



Insights exchange for the model-driven economy

Bad Bunny needs record-breaking pace to be the winning bet in “Most Monthly Spotify Listeners in February” prediction markets; no challengers for Bruno Mars in March

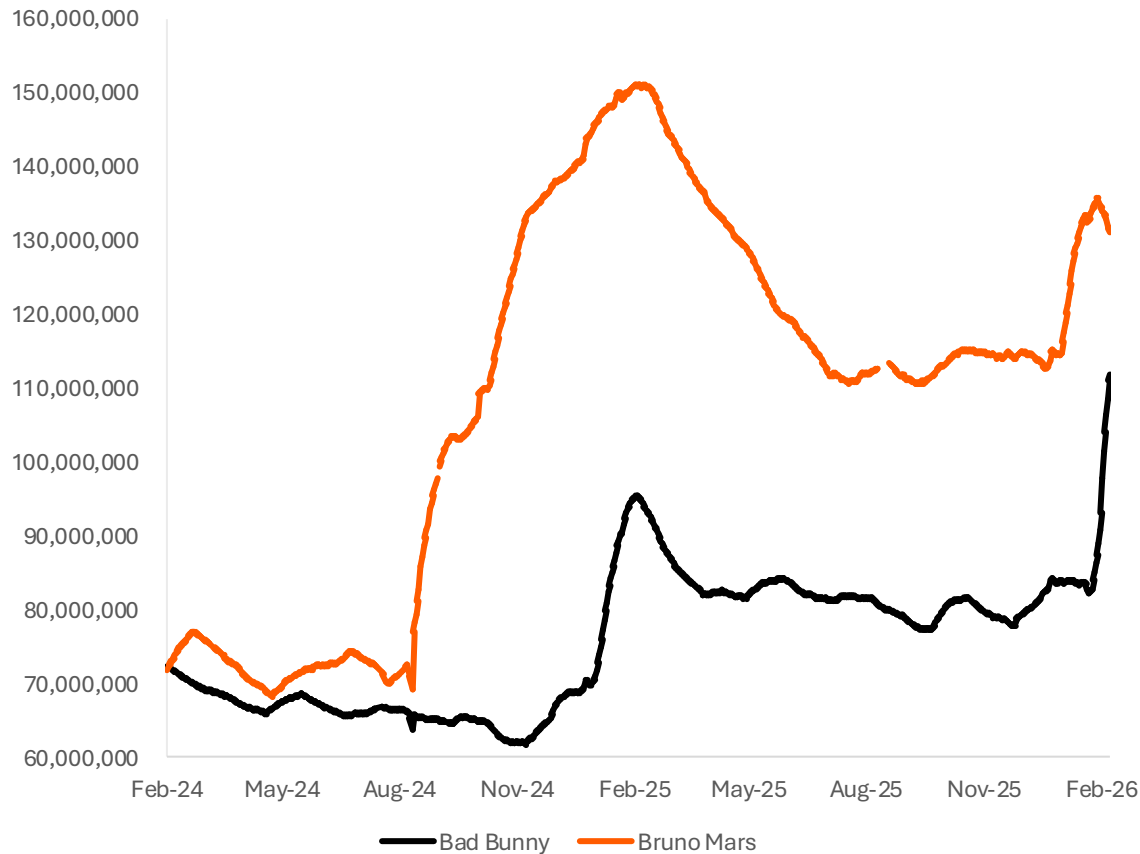
Despite Bad Bunny’s Super Bowl Halftime performance and Grammys haul, both Kalshi and Polymarket’s markets for “Most Monthly Spotify Listeners at the end of February” have shifted strongly towards Bruno Mars in the past week. Carbon Arc’s music streaming data shows that while Bad Bunny’s Super Bowl performance has had a greater impact on Listeners than any other recent solo performance, he would have to continue to add listeners at a record pace to match Bruno Mars’ likely end-of-month Listeners count. With Bad Bunny’s listeners likely to fade in March and Bruno Mars releasing a new album, there is currently no competition for the top spot next month.

