZ](#), [Levity](#), [Subtronics](#) and [Richard Finger](#), alongside main stage house from [John Summit](#).

After 2010s dominance, dubstep is surging again with US audiences — streams on tracks tagged #dubstep increased **35%** last year.



Expect dubstep to continue its

resurgence moving forward in tandem
with a continued rise of UK minimal tech
house and garage.



AS ELECTRONIC MUSIC BECOMES A BIGGER CULTURAL FORCE, ARTISTS ACROSS GENRES ARE TAPPING IN

As more and more listeners become committed fans, there have been some notable intersections with ascendant hip-hop scenes on SoundCloud, showcasing the broad-based cultural inroads electronic music has made in the current generation.

In March 2025, Italian electronic artist **Anyma** brought out SoundCloud rap breakout **Yeat** at the Sphere, making him the first hip-hop act to appear at the Las Vegas venue. In June, **Fred again..** joined forces with the influential streamer and hip-hop tastemaker **Plaqueboymax**, unleashing their Grammy-nominated collaborative track "Victory Lap," which also features UK grime legend **Skepta**.



We should see more link-ups as rising hip-hop scenes are increasingly working with electronic music palettes, leading to a greater number of deeper, **authentic** collabs.

SOUND CLOUD'S TOOLS FUEL ELECTRONIC ARTIST GROWTH



AS ELECTRONIC MUSIC MUSIC BECOMES A BIGGER CULTURAL FORCE, ARTISTS ACROSS GENRES ARE TAPPING IN

Electronic artists are constantly leveraging the platform in creative ways that push music forward, from hosting remix campaigns to releasing tracks exclusively to top fans. Known for regularly turning to SoundCloud to engage fans, **Fred again..** uploaded four exclusive tracks to the platform in November 2025, after polling viewers on a livestream about what unreleased music he should share next. Others, like John Summit and **Marshmello**, drop teaser snippets of tracks to build excitement pre-release. Electronic artists also use SoundCloud to **upload live sets** from gigs, **share download-enabled stems**, **gather feedback** on their demos, use DMs to **connect directly with fans** and more.



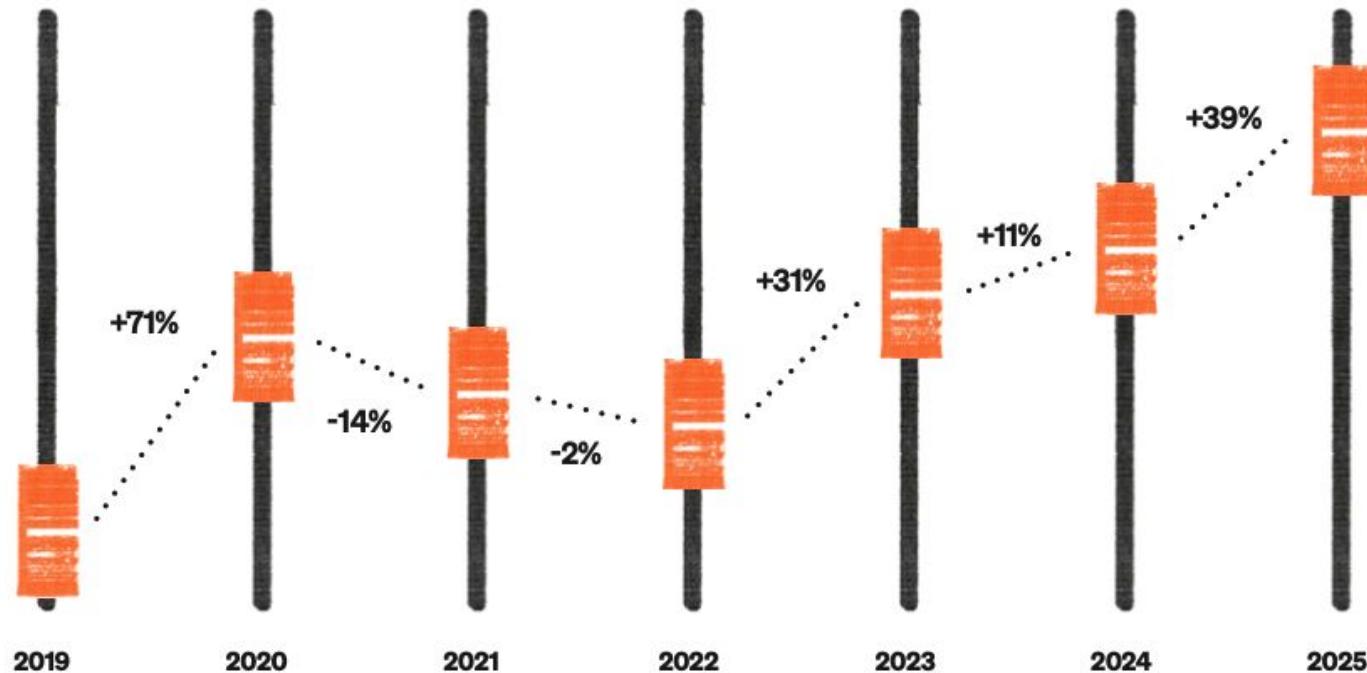
IN 2025, THE NUMBER OF UPLOADS
HASHTAGGED “#DJSET” INCREASED
39% YEAR OVER YEAR.



