



2024

The Rise of Rock

A ChartCipher Trend Report



THE COMPOSITIONAL, LYRICAL AND
SONIC TRENDS FUELING THE CHARTS

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Introduction

Introduction

Over the past five years, the music industry has witnessed a notable resurgence of rock music across various platforms. From streaming services to digital song sales and traditional radio, rock's prominence has increased both as a primary genre and a production influence across genres. As a primary genre, it was represented by notable rock-leaning hits including Olivia Rodrigo's "Bad Idea Right?" Hozier's "Too Sweet," and Benson Boone's "Beautiful Things." As a production influence across genres, representatives include Miley Cyrus' "Flowers" (pop), Morgan Wallen's "Last Night" (country), and Tyler The Creator's "Noid" (Hip hop/rap).

This report explores the rise of rock music from 2020 to 2024, with a specific focus on Billboard's Hot 100, Streaming Songs, Radio Songs, and Digital Song Sales Charts.

About ChartCipher:

ChartCipher provides deep analytics reflecting the songwriting and production decisions behind today's most successful songs. Using AI, ChartCipher extracts granular data for the compositional, lyrical and sonic qualities of songs and delivers deep, real-time insight into the qualities shaping today's hits.

Billboard Charts

Hot 100

The week's most popular current songs across all genres, ranked by streaming activity from digital music sources tracked by Luminate, radio airplay audience impressions as measured by Luminate and sales data as compiled by Luminate.

Streaming Songs Chart:

The week's most popular streamed songs (official audio and video) on leading digital music services in the U.S., as compiled by Luminate.

Radio Songs Chart:

The week's most popular songs ranked by all-format radio airplay audience impressions, as measured by Mediabase and provided by Luminate.

Digital Song Sales Chart:

The week's most popular songs ranked by sales data, as compiled by Luminate.

Billboard Hot 100

Rock: Primary Genre

The presence of rock as a primary genre in the Billboard Hot 100 has seen a consistent and notable **increase from 8% in 2020 to 19% in 2024**, more than doubling its representation over five years.

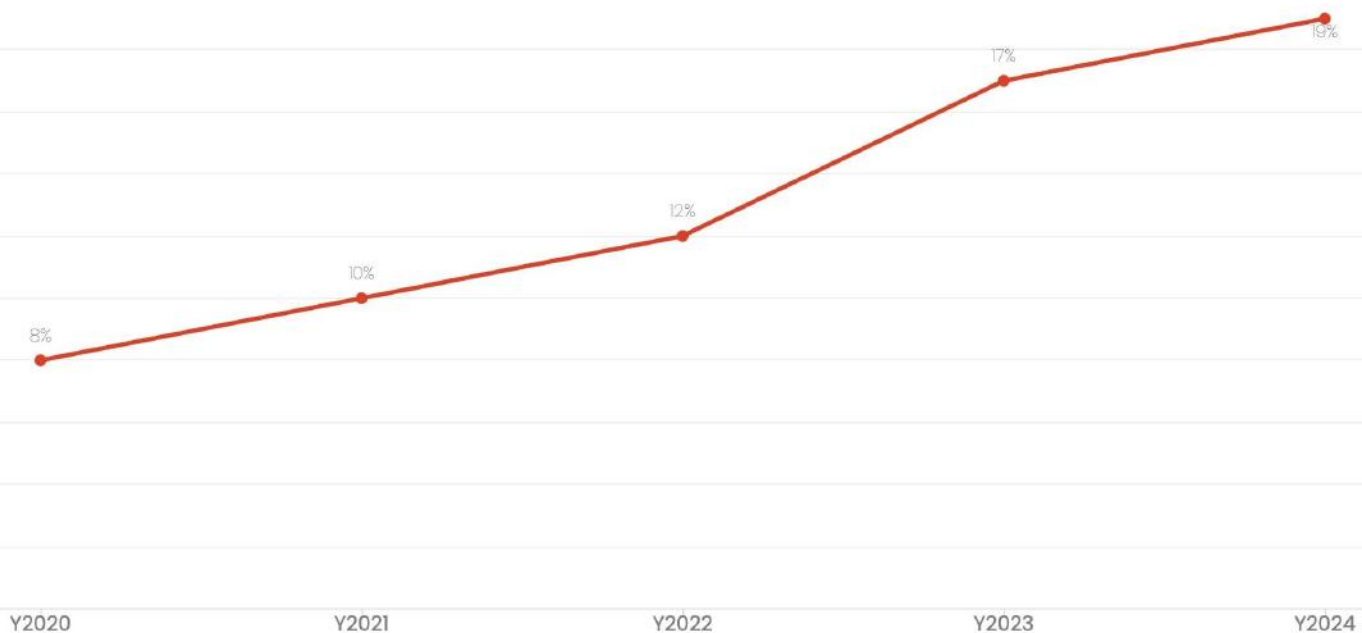


138%
Increase
(2020 - 2024)

