



POP REPORT

Vinyl is very much alive

A pop overview at the Brazilian vinyl market in the old world.

Client: Lovinyl Records

Delivery date: November 2020



Lovinyl
records



The Brazilian vinyl market is alive

The demand for Brazilian
rare finds continues





Like a Phoenix

- With the CD popularity in the mid-90s, there was a lot of speculation regarding the end of LPs. In 2015, contrary to these apocalyptic visions, what we saw was a vinyl revival with sales profits surpassing those of streaming services such as Spotify and YouTube.
- <https://www.hypeness.com.br/2016/02/disco-de-vinil-de-velharia-a-queridinho-descobrimos-que-ele-nao-so-esta-vivo-como-e-imortal/>
- <https://www.statista.com/chart/7105/vinyl-turns-the-tables-on-digital/>

AND WHY COLLECTING?

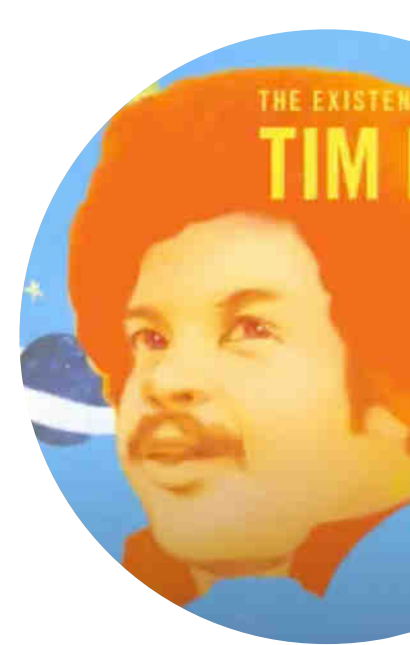


- For vinyl aficionados, the interest in collecting comes from several factors:
- The object as a work of art that complements the experience
- Discovering artists outside the mainstream
- Strengthening interpersonal connections
- <https://www.youtube.com/watch?v=kdGdOYMnb5Q>

THE OBJECT AS A WORK OF ART

Many consider LPs as a complete experience where everything is part of a whole:

- . The tracks are combined in a specific sequence to tell a story.
- . The cover features photographs and illustrations that complement the sound experience
- . The booklet displays professionals who made the album happen, although they don't always receive proper recognition.

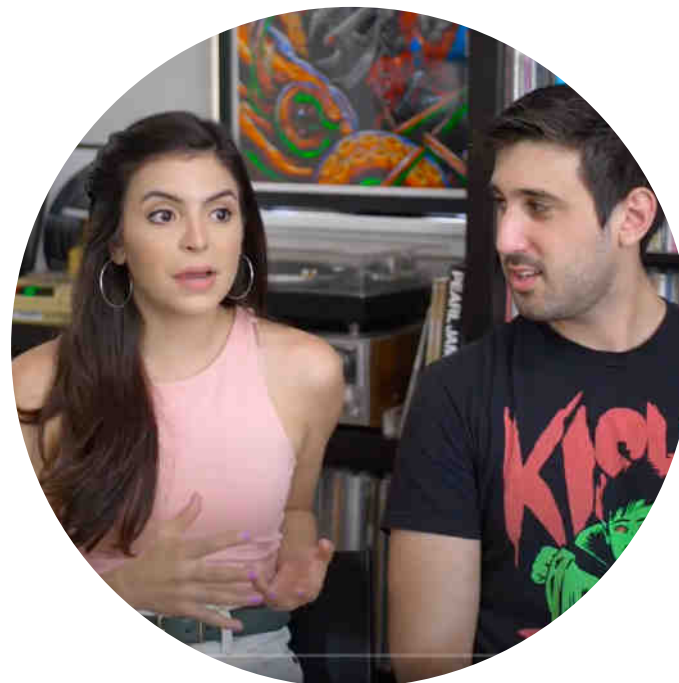




DISCOVERING ARTISTS OUTSIDE THE MAINSTREAM

- Just a few minutes researching the vinyl community shows that there is a profound interest in the work of arrangers, musicians and producers who work or have worked in the production of albums for various artists, but because they are not at the forefront of projects, they are not well known by the general public.

