



INDUSTRY REPORT

The State of Nigerian Podcasting

2026 Edition · Year-on-Year Analysis

604 Podcasts | 12 Data Points | Comparison with 2025

A Comprehensive Analysis of the Nigerian Podcast Ecosystem

Based on data from the Nigerian Podcast Index (NPI)

Prepared for Researchers, Publishers & Media Professionals

Created by Tony Onwuchekwa (Tony Doe) | nigerianpodcastindex.com

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Executive Summary

The Nigerian Podcast Index (NPI) is the most comprehensive publicly available catalogue of Nigerian and Nigerian-diaspora podcasts. The 2026 edition documents 604 shows, an 83% increase from the 329 shows indexed in the 2025 edition, across more than 36 hosting platforms, at least seven language varieties, and production locations spanning Nigeria and the global diaspora.

This report provides a rigorous analysis of the expanded dataset, comparing key structural metrics with the 2025 baseline. The findings reveal an ecosystem that has grown dramatically in absolute size while simultaneously revealing deeper fragility: the active rate has fallen from 73% to 44%, with more than half of indexed shows now classified as on hiatus. Platform concentration around Spotify for Creators has intensified rather than eased. Commercial and professional infrastructure remains thin. Several culturally significant content categories continue to be underserved.

At the same time, the data shows genuine expansion: a larger and more geographically diverse diaspora production scene, a still-dominant faith and society-culture cluster, rising business and education content, and a small but culturally vital indigenous-language footprint. Nigerian podcasting continues to function less as a conventional entertainment industry and more as a decentralised, ongoing act of cultural self-definition.

The central tension of the 2026 dataset is clear. The creation threshold has been crossed at scale. The sustainability threshold has not. The next phase of Nigerian podcasting will be defined by whether infrastructure, investment, education and intentional development can convert this wave of creation into durable, discoverable, and economically viable audio media.

Nigerian podcasting is not primarily an entertainment industry. It is a massive, decentralised, ongoing act of self-definition.

About the Founder

The Nigerian Podcast Index is independently researched and curated by Tony Onwuchekwa (Tony Doe), a media consultant, podcast strategist and founder of the Nigerian Podcast Index.

Tony has worked across radio, podcasting and digital media, with a particular interest in the infrastructure, discoverability, sustainability and development of African audio. His work sits at the intersection of media practice and industry research, with a focus on understanding what the data says about how African podcast ecosystems actually function and what they need in order to mature.

The Nigerian Podcast Index grew out of this interest. It is an ongoing attempt to document Nigeria's podcast ecosystem, make its creators and shows more discoverable, and create a useful body of data for researchers, publishers, brands, platforms and other industry stakeholders.

The research combines podcast submissions with publicly available information gathered from podcast platforms, open RSS feeds and web searches. Entries are manually reviewed and organised using consistent metadata. The resulting index is not intended to be a ranking, chart or review platform. It is a working research resource and a record of an evolving industry.

Methodology and Data Notes

Data Collection

The NPI is built around a simple principle: the RSS feed is the primary reference point for identifying and verifying a podcast. Rather than treating a podcast's presence on an individual listening platform as proof of existence or current activity, the NPI uses the show's RSS feed as the underlying technical record wherever available.

A podcast is considered for inclusion where it can be identified as a Nigerian podcast, a podcast produced by Nigerians, a Nigerian-owned production, or a show substantially focused on Nigeria, and where a working RSS feed can be established. The Index may include both actively publishing and inactive shows; status is recorded as a separate field.

The 2026 dataset contains 604 entries across 12 fields: Podcast Title, Short Description, Primary Host/Producer, RSS Feed URL, Platform Host, Podcast discovery/listening link, Language, Category/Genre, Status, Location, Contact Email, and Social Media Handles.