Billboard Hot 100

Genres: 2020 to 2024

— Country — Dance/Club/Electronic — Hip Hop/Rap — Latin — Pop — R&B/Soul — Rock



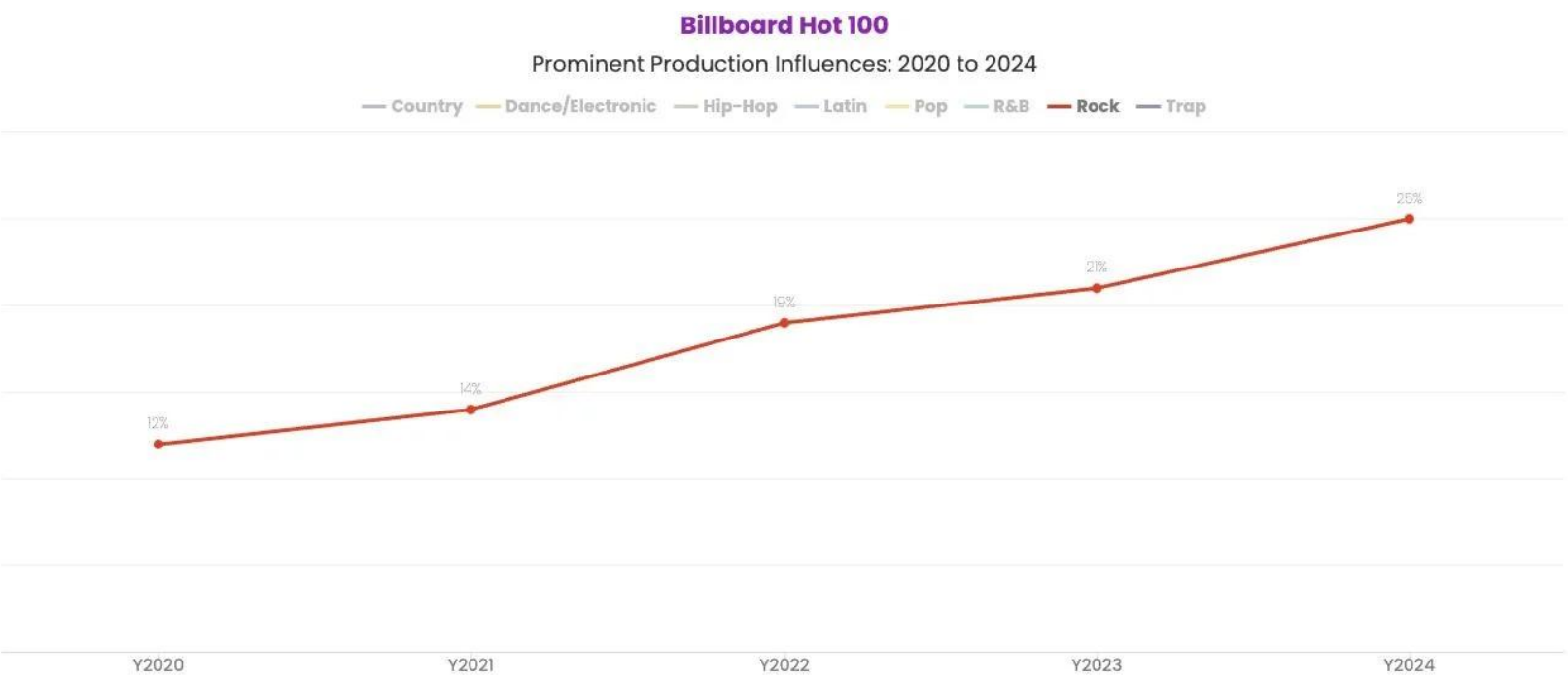
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Billboard Hot 100

Rock: Prominent Production Influence

Moreover, the incorporation of rock elements in production has surged from **12% in 2020 to 25% in 2024**.