With momentum building across markets
and dizzying variety of subgenres, the
future is looking increasingly electronic.
You'll hear what's coming first on
SoundCloud.



UPLOADS TAGGED #DJSET :



SCENE SPOTLIGHT:

#MINIMAL

#TECH

#HOUSE

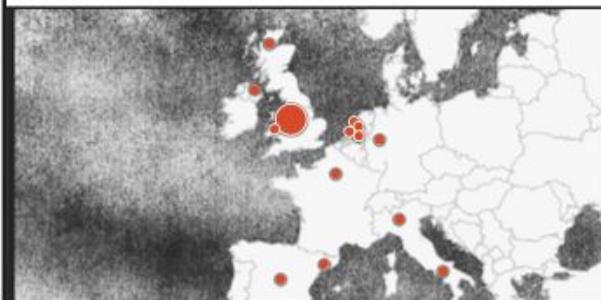
GROWTH LAST YEAR

+14%

TOP STREAMING ARTISTS

CHRIS STUSSY
MAX DEAN
JOSH BAKER
ROSSI.

GROWTH LAST YEAR



TOP ARTISTS TO WATCH

JAMBACK
KOLTER
RIORDAN
IDEMI

LISTENER AGE



67.3% GEN Z

20.8%: MILLENNIAL

7.4% OTHER

4% GEN X

TOP HASHTAGS

#HOUSE #TECHHOUSE
#DEEPHOUSE #TECHNO
#ELECTRONIC #MINIMAL
#HOUSEMUSIC #DEEP #DISCO
#TECH #PREMIERE #DANCE
#DEEPTECH #SOUL #ELECTRO #DJ

TOP ARTISTS: UNITED STATES

- 1. YOUNGBOY NEVER BROKE AGAIN**
- 2. ROD WAVE**
- 3. JUICE WRLD**
- 4. LIL DURK**
- 5. FUTURE**
- 6. LIL BABY**
- 7. PLAYBOI CARTI**
- 8. \$UICIDEBOY\$**
- 9. LIL UZI VERT**
- 10. DRAKE**

TOP NEW ARTISTS: UNITED STATES*

*DEBUT ALBUM
RELEASED IN 2025

1. **NETÓN VEGA**
2. **PLUTO**
3. **FULLYCHOP**
4. **BUNNAB**
5. **GELO**

TOP ARTISTS: UNITED KINGDOM

1. D-BLOCK EUROPE
2. JUICE WRLD
3. DRAKE
4. LIL BABY
5. LIL DURK
6. YOUNGBOY NEVER BROKE AGAIN
7. ESDEEKID
8. GUNNA
9. ZACH BRYAN
10. NINES

TOP NEW ARTISTS: UNITED KINGDOM*

*DEBUT ALBUM
RELEASED IN 2025

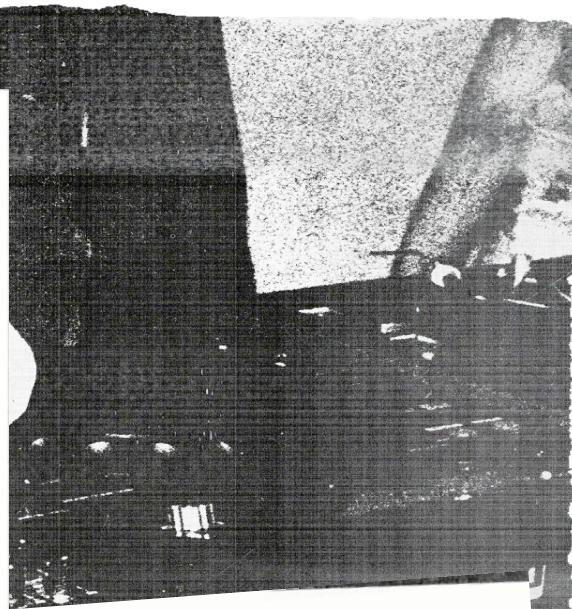
1. SKYE NEWMAN
2. E.MOTION
3. FUZION
4. BEAUMONT
5. MXZI



