

Young people of generations Z, known as Zumers, massively refuse subscriptions to musical streaming services like Spotify Premium. Oddly enough, but among the youth, the “ancient” MP3 players again come into fashion.

This trend is explained by the growing cost of monthly payments. For example, in the UK, a subscription to Spotify costs about 145 pounds per year (15,570 rubles), while the simplest MP3 players with 2000 songs for every taste are sold for 20 pounds (about 2147 rubles).

According to Daily Mail observers, among the zomers this trend echoes the growth of vinyl records, the sales of which reached a 33-year-old maximum in 2023. Experts explain this to “fatigue from streaming”, the desire to have physical property and individuality.