The simultaneous rise in rock production influences suggests that even songs that aren't exclusively classified within the rock genre are increasingly integrating rock-inspired sounds and techniques.



Streaming Songs

Rock: Primary Genre

On streaming platforms, rock as a primary genre has increased from **11% in 2020 to 20% in 2024**, reflecting a robust revival among listeners.

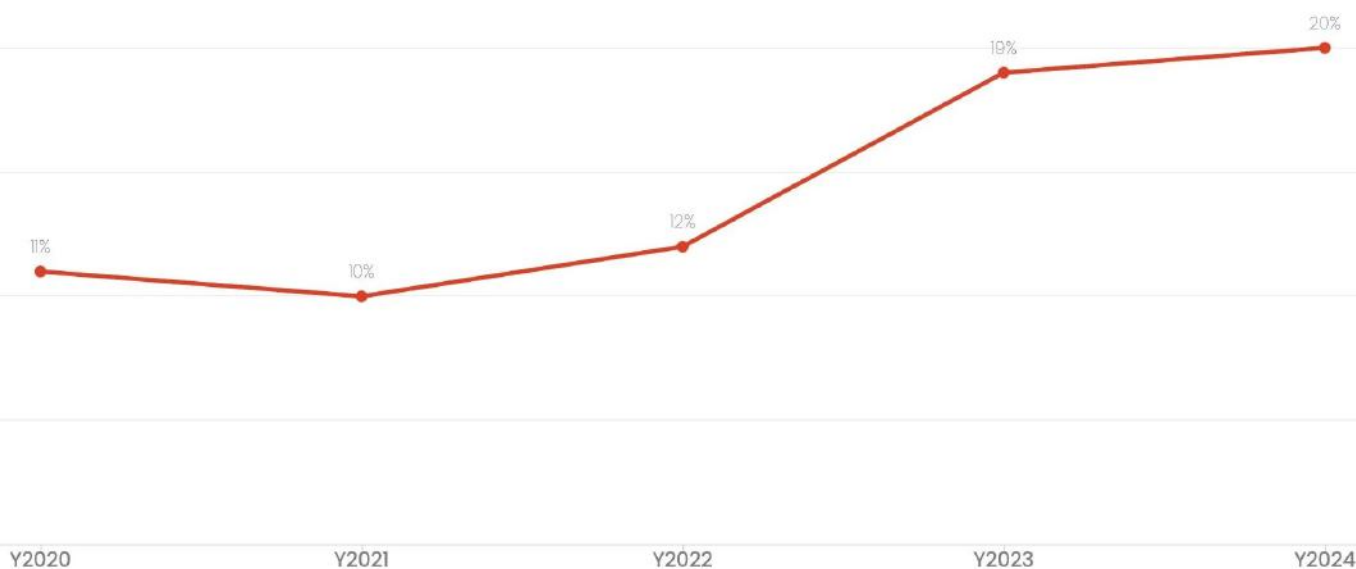


81%
Increase
(2020 - 2024)

Streaming Songs

Genres: 2020 to 2024

— Country — Dance/Club/Electronic — Hip Hop/Rap — Latin — Pop — R&B/Soul — Rock



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Streaming Songs

Rock: Prominent Production Influence

As with the Hot 100, there was a simultaneous rise in rock as a prominent production influence among streaming songs, increasing from **14% to 26%**, further underscoring this trend and indicating that songs not strictly classified under the rock genre are incorporating rock elements into their production.