Classification Approach

Status is classified as Active (currently publishing or recently updated), Hiatus (no recent episodes; feed still accessible), or Ended. Categories follow common podcast taxonomy, with thematic clustering applied for analysis. Language and location fields rely on declared or discoverable metadata and are subject to incompleteness.

Limitations

The NPI is an open-access, community-maintained index and is not a census of every Nigerian podcast. Coverage depends on shows that are submitted, discovered and successfully verified. Some podcasts exist outside the dataset, particularly where RSS feeds are unavailable, broken or private. Geographic information is often incomplete. Genre terminology is inconsistent across creators. Status classifications are a dated snapshot and can change. The figures in this report should be read as findings from the NPI dataset at the stated point in time.

Section 1: Ecosystem Overview: Scale, Status & Year-on-Year Growth

1.1 Scale

The 2026 NPI catalogues 604 podcasts, up from 329 in the 2025 edition, an absolute increase of 275 shows, or approximately 83% growth in indexed volume. This expansion reflects both genuine new creation and improved discovery and cataloguing of existing shows. The jump in total indexed shows is the single most visible change between the two editions.

604	+83%	36+
Total Podcasts Indexed (2026)	Growth vs 2025 (329 shows)	Distinct Hosting Platforms

1.2 Status Distribution

The most consequential structural shift is in activity status. In 2025, 73.3% of shows were classified as Active and 26.1% on Hiatus. In 2026, the picture has inverted: only 44.4% (268 shows) are Active, while 55.3% (334 shows) are on Hiatus, with a further 2 shows marked Ended.

Status	2025 Count	2026 Count	2026 %
Active	241	268	44.4%
Hiatus	86	334	55.3%
Ended / Unverified	2	2	0.3%
Total	329	604	100%

The absolute number of Active shows has risen modestly (241 → 268), but the much larger increase in Hiatus shows indicates that a substantial portion of the newly indexed volume consists of older or discontinued programmes. This pattern is consistent with a medium that is easy to start and hard to sustain. The 55% hiatus rate is a structural warning signal: Nigerian podcasting continues to generate more starts than sustainable runs.

The creation threshold has been crossed. The sustainability threshold has not.

Section 2: Platform Landscape

2.1 Hosting Concentration

Platform concentration remains one of the defining structural features of the ecosystem. Spotify for Creators (formerly Anchor) hosts 385 shows, 63.7% of the entire index, up from approximately 59% in 2025. The free, low-friction onboarding of this platform continues to dominate the independent creator tier.

Platform	2026 Shows	% of Total	Tier
Spotify for Creators	385	63.7%	Free / Independent
Buzzsprout	38	6.3%	Mid-tier
Acast	28	4.6%	Professional
Spreaker	28	4.6%	Mid-tier
RSS.com	21	3.5%	Mid-tier
SoundCloud	15	2.5%	Mid-tier
Afripods	13	2.2%	African-native
Podbean	11	1.8%	Mid-tier
Transistor.fm	8	1.3%	Professional
Jamit	8	1.3%	African-native
Other (26 platforms)	~49	~8.1%	Various

2.2 The Platform Tier Gap

Professional and enterprise platforms (Acast, Transistor, Megaphone, Captivate, Simplecast, Omny and similar) remain a small minority of the index. African-native platforms, primarily Afripods and Jamit, collectively account for roughly 3.5% of shows. The overwhelming majority of Nigerian podcasts continue to live on free or low-cost global tools with limited monetisation, analytics and distribution support tailored to African markets.

This concentration has strategic implications. A single platform's policy, pricing or product changes can affect the majority of the indexed ecosystem. It also means that most creators lack access to the measurement, sales and partnership infrastructure that professional hosting provides.

Section 3: Content Analysis: Categories, Themes & Gaps

3.1 Category Distribution

Society & Culture remains the largest single category tag (172 shows), followed by Religion & Spirituality (108), Business (73), Education (48) and News (27). Compared with 2025, the absolute counts have risen across most major categories, consistent with overall index growth. The relative ranking is largely stable: society, faith and business continue to dominate the thematic landscape.