TOP TRACKS: UNITED STATES

Top Tracks US

YOUNGBOY NEVER BROKE AGAIN - **“SHOT CALLIN”**
PARTYNEXTDOOR, DRAKE - **“SOMEBODY LOVES ME”**
G HERBO - **“WENT LEGIT”**
YOUNGBOY NEVER BROKE AGAIN - **“NEVADA”**
ROD WAVE - **“25”**
DRAKE - **“NOKIA”**
KENDRICK LAMAR - **“TV OFF”**
YOUNGBOY NEVER BROKE AGAIN - **“UNTOUCHABLE”**
TRIPPIE REDD - **“FOREVER EVER (FT. YOUNG THUG & REESE LAFLARE)”**
REAL BOSTON RICHEY - **“HELP ME”**



Top Tracks From New Artists US

Debut album released in 2025

NETÓN VEGA - **“LOCO”**
GELO - **“TWEAKER”**
BUNNAB - **“BUNNA SUMMA”**
NETÓN VEGA - **“MI VIDA MI MUERTE”**
NETÓN VEGA - **“M&M”**

Hip-hop dominated the top tracks in the US, with **YoungBoy Never Broke Again** landing three tracks in the top ten.

Tracks from **Netón Vega's** debut accounted for three of the top five tracks from new artists. And after going mega viral, **“Tweaker,”** from GELO AKA LiAngelo Ball, landed in the second spot.



TOP TRACKS: UNITED KINGDOM

Top Tracks UK

MARK KINCHEN - “DIOR”

SKYE NEWMAN - “FAMILY MATTERS”

DISCO LINES AND TINASHE - “NO BROKE BOYS”

MAX DEAN - “CAN’T DECIDE”

SKYE NEWMAN - “HAIRDRESSER”

LEVI HERON - “THE GLEN REMIX”

PAWSA - “DIRTY CASH (MONEY TALKS)”

NOTION - “CHRYSTAL - THE DAYS [NOTION REMIX]”

JOSH BAKER - “BACK IT UP”

ALEX WARREN - “ORDINARY”

Top Tracks From New Artists UK

Debut album released in 2025

SKYE NEWMAN - “FAMILY MATTERS”

SKYE NEWMAN - “HAIRDRESSER”

BEAUMONT - “CONCEITED”

ELIJAH - “LEVELS”

After highlighting the scenes in last year's Music Intelligence Report, dance hits from the worlds of minimal tech house and UK garage were among the top ten tracks in the UK.

Among new artists, Sky Newman was at the fore, with three tracks from her debut album 'SE9 Part 1' in the top five.



UK UNDERGROUND RAP FAMILY TREE

THE EXPLOSIVE GROWTH OF UK UNDERGROUND RAP,
ITS TIES TO SCENES PAST, PRESENT AND FUTURE



WHAT YOU MIGHT ALREADY KNOW

It's been such a huge 12 months for underground artists in the UK's rap scene that the "underground" descriptor no longer fits many of its architects. Notably, **fakemink** and **EsDeeKid** — who we spotlighted in last year's Music Intelligence Report as drivers of a SoundCloud-born scene making waves — have put a heavy British stamp on trends in emerging hip-hop.

As a whole, the UK underground's streams increased nearly 300% in 2025, and it was the top growing scene on SoundCloud in both the UK and US.



FAKEMINK GOT HUGE COSIGNS

To recap, fakemink — who, like EsDeeKid, started his career on SoundCloud — was already heating up at the start of 2025. And then he took off. The London-based rapper saw streams on SoundCloud increase almost 300% over the year.

He also earned cosigns from everyone from **Drake** to the rock band **Geese**, and is booked for Coachella this summer.



ESDEEKID IS THE HOTTEST RAPPER ON EARTH RIGHT NOW

EsDeeKid, meanwhile, went stratospheric. The surreal but oh-so-real mystery of whether EsDeeKid was really Timotheé Chalamet in disguise was rocket fuel for an already ascendant artist. As rumors swirled and interest from US listeners and culture makers reached fever pitch, his streams surged.