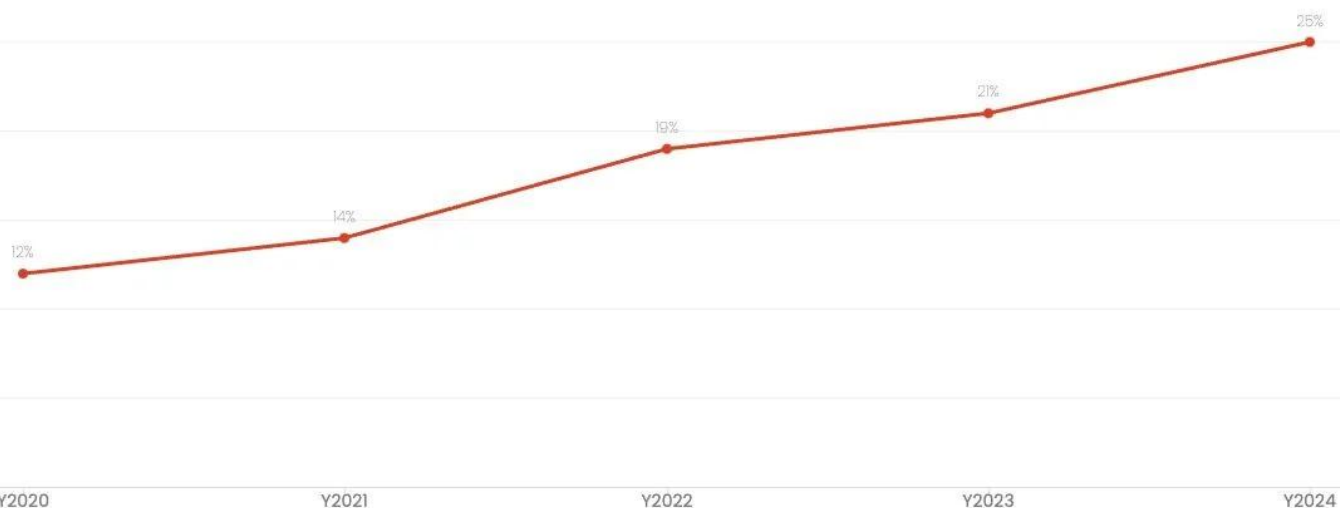


86%
Increase
(2020 - 2024)

Billboard Hot 100

Prominent Production Influences: 2020 to 2024

— Country — Dance/Electronic — Hip-Hop — Latin — Pop — R&B — Rock — Trap



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Radio Songs

Rock: Primary Genre

Rock as a primary genre among radio songs also increased. Over a five-year period, rock nearly tripled, increasing from **6% in 2020 to 17% in 2024.**