Category / Genre	2026 Shows	Notes
Society & Culture	172	Largest cluster
Religion & Spirituality	108	Faith ecosystem
Business	73	Strong growth
Education	48	Stable presence
News	27	Modest share
Arts	21	Small cluster
Music	20	Small cluster
Health & Fitness	19	Incl. mental health
Comedy	17	Under-indexed vs culture
Personal Development	15	Minor presence
Technology	14	Underweight
Sports	13	Growing football niche
True Crime	2	Still a major gap

3.2 The Faith Cluster

Religion & Spirituality accounts for 108 shows, approximately 18% of the index. Christianity continues to dominate the faith cluster, spanning prayer, discipleship, worship, recovery framed through faith, and general teaching content. Islamic and other religious content remains a small minority, consistent with the urban southern skew of podcast creation in the dataset. Faith leaders and ministries have adopted podcasting thoroughly; the medium functions as an extension of pulpit, teaching ministry and community formation.

3.3 Notable Content Gaps

Despite overall growth, several categories remain significantly under-represented relative to cultural salience or global performance:

- True Crime: only 2 shows explicitly tagged (including 23419 and Nigerian True Crime: Principals and Principalities). The category remains almost entirely unexplored at scale.
- Nigerian Pidgin content: still sparse despite Pidgin’s status as a widely understood lingua franca.
- Audio drama / scripted fiction: minimal presence.
- Northern Nigerian and rural voices: geographic and linguistic under-representation persists.
- Comedy: 17 shows is modest relative to Nigeria’s strong stand-up and skit culture.

These gaps are opportunities. Categories that combine high audience demand with low current supply are natural targets for intentional development.

Section 4: Language and Cultural Representation

4.1 Language Distribution

English remains overwhelmingly dominant, accounting for approximately 563 of 604 shows (93%). Indigenous and mixed-language content forms a smaller but culturally significant layer:

Language	2026 Shows	2025 (approx.)
English	~563	298
Igbo (incl. mixed)	14	8
Yoruba	12	12
Hausa	7	7
English / Pidgin mixes	~5	3
Ibibio / Efik elements	2	1
Other	1	

4.2 Indigenous Language Podcasting

Yoruba, Igbo and Hausa shows continue to perform a cultural-preservation function that is one of the most distinctive features of Nigerian podcasting. Language-learning and culturally framed content aimed at diaspora and younger audiences who are less fluent remains present. Ibibio/Efik elements appear in a small number of entries. These shows represent deliberate use of the medium for continuity rather than pure commercial content.

4.3 The Pidgin Gap Persists

Nigerian Pidgin is spoken by tens of millions as a first or second language and functions as a near-universal lingua franca across ethnic and class lines. Explicit Pidgin or English-Pidgin mix shows remain few (approximately five identifiable entries). The creators most likely to produce fluent Pidgin content are often those least served by the smartphone-and-connectivity assumptions of current podcast infrastructure. Closing the Pidgin gap would expand both cultural reach and audience accessibility.

Section 5: Geographic Distribution Domestic & Diaspora

5.1 Domestic Geography

Within Nigeria, Lagos continues to dominate explicit city tags (77 shows), followed by Abuja (17). Other cities, including Ibadan, Port Harcourt, Enugu and Warri, appear in smaller numbers. A large share of entries simply list “Nigeria” without city specification (approximately 387), limiting precise geographic analysis. Northern Nigerian cities remain sparsely represented, reflecting broader infrastructure, connectivity and creator-network inequalities.