Listening increased by over **70x**, and in November, the masked rapper from Liverpool hit No. 10 on the UK singles charts and broke into the Billboard 200. His debut album, 2025's 'Rebel,' is now the longest-charting UK rap album **ever** on the Billboard 200.

SCENE SPOTLIGHT: #UNDERGROUND

#UK

#RAP

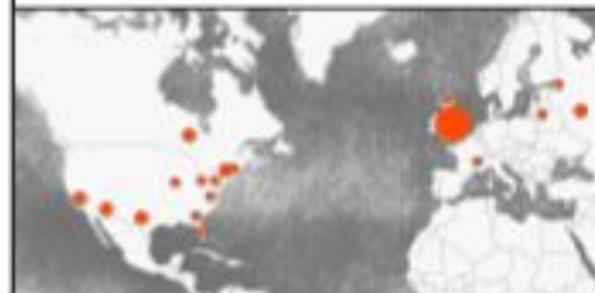
GROWTH LAST YEAR

+297%

TOP STREAMING ARTISTS

FAKEMINK
ESDEEKID
FENG
YT

GROWTH LAST YEAR



TOP ARTISTS TO WATCH

SNOA
GHOSTINNAFURCOAT
SVN4VR
LLONDON ACTRESS

LISTENER AGE



86.8% GEN Z
6.8% MILLENIAL
4.3% OTHER
1.2% GEN X

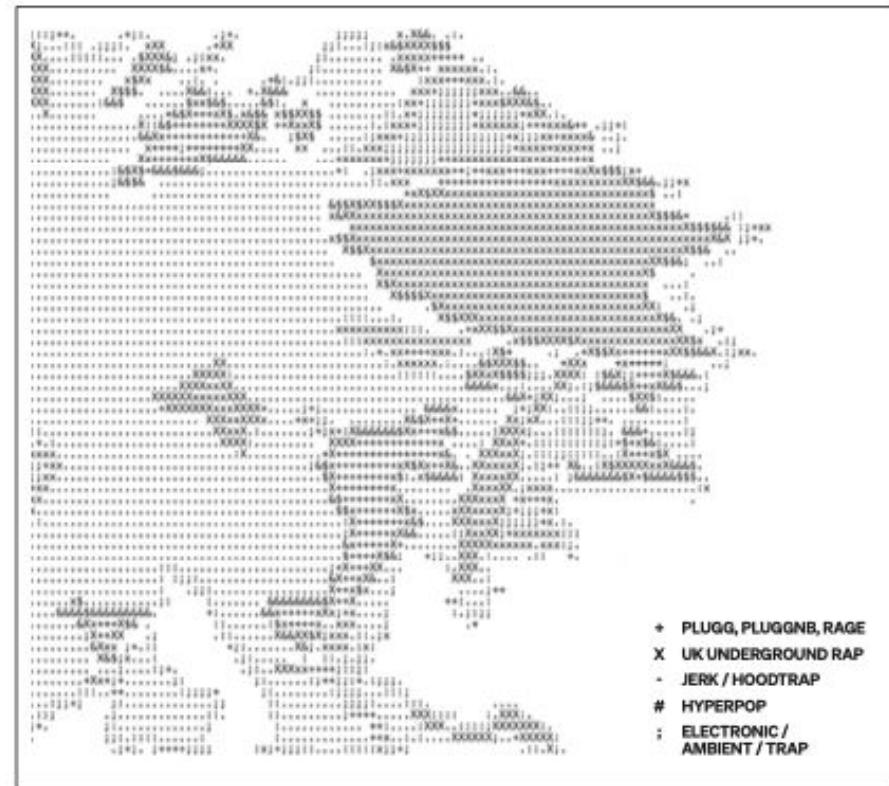
TOP HASHTAGS

#ALTERNATIVE #HIPHOP #TRAP
#ELECTRONIC #UNDERGROUND
#METAL #AMBIENT #UK
#ALTERNATIVEROCK
#INDIE #POP #SHOEGAZE
#UKUNDERGROUND #CLOUDRAP
#ROCK #CHILL #JERK #EMO



HOW SOUNDCLOUD SHAPES MUSIC CULTURE, ON AND OFF THE PLATFORM

The rise of the new wave of UK rap offers a fascinating view of how different scenes on SoundCloud reverberate and resonate with one another. Stylistically diverse by nature, UK rap cherry-picks from grime, drill, alternative R&B and, as recently exemplified by trendsetters like fakemink and [Zukovsttheworld](#), the “jerk” hip-hop scene in the US.