THE VINYL COMMUNITY



HERE TO STAY!

- Besides the investment in vinyl, the *#vinylcommunity* has a strong online presence and gathers music lovers in several international fairs which have the presence of sellers from all over the planet, such as the “largest-in-the-world” Utrecht Records Fair.
- YouTube is packed with DJ sets, album reviews and tips on finding rare gems. They are on Twitter, Instagram, Reddit...
- Watch our Video Pop Report to know more 😊

Latest People Photos Vid.



Vinyl Master @VinylMaster3 - Sep 16
the only way I listen to music ,the revival is real ,#vinylr
#vinylcollector



vinyl: keep on spinning!

JOIN

Hot New Top

Posted by u/tombrock Rega 11 days ago
Discussion Join the r/Vinyl Discord Server!
Discussion 0 Comments Share Save

Posted by u/tombrock Rega 4 days ago
Discussion Weekly Questions Thread for the week of September 14th
Discussion 223 Comments Share Save

Posted by u/PainOfTwo Teac 16 hours ago
720 Paranoid by Black Sabbath, 50th anniversary today.



About Community
Records & Turntables
482k Members 1.0k Online
Created 25 Jan 2008

Filter by flair
Discussion Effort/Unique Setup

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BUT WHO IS IN
THE VINYL
COMMUNITY?
SEE SOME
EXAMPLES!



1) THE CRATE DIGGER

- The crate digger is the one who likes to discover that rare album by a little-known artist and is always rummaging through boxes of old records in stores.
- The *crate diggers* have the habit of posting their latest findings on social media, but let's say they sometimes get carried away by the hype...
- Some Instagram pages, like [International Breaks](#) and [Re-Up Records](#) are focused on this type of collector.

<https://www.okayplayer.com/music/instagram-pages-djs-crate-digger.html>



2) THE SCHOLAR

- The scholar fans have a certain disdain for commercial albums, what they really like is jazz and classical music, and they usually have a reasonable knowledge of music theory and vinyl itself.
- Because they are so passionate, these collectors quite often become historians with specialisation in music.
- <https://auxiliarymemory.com/2012/11/19/the-subculture-of-vinyl-record-fans/>





3) THE HIPSTER

- Always connected, the hipster does not live on coffee, plaid shirts and ironic moustaches anymore. In the second half of the 2010s the hipsters invaded the vinyl market attracted by the old school style, causing a bit of confusion between the more purist fans. In this group's shopping list, you can find the most recently released albums.
- <https://www.gq-magazine.co.uk/article/vinyl-sales-increase>



THE NOSTALGIA TREND

NOSTALGIA POWER

- From *Stranger Things* to vinyl, to the 90s fashion revival: the past has never looked so appealing.
- More and more enthusiasts get nostalgic looking back at a time when life seemed to be much simpler and it was not that easy to access information about the ills of the world 24/7. This happens not only with millennials, but even with those born after the year 2000 known as Gen Z.
- <https://www.nytimes.com/2020/07/28/smarter-living/coronavirus-nostalgia.html>
- <https://theconversation.com/gen-xers-millennials-and-even-some-gen-zs-choose-vinyl-and-drive-record-sales-up-125541>



WHAT IF IT'S ALL A GIMMICK?

- You may be wondering: is this comeback truly sustainable or is it just a record company trick?
- Maybe it's an overhype of high prices and "special editions" promoted by record labels... After all, this is very Portlandia, right?
- <https://cdm.link/2014/10/vinyls-resurgence-thanks-indie-stores-djs-growing/>



IT'S NOT FAKE! THE GROWTH IS TRULY ORGANIC

- To keep the vinyl market vibrant and exciting, many new albums are released as limited editions and the labels rely on this strategy to drive sales.
- There have never been so many reprints, re-edits and bootlegs on the market. For traditional fans, it can be frustrating to see a rare album being relaunched.
- However, the increasing popularity of retailers suggests a more organic and genuine market made of people who actually listen to music on vinyl. This niche isn't just sustaining itself, it's also growing.
- Check out our Pop Report video and get to know some members of this #authentic community.
- <https://www.attackmagazine.com/features/columns/we-need-to-talk-about-vinyl/>