5.2 The Diaspora Dimension

Approximately 97 shows (16% of the index) are produced outside Nigeria or tagged to international locations, a substantial increase from the ~36 diaspora shows noted in 2025. Primary hubs:

Location	2026 Shows	Direction of Change
Nigeria (all domestic tags)	~507	Expanded base
United States	38	Strong growth
United Kingdom	24	Strong growth
Canada	14	Growth
Other international / Unknown	~21	

Diaspora shows form a coherent sub-genre: content about the experience of being Nigerian abroad, immigration, identity, professional reinvention, cultural dislocation, and the “japa” narrative. The diaspora is not only consuming Nigerian content; it is producing a significant share of the indexed output and broadcasting back into both Nigerian and international audiences.

Section 6: Notable Shows, Creators & Networks

6.1 Prolific Creators and Network Formation

A small number of hosts and organisations appear across multiple shows, signalling early network formation:

- Association of African Podcasters and Voice Artists (APVA) 3 shows
- Africa Business Radio 3 shows
- Tony Onwuchekwa (Tony Doe) 3 shows
- Several individual creators with 2 shows each (including Osagie Alonge, Titilayo Oyinsan, Pastor Chi and others)

Network density remains low relative to mature podcast markets, but the presence of multi-show entities and industry associations is a positive structural signal.

6.2 Emerging Themes

Beyond the dominant society, faith and business clusters, the 2026 data surfaces continued activity around:

- Youth and generational voice
- Women's media and financial empowerment
- Mental health and emotional wellbeing (dozens of shows touch these themes in title or description)
- Pan-African business and culture framing
- Sports (especially Nigerian and European football)

These themes indicate that podcasting is being used for identity work, mutual education and community formation as much as for entertainment or pure information.

Section 7: Infrastructure, Contactability & Discoverability

7.1 Creator Contact Data

Contactability is a practical proxy for professionalisation and for the ability of brands, researchers and platforms to engage creators:

Contact Information	2026 Count	% of Total
Has contact email	365	60.4%
Has social media handle	307	50.8%
Has both	215	35.6%
Has neither	147	24.3%

Email coverage has declined slightly in percentage terms from 2025 (65.7% → 60.4%), and social handle coverage has also softened (55.9% → 50.8%). Nearly one in four shows provides neither. This remains a friction point for partnerships, research and professional outreach.

7.2 African Platform Infrastructure

African-native platforms (Afripods, Jamit and related) remain a small share of hosting. Their strategic importance is greater than their current volume: they are the primary vehicles through which African-specific discovery, monetisation and cultural framing can be developed. Supporting their growth is a structural priority for a more resilient ecosystem.

Section 8: Year-on-Year Comparison 2025 vs 2026

The table below summarises the principal structural shifts between the two editions of the NPI Industry Report.

Metric	2025	2026	Change
Total shows indexed	329	604	+83%
Active shows	241 (73.3%)	268 (44.4%)	↑ count, ↓ rate
Hiatus shows	86 (26.1%)	334 (55.3%)	Sharp rise
Spotify for Creators share	~59%	63.7%	More concentrated
Distinct platforms	20+	36+	Broader long tail
Diaspora / international	~36	~97 (16%)	Significant growth
English-language share	~90.6%	~93%	Stable dominance
Email contact rate	65.7%	60.4%	Slight decline
True Crime shows	Minimal	2	Still a gap
Religion & Spirituality	~56 cluster	108 tagged	Larger absolute base

Interpretation: the ecosystem has expanded rapidly in documented size. Activity rates have deteriorated as a percentage of the total. Platform concentration has increased. Diaspora production has become a more substantial share. Content gaps that were flagged in 2025 largely persist. The 2026 data strengthens the 2025 conclusion that Nigerian podcasting has crossed the creation threshold but not yet the sustainability threshold.

Section 9: Opportunities and Recommendations

9.1 For Content Creators

- Prioritise sustainability over pure volume: fewer, better-supported shows with clearer audience and revenue paths.
- Move up the platform tier where possible; professional hosting improves analytics, distribution options and partner readiness.
- Publish clear contact information (email + social). Contactability is a competitive advantage for brand and research partnerships.
- Explore under-served categories (True Crime, Pidgin, audio drama, Northern voices) where cultural demand exceeds current supply.
- Treat indigenous-language and culturally specific content as strategic assets, not residual niches.