- 1. As of February 19, Bruno Mars has 131M monthly listeners vs. 114M for Bad Bunny**, with Bruno Mars’ Listeners declining further prior to his album release on February 27 and Bad Bunny continuing to gain Post-Super Bowl.
- 2. Streaming performances from other artists suggest Bruno Mars will end February with 124M – 131M Listeners, and end March with 134 – 144M.**
- 3. Bad Bunny gained +22.8M monthly listeners in the first 9 days after the Super Bowl**, surpassing growth for Kendrick Lamar, Usher, and Rihanna. Kendrick gained 9M listeners through the rest of February, but Bad Bunny would need 13M in the same span to match the low end of Bruno Mars’ range; unlikely but possible.
- 4. Bruno Mars’ lead on the rest of the field is so large that only an unanticipated music release from Taylor Swift, Rihanna, or Justin Bieber could shift March’s market away from him.**

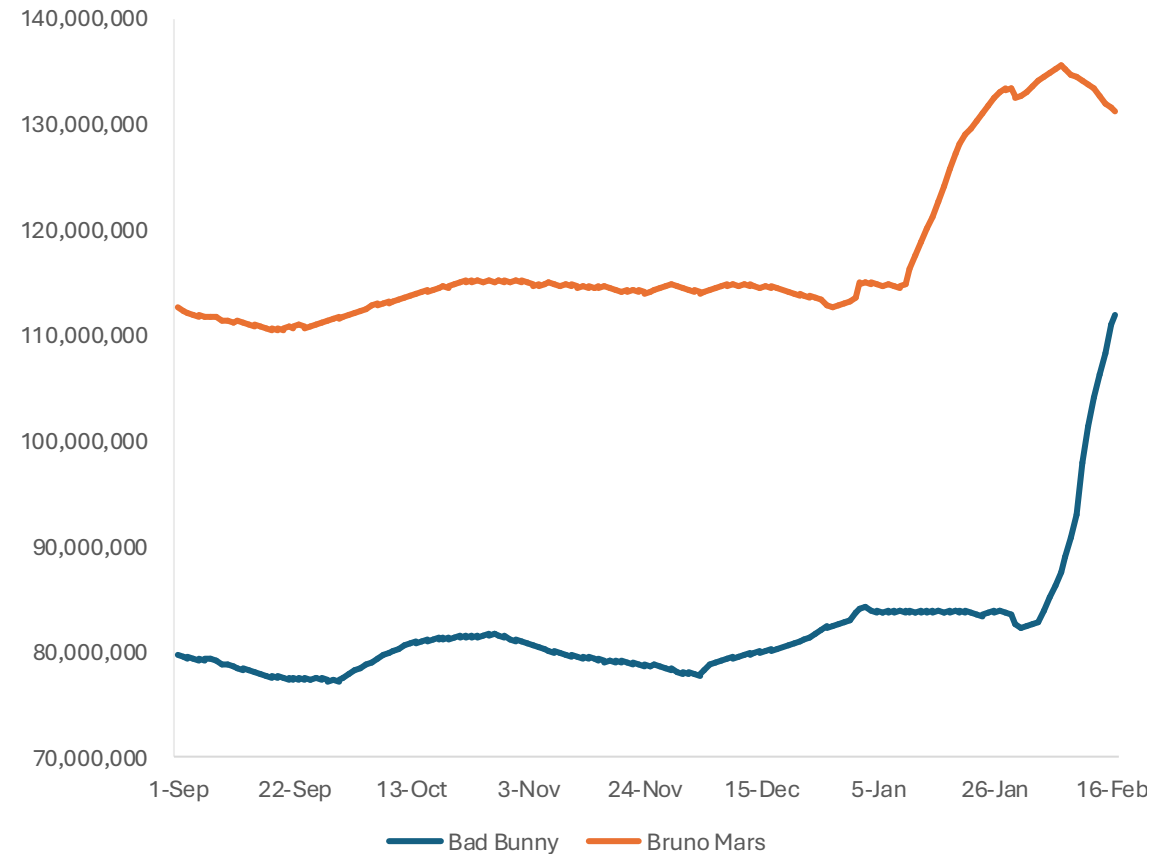
Bruno Mars Draws More Listeners than Bad Bunny, but Gap Closed Post-Super Bowl

Bruno Mars' monthly listeners soared to 150M following the releases of "Die with a Smile" and "A.P.T." in 2024, and stayed elevated before rising to 130M following January's release of "I Just Might." Prior to the Super Bowl and the single release, Bad Bunny trailed Bruno Mars by 35M listeners, with that gap expanding to ~50M before the Super Bowl.