FAR BEYOND BOSSA NOVA



“THE BIG DIG”

- Since the 60s, Brazilian music, particularly Bossa Nova, psychedelic rock, Tropicália and MPB (Brazilian Pop Music), have been recognised and appreciated in Europe. Names such as Gilberto Gil, João Gilberto, Os Mutantes, Tim Maia and Marcos Valle have been a core part of several DJs' repertoire for quite some time. However, in the early 2000s, a group of about 10 American DJs arrived in Brazil and changed the face of the market, which had been keeping a low profile until then.
- <https://www.youtube.com/watch?v=-DPt1PW9rY0>

2002: THE YEAR DJs DISCOVERED OUR BOOGIE

- "I like to call it *The Big Dig*. We bought everything. In fact, I've never bought that many albums before. I think we've turned that country upside down. We were looking for various Brazilian genres: hip-hop, random rap, funk and psychedelic rock--the biggest trend at the time."

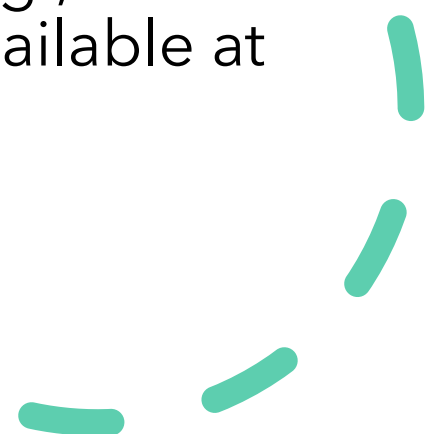
DJ Cut Chemist





BRASILINTIME

- To learn more about “The Big Dig”, watch the Brasilintime documentary available at the link above.



A NEW DAWN

- Since that fearless visit, the Brazilian vinyl market has resurfaced in full force. Some independent companies such as Vinyl Brasil started producing vinyl records again while new albums were released and old LPs reissued.
- <https://thevinylfactory.com/features/brazil-reclaiming-records/>



WHAT ABOUT THE PANDEMIC?

- Music played a key role in the isolation imposed by the pandemic. Giants in the music industry like Spotify and Deezer have reported changes in users' habits, such as the preference for relaxing music, for example.
- Because people could no longer meet in groups, music became a great scape, and online live concerts of famous artists became very popular in the beginning of COVID-19 pandemic. From online fundraising events to fight the pandemic to intimate videos created by artists from their homes, music was one of the main outlets during quarantine.
- <https://www.bbc.com/news/entertainment-arts-51924765>
- <https://diariodonordeste.verdesmares.com.br/verso/tempos-de-ouvir-a-importancia-da-musica-no-isolamento-1.2238921>





MUSIC TO FEED THE SOUL

- While in isolation, people began to connect more and more through music. Videos of Italian opera singers performing on the balcony of their homes went viral (and this is no coincidence).
- Mental health experts say that music is a powerful instrument to regain some balance in these challenging times.
- <https://time.com/5802700/lockdown-song/>
- <https://www.medicinanarrativa.eu/the-importance-of-music-during-social-distancing>