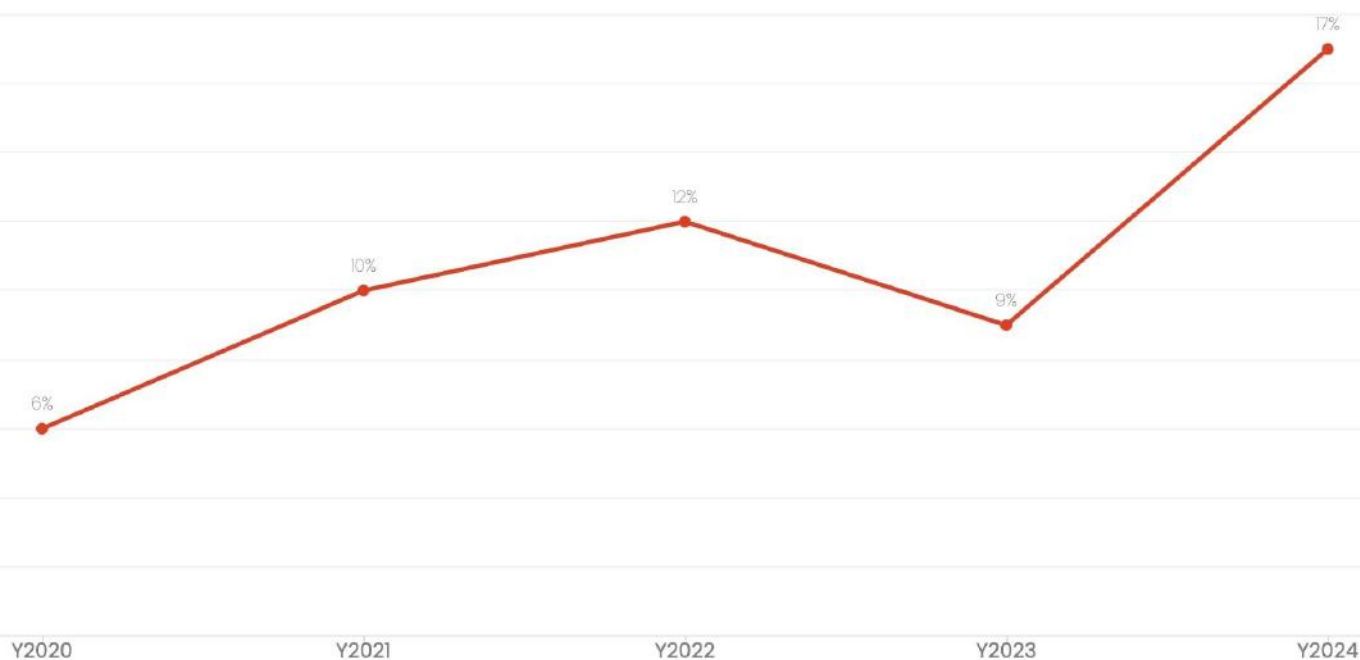


**183%
Increase**
(2020 - 2024)

Radio Songs

Genres: 2020 to 2024

— Country — Dance/Club/Electronic — Hip Hop/Rap — Latin — Pop — R&B/Soul — Rock



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Radio Songs

Rock: Prominent Production Influence

Rock production influences also increased among radio songs. Songs with a prominent rock production influence nearly doubled, rising from **14% in 2020 to 27% in 2024**. As with streaming and radio songs, this increase indicates the growing adoption of rock elements into the production of songs outside the rock genre.

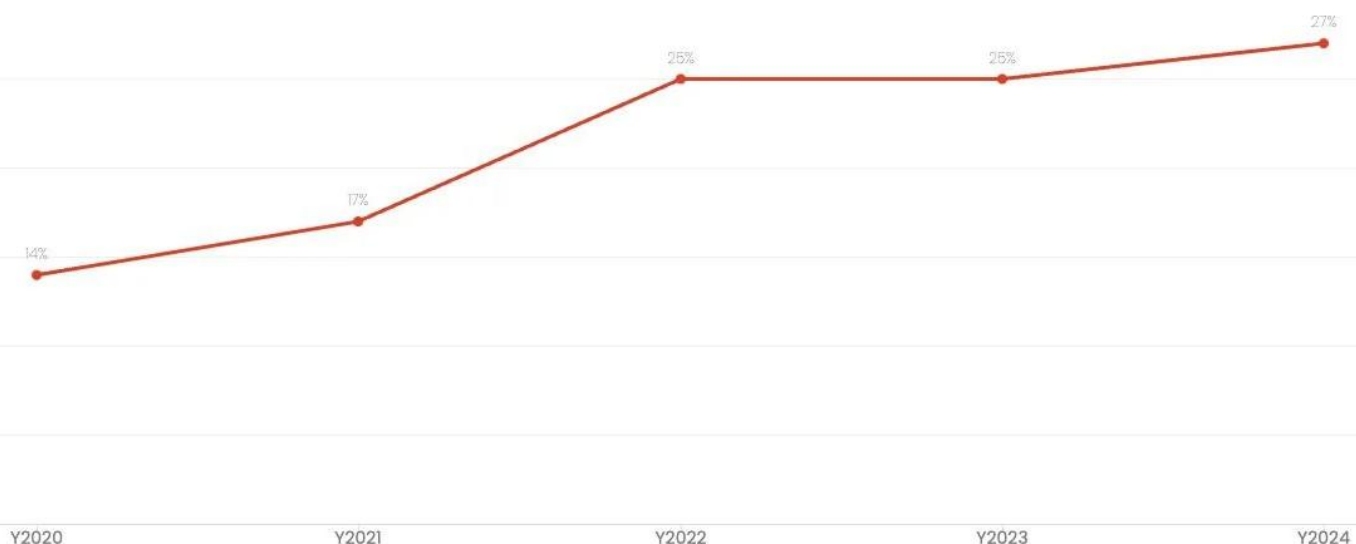


93%
Increase
(2020 - 2024)

Radio Songs

Prominent Production Influences: 2020 to 2024

— Country — Dance/Electronic — Hip-Hop — Latin — Pop — R&B — Rock — Trap



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Digital Songs Sales

Rock Primary Genre

Rock as a primary genre in digital song sales grew significantly from **21% in 2020 to a peak of 35% in 2023**. However, the trend reversed in **2024, declining to 29%.**



67%

Increase

(2020 - 2023)