Developed on SoundCloud by leading artists like **xaviersobased** and **Nettspend**, jerk is propelled by distinctive syncopated, shifty drums and claps, and hypnotic melodies that pull from electronic dance music. This transatlantic connection runs deep — the UK scene's most prominent acts are working with jerk producers, including **444jet**, **OK**, **reklus1ve** and **cranes** — and are reshaping hip-hop on both sides of the Atlantic.





The shared production influences trace back to the SoundCloud scenes of the early 2010s.

Then, electronic and hip-hop artists were exploring synth-laden production with a nocturnal or even gothic tint. **Salem** was introducing the dark and ethereal sounds of witch house; **Yung Lean** was crafting heavy, gray-sky cloud rap; and **Crystal Castles** was producing gritty, disaffected electro anthems.



HOW DOES THIS FIT INTO WHAT ELSE IS GOING ON?

This witchy production lineage of the 2010s has colored another fast-growing scene with cultural ties to emerging hip-hop that some are calling an “electroclash revival.” **Snow Strippers, Bassvictim** and **Frost Children** help lead this new wave, producing coiled-energy electro bangers with a punk spirit that feel built for warehouse after hours. This burgeoning scene covers diverse sounds, reimagining the intersections of electronic, hip-hop and indie.

And its ties across genres illustrate the ways communities take shape on SoundCloud and beyond.



THESE DIFFERENT OFF-SHOOTS DON'T COMPETE; THEY CO-EXIST AND CROSS-POLLINATE

You might find artists from these different worlds sharing a stage, a producer and the same cultural space. Fakemink has opened for Snow Strippers, Zukovstheworld has featured Frost Children on a track and link ups between the world of the UK underground and jerk are manifold.

Often a nexus for collaboration, the influential New York hip-hop collective and label **Surf Gang** is regularly doubling as a connective tissue within these scenes.



WHERE IS THE UK UNDERGROUND GOING NEXT?



Like how SoundCloud rap's expansive nature evolved from the intersection of trap, emo, punk and more — fueled by SoundCloud's community-building features — today's scenes cross-pollinate through social interaction on the platform.

Expect to see the behind-the-scenes links that have shaped the UK underground, jerk and affiliated movements come to the forefront in 2026 through collaborations of leading acts. And with albums from SoundCloud day ones fakemink and xaviersobased out in 2026, expect the leaders of the underground to become household names and shape popular music for years to come. Look out for tour packages that pull from across these rising scenes, as well as legacy hip-hop and pop royalty tapping in with scene leaders on collaborative tracks.

SCENE SPOTLIGHT:

#AMBIENT
#ELECTRONIC #TRAP

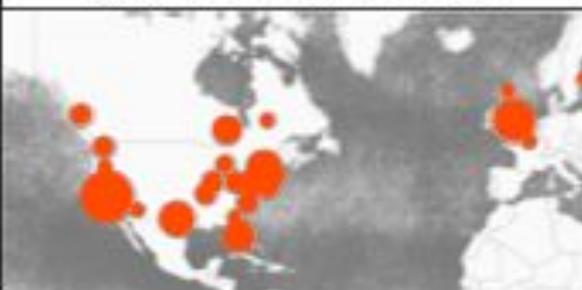
GROWTH LAST YEAR

+20%

TOP STREAMING ARTISTS

SNOW STRIPPERS
BLADEE
YUNG LEAN
MAG
9LIVES

GROWTH LAST YEAR



TOP ARTISTS TO WATCH

THE HELLP
SUZY SHEER/BOYSINBLUSH
EAR
VELVETTE BLUE

LISTENER AGE



77.7% GEN Z

12.4% MILLENIAL
7.1% OTHER
1.9% GEN X

TOP HASHTAGS

#ELECTRONIC #AMBIENT
#TRAP #EXPERIMENTAL
#HIPHOP #KORG #POP
#ALTERNATIVE #RAP
#BEATS #HYPERPOP #EDM
#BEAT #EMO



WHO IS ESDEEKID??



We are requesting assistance in identifying or providing context for the artist "EsDeeKid." Information is currently limited, and any relevant public details would be appreciated for informational purposes only.

CONTACT:
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LOOKING FORWARD

+ TURKISH CLOUD RAP

x WAVE

SOUTHEAST ASIAN BREAKBEAT