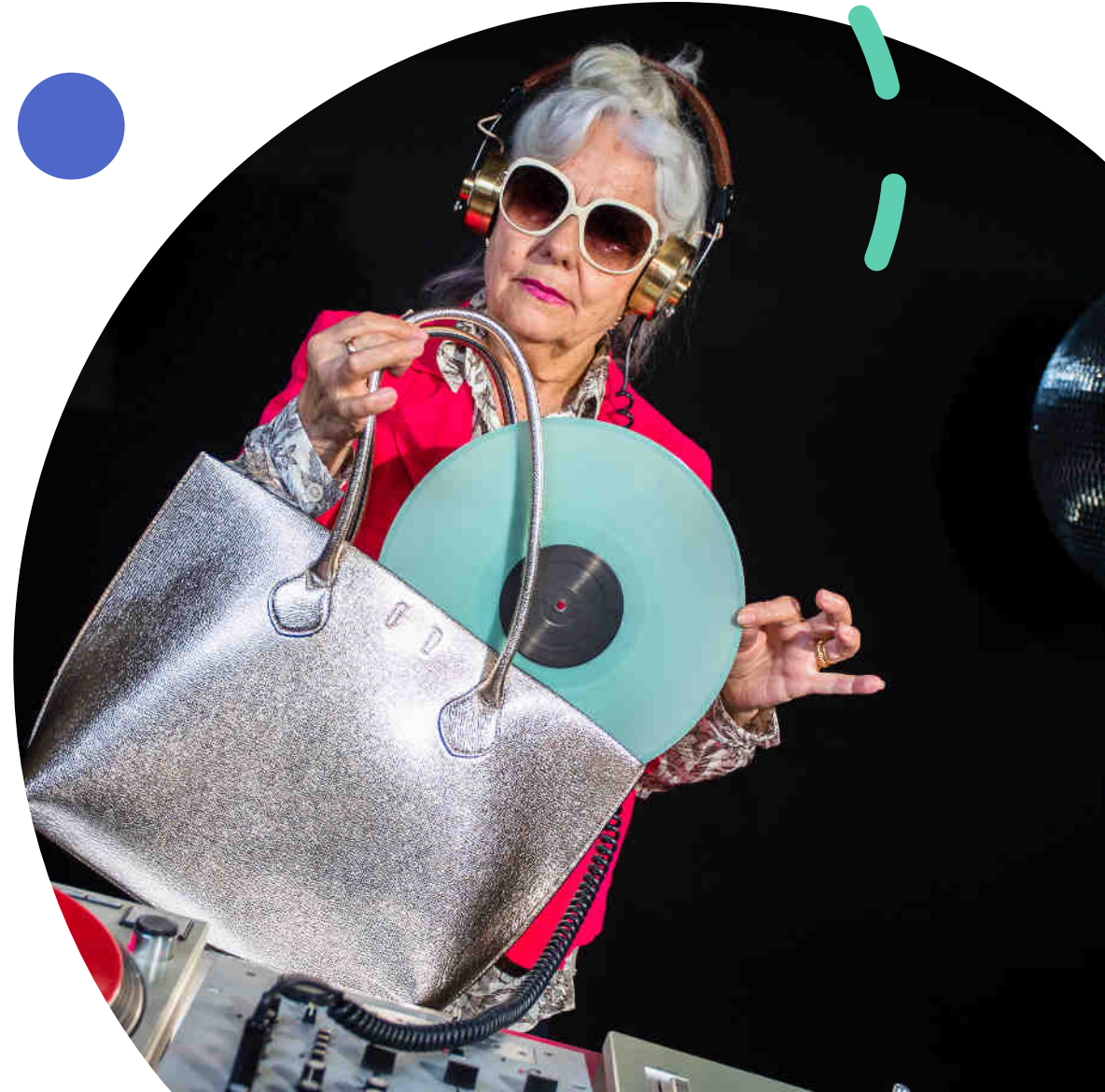


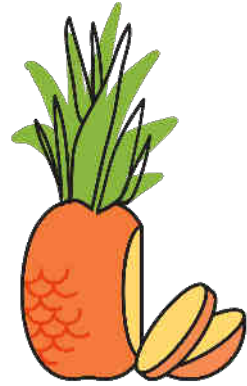
WHAT ABOUT VINYL?

- In addition to being catastrophic, the pandemic also affected the economy of many sectors around the world. However, the nostalgic vibe, already on the rise before quarantine, remains strong.
- Unable to attend festivals and concerts, music fans started to spend even more on vinyl. The sales in the UK have hit record numbers compared to the last three decades, for example.
- With people working from home, listening to music on the way to work is no longer a reality for many. Since we're at home, why use a streaming platform when you can listen to the original record?
- <https://www.theguardian.com/business/2020/nov/21/uk-vinyl-sales-gigs-covid-record>

IT KEEPS GROWING...

- According to a survey made by Technavio, the vinyl market is expected to grow by more than US\$90M between 2020 and 2024, although many customers are still unable to go to the stores.
- Who would have thought, huh?
- <https://www.businesswire.com/news/home/20201109006023/en/>





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