Monthly Listeners, Last 2 Years



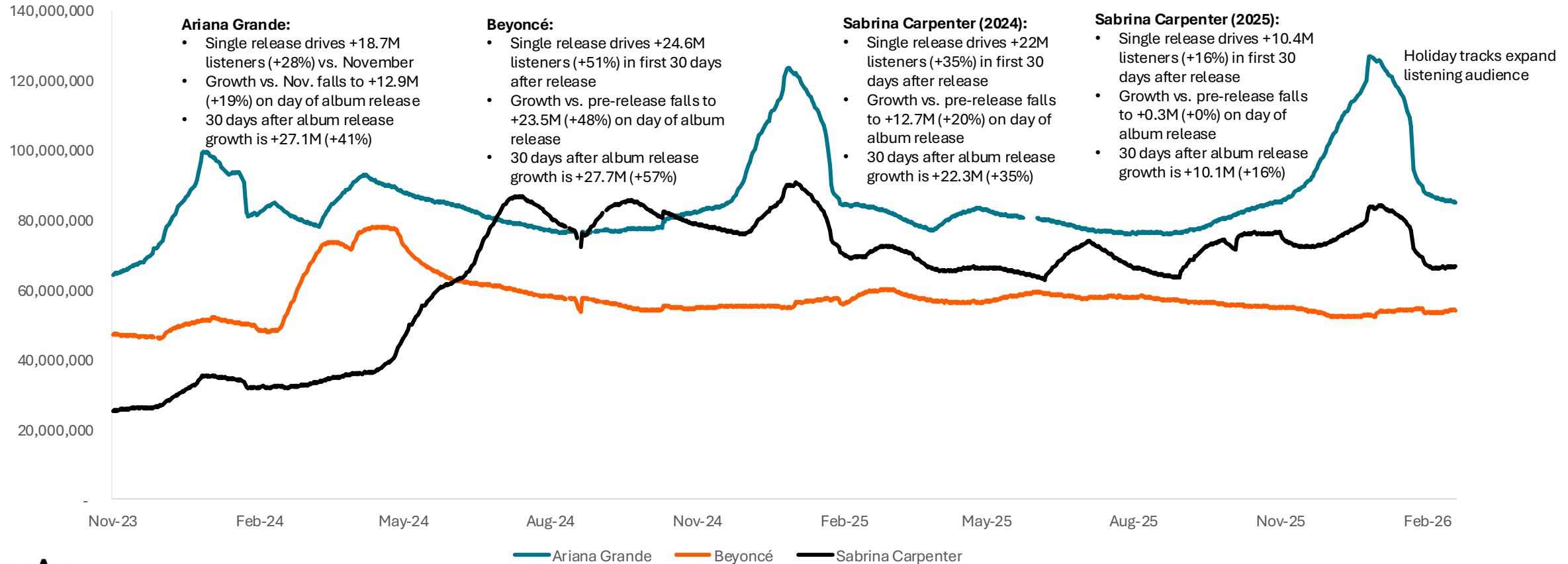
Monthly Listeners, Last 6 Months



Will Bruno Mars' Album Release Further Boost His Listeners Count?