9.2 For Platform Developers and Investors

- African-native platforms remain under-scaled relative to their strategic role. Investment in discovery, monetisation and creator tools tailored to Nigerian and African markets is high-leverage.
- Tools and programmes that help existing creators reduce the hiatus rate through education, lightweight monetisation, and analytics literacy address the core sustainability problem.
- Infrastructure that lowers the cost of professional production and distribution for mid-tier creators can expand the commercial tier.

9.3 For Researchers and Publishers

- The elevated hiatus rate deserves longitudinal study: what distinguishes shows that sustain from those that stop?
- Geographic and linguistic gaps (Northern Nigeria, Pidgin, rural creators) are both data limitations and signals of access inequality.
- Indigenous-language podcasting warrants ethnographic and media-studies attention as a cultural-preservation practice.
- The diaspora production scene is now large enough to support dedicated research as a coherent sub-ecosystem.

Conclusion

The 2026 Nigerian Podcast Index captures a larger, more complex, and in some respects more fragile ecosystem than the 2025 edition. The near-doubling of indexed shows demonstrates that creation continues at scale. The collapse in the active-share percentage demonstrates that sustainability has not kept pace.

Platform concentration around a single free tool has intensified. Commercial infrastructure remains thin. Contactability has not improved. Content gaps in True Crime, Pidgin and several other culturally salient areas persist. At the same time, the diaspora footprint has expanded meaningfully, faith and society-culture clusters remain vibrant, and a quiet indigenous-language practice continues to use audio for cultural continuity.

What is most striking about the NPI data across both years is the sheer range of work Nigerian podcasting is being asked to do: evangelism and queer community-building; language preservation and financial literacy; processing the immigrant experience and documenting political and social life; making people laugh and keeping minority languages audible. Few media ecosystems anywhere carry this breadth of cultural weight while remaining this structurally immature.

The Nigerian Podcast Index exists to ensure that this work is seen, recorded and remembered. The next phase of Nigerian podcasting will be defined not by who starts shows hundreds already have, but by who builds the infrastructure, investment and education ecosystem that allows those shows to survive, grow and matter.

Nigerian podcasting has crossed the creation threshold. The next challenge remains the sustainability threshold.

Appendix: Summary Statistics

A. Status Distribution (2026)

Status	Count	Percentage
Active	268	44.4%
Hiatus	334	55.3%
Ended	2	0.3%
Total	604	100%

B. Top Platforms (2026)

Platform	Shows	%
Spotify for Creators	385	63.7%
Buzzsprout	38	6.3%
Acast	28	4.6%
Spreaker	28	4.6%
RSS.com	21	3.5%
SoundCloud	15	2.5%
Afripods	13	2.2%
Other	~76	~12.6%

C. Language Distribution (2026)

Language	Shows (approx.)
English	563
Igbo (incl. mixed)	14
Yoruba	12
Hausa	7
English/Pidgin mixes	5
Ibibio/Efik elements	2
Other	1

D. Geographic Snapshot (2026)

Location	Shows (approx.)
Nigeria (unspecified/general)	387
Lagos, Nigeria	77
United States	38
United Kingdom	24
Abuja, Nigeria	17
Canada	14
Other domestic cities	~26
Other international / Unknown	~21



ABOUT THE NIGERIAN PODCAST INDEX

Nigeria's public directory of podcasts

The Nigerian Podcast Index is a public, independent directory documenting and preserving every podcast created in Nigeria or by Nigerians. It is not a ranking or chart. It is a working research resource and a permanent audio record of an evolving industry.

Get Involved

[Submit your podcast](#). Make sure your show is part of Nigeria's permanent audio record.

[Support the project](#): your contributions help keep the Index independent and accessible.

Share with your network; help new listeners discover the voices emerging from Nigeria.

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