

MUSIC 360 Living Labs Report

2024-2025

THE SOUND OF SUCCESS

Living Labs Research report about how music transforms shopping and hospitality across Europe. This research was conducted by Music360 Consortium



THE RESEARCH: PROVING MUSIC'S BUSINESS IMPACT

To measure the impact of background music, researchers performed field experiments in five different countries across the EU. They measured the impact of background music on revenue, and also assessed aspects of social, cultural, therapeutic and ethical value.

Researchers explored how background music influenced:

- Customer behavior
- Employee morale
- Business performance

"Music was not just ambiance—it proved to be a strategic business asset"



YOUR CALL TO ACTION

Music is a powerful, underutilized tool in retail and hospitality. The Music360 Living Labs prove that with the right soundtrack, businesses can boost sales, improve staff performance, and create memorable customer experiences.

WHAT CAN YOU DO TODAY

STRATEGIC APPROACH

- Treat music as part of your brand strategy, not background noise
- Align playlists with your brand identity

PROFESSIONAL CURATION

- Invest in professional playlist curation
- Adjust music by time of day and season

STAFF TRAINING

- Train staff to understand music's customer impact
- Allow local playlist control where appropriate

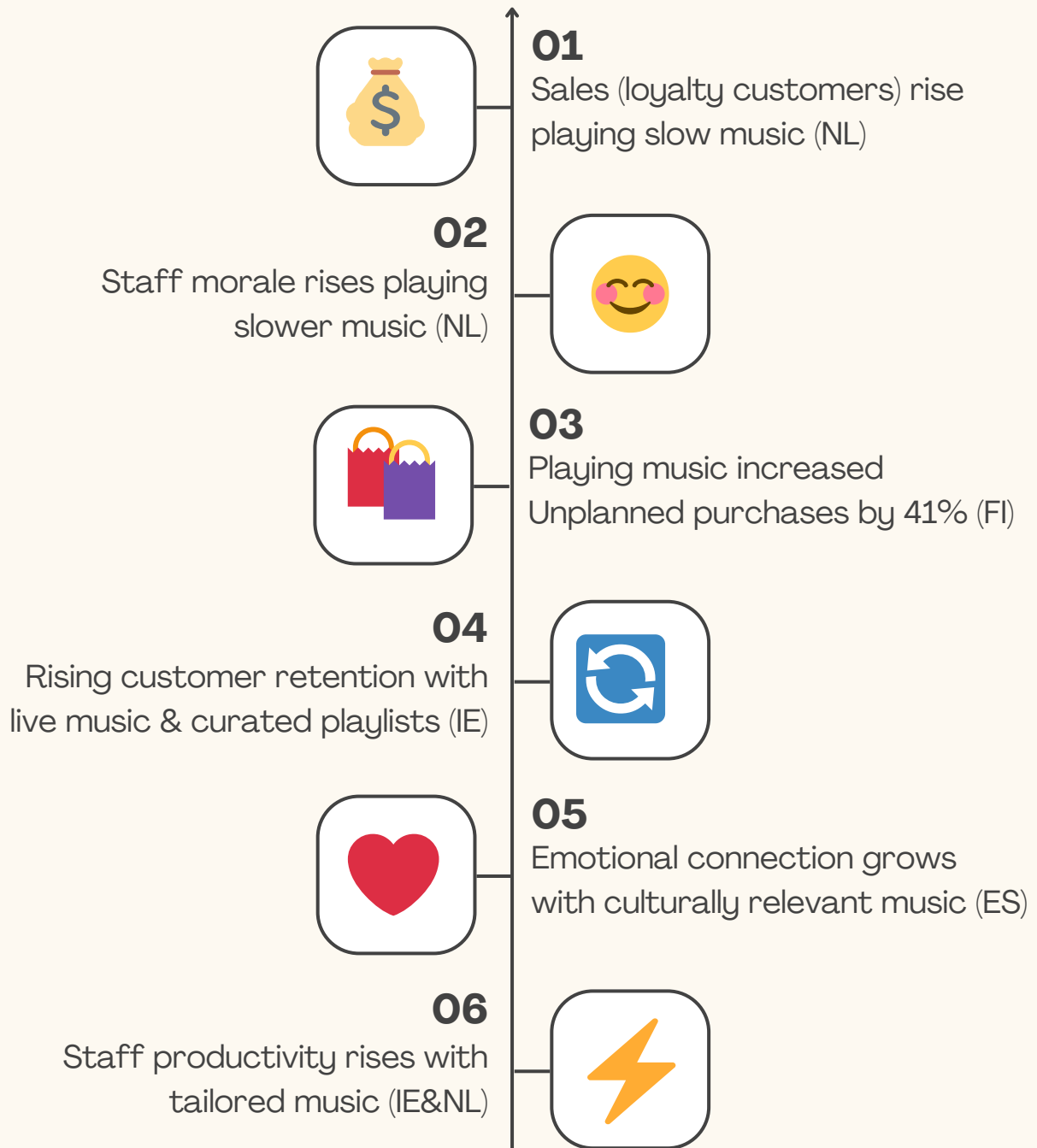
MONITOR & ADJUST

- Track customer feedback
- Adjust music strategies based on results
- Test different tempos for different goals



"This week features beautiful, ambient music with lounge vibes that creates a calm and relaxed atmosphere"

QUANTIFIED IMPACT SUMMARY



KEY TAKEAWAYS BY COUNTRY

THE NETHERLANDS - Tempo = Performance

Study population 140 Retail Stores

➤ SLOWER MUSIC RESULTS

- Sales increase among loyalty program members
- More thoughtful purchasing decisions
- Higher job satisfaction reported by employees
- Better mood by employees “more at ease, less tired”
- More positive anticipation of customer emotions
- Enhanced focus during long shifts

FINLAND- Brand-Aligned Music Drives Results

**Key findings in study on Shopping centers,
Grocery- and Bookstores**

➤ INCREASING SALES

- 41% of customers spent more than planned
- Up to 12% sales growth in case of commercial licensed familiar music
- Increased customer satisfaction
- Proven, cost-effective branding tool

➤ SUCCESS FACTORS

- Music aligned with brand identity
- Music tailored to customer segments
- Upbeat music triggers positive emotions

"It's nice to hear normal "sing-along" music."

IRELAND - Hospitality amplifier

Bars & Restaurants study

➤ MUSIC POWERS

- Staff energy & focus boost
- Customers stay longer
- Higher spending per visit
- Live music = significant footfall increase
- More repeat visits
- Stronger community bonds

Venues with local playlist control saw better staff engagement and customer satisfaction.

SPAIN - Cultural and Social Connection

Study on Festivals, Supermarkets and a Hospital

➤ EMOTIONAL IMPACT

- Music evoked nostalgia, excitement, happiness
- Local language increased store connection
- Generational identity music resonated strongly
- Deeper emotional brand ties
- Enhanced shopping experience

Result: Stronger brand affinity and identity (beyond direct sales impact)

"It's really great to hear Top40 music."