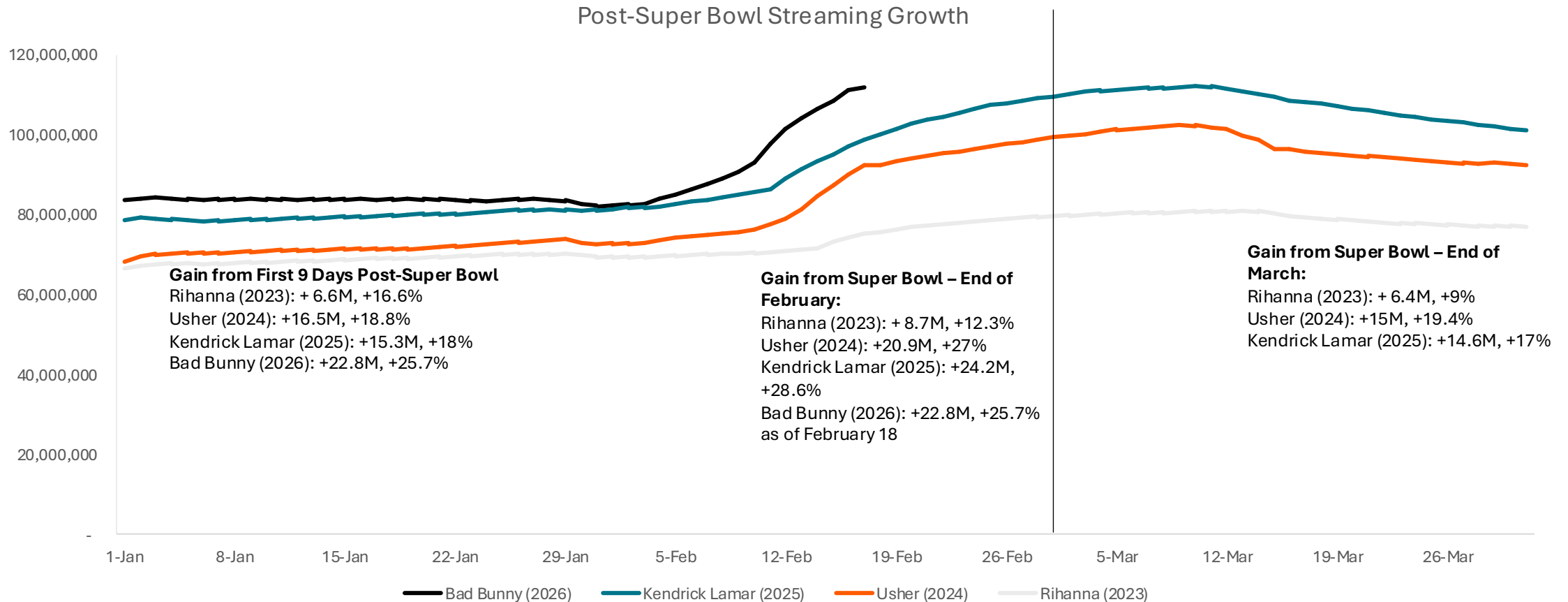
Since 2024, three artists besides Bruno Mars have released a #1 single less than 3 months before an album release, and Sabrina Carpenter has done so twice. Listeners totals jump in the 30 days after the single release, decline modestly through album release, and then rise again, equaling or surpassing the post-single audience. This precedent suggests Bruno Mars will have 124 – 131M listeners (his current total) on February 27, with a small gain on February 28, and 134-144M listeners in late March.

Spotify Monthly Listeners by Day



Estimating Streaming Growth from Super Bowl Halftime Performances

In the first 9 days after the Super Bowl Halftime Show, Bad Bunny's monthly listeners increased 22.8 million, greater growth than for any of the prior 3 solo performers. Performers grew monthly listeners throughout the month after the Super Bowl and retained some of the gains throughout March. Kendrick Lamar and Usher's late-February growth suggests Bad Bunny could have ~120M listeners at the end of February, around Bruno Mars' pre-single baseline, with further growth requiring a record surge.



Can Anyone Top Bruno Mars in March?

With Bruno Mars poised to retain 134M+ Spotify streamers and growth for established artists from major performances or music releases topping out at ~27M additional listeners, only a new release – with none currently rumored – from The Weeknd, Rihanna, Taylor Swift, or Justin Bieber might be able to knock Bruno Mars off the top spot.

Spotify Monthly Listeners as of February 18, 2026