17%

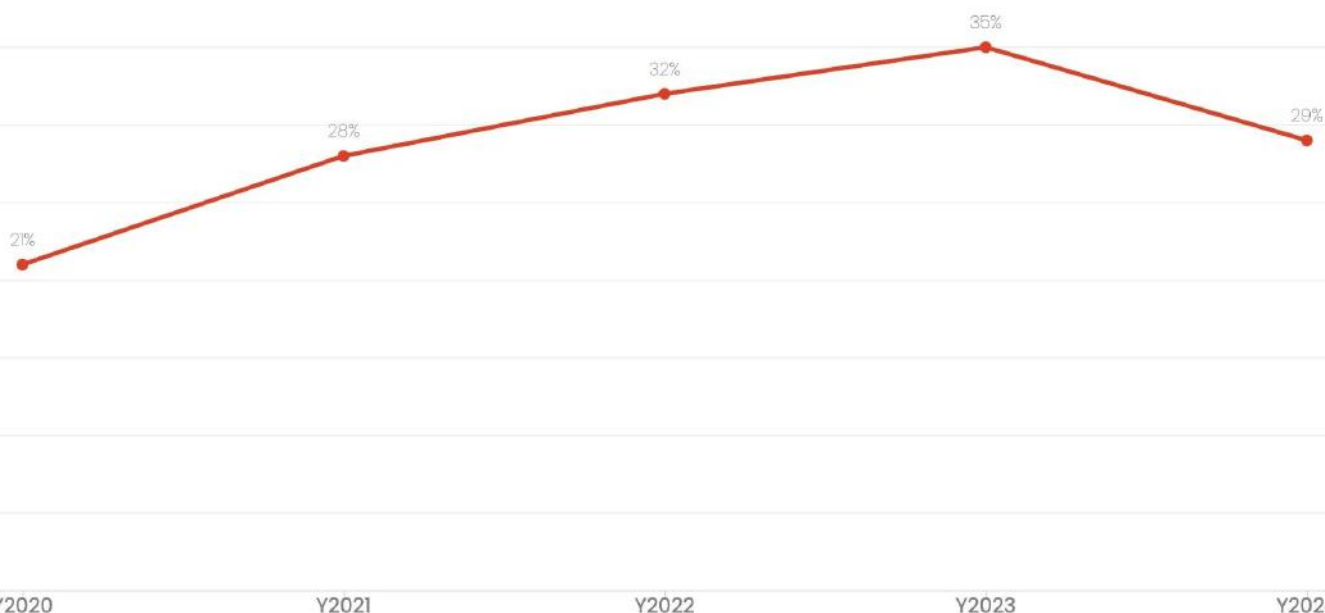
Decrease

(2023 - 2024)

Digital Song Sales

Genres: 2020 to 2024

— Country — Dance/Club/Electronic — Hip Hop/Rap — Latin — Pop — R&B/Soul — Rock



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Digital Songs Sales

Rock Prominent Production Influence

Songs with rock production influences also rose among digital song sales, increasing from **29% to 42% between 2020 and 2023**. In 2024, however, the percentage **dropped to 34%**.



45%

Increase

(2020 - 2023)



19%

Decrease

(2023 - 2024)

Digital Song Sales

Prominent Production Influences: 2020 to 2024

— Country — Dance/Electronic — Hip-Hop — Latin — Pop — R&B — Rock — Trap



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Conclusion

The resurgence of rock music in recent years marks a notable trend shift and illustrates a growing appetite for its distinctive sound and production qualities.

Among the songs charting on the Billboard Hot 100 and Streaming Songs charts, rock songs nearly doubled since 2020. Among radio songs, they nearly tripled.

Digital song sales, which experienced a strong increase in rock songs between 2020 and 2023, saw a decline between 2023 and 2024. However, rock still accounts for a substantial portion of digital song sales at 29%.



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A NEW LAYER OF DATA THAT CAN HELP YOU WITH:

- **Single Selection:** Benchmark songs against the charts to understand which songs are best suited to release as singles right now.
- **Collabs:** What collaboration styles are worth considering?
- **Remixes:** Which styles of remixes are worth creating?
- **Marketing:** Where to place marketing dollars?
- **Identify Sleeping Giants:** Which songs in your catalog have great potential in today's landscape? We can send you alerts when there is a match to current hits!
- **Song and Artist Development:** Leverage factual songwriting and production data to enhance communication, quantify gut feelings, and make more informed songwriting and production decisions.
- **And more!**