

# 2024 Sales and Digital Chart Performance of K-pop Soloists

This report provides a comprehensive analysis of trends and performance of K-pop soloists, based on the “K-pop artists” conducted by Statista.

(Source: Statista)

## Music Preferences of Teens and Young Adults

### Best-selling music albums by soloists in Korea, by number of albums sold (2011-2024)

- According to the chart, Baekhyun’s fourth mini album “Hello, World” recorded approximately 1.245 million copies sold in 2024, making it the best-selling soloist album of the year in South Korea.
- The table shows year-by-year leaders from 2011 to 2024, with annual sales ranging from 82.81 thousand copies to over 2.2 million copies depending on the artist and release.
- Across this period, many top-selling albums were released by K-pop group members pursuing parallel solo careers, including Baekhyun, Taeyeon, Taemin, and Jungkook.
- Notably, Jungkook’s “Golden” reached 2.208 million copies in 2023, marking the highest annual figure in the dataset.
- The data reflects Circle Chart’s certified album sales within South Korea, including figures derived from approved international sellers.

### Leading soloist albums in Korea, by albums sold, 2011-2024

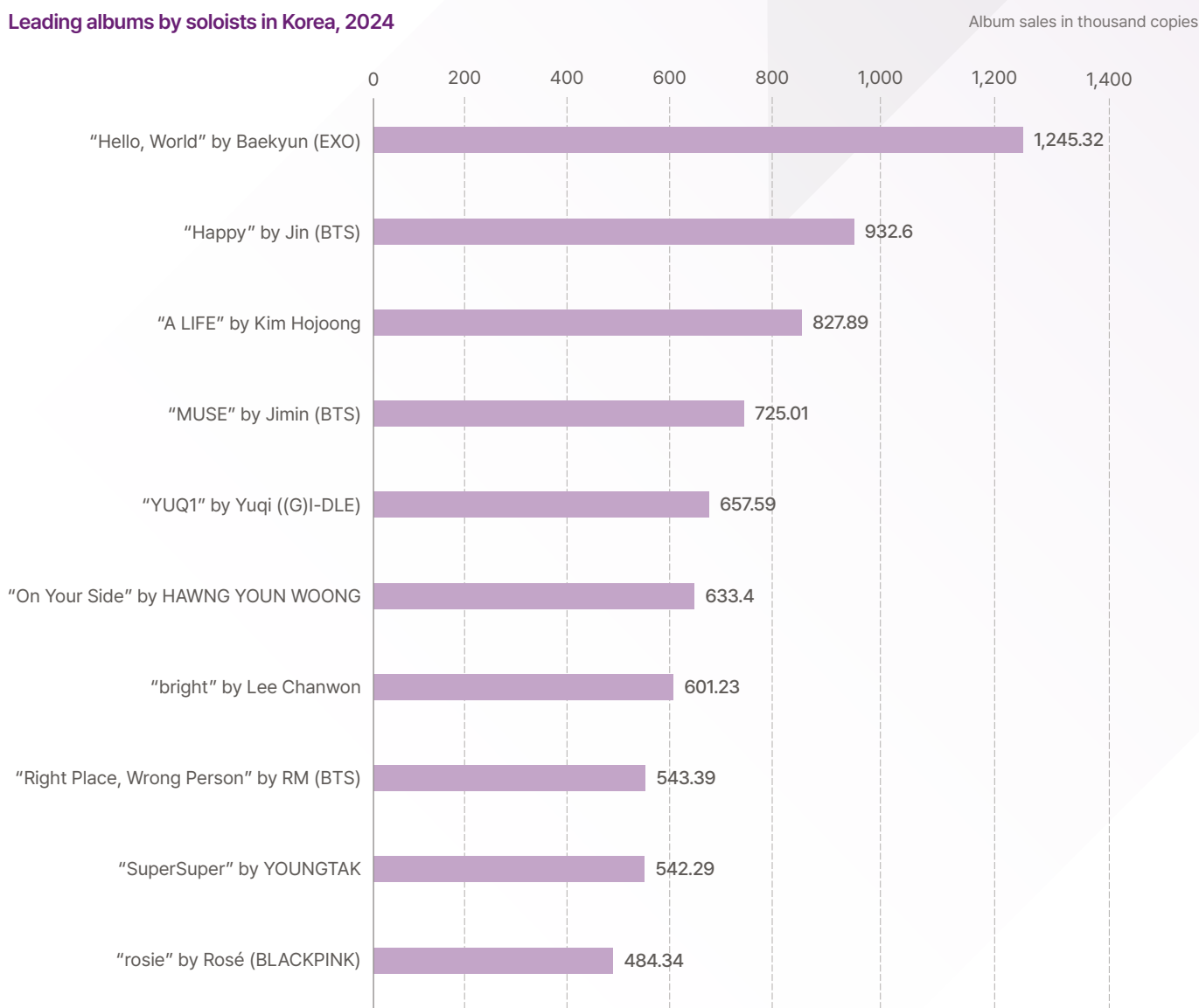
in 1,000s

Year	Album name	Units sold
2011	“Break Down” by Kim Hyun-joong	114.64
2012	“One of a Kind” by G-Dragon(BIGBANG)	204.33
2013	“Hello” by Cho Yong-pil	250.05
2014	“Ace” by Taemin (SHINee)	82.81
2015	“I” by Taeyeon (SNSD)	119.58
2016	“Lose Control” by Lay (EXO)	274.24
2017	“Be Ordinary” by Hwang Chi-yeul	224.07
2018	“Poet I Artist” by Jonghyun (SHINee)	235.97
2019	“City Lights” by Baekhyun (EXO)	525.94
2020	“Delight” by Baekhyun (EXO)	971.55
2021	“Bambi” by Baekhyun (EXO)	996.85
2022	“IM HERO” by Lim Young-woong	1149.64
2023	“Golden” by Jungkook (BTS)	2208.35
2024	“Hello, World” by Baekhyun (EXO)	1245.32

### Best-selling albums by soloists in Korea (2024)

- According to the chart, Baekhyun’s “Hello, World” was the best-selling soloist album in South Korea in 2024, reaching 1,245.32 thousand copies, approximately 1.25 million copies.
- The chart shows that BTS members also ranked highly, with Jin’s “Happy” selling 932.6 thousand copies and Jimin’s “MUSE” reaching 725.01 thousand copies.
- Kim Hojoong followed with 827.89 thousand copies, demonstrating strong performance among male soloists.
- Artists from major K-pop groups, including BTS, BLACKPINK, and (G)I-DLE—dominate the soloist rankings, reflecting the continued popularity of group-based idols pursuing solo careers.
- Even outside the top five, albums such as RM’s “Right Place, Wrong Person” (543.39 thousand copies) and Rosé’s “rosie” (484.34 thousand copies) show significant sales power.
- The data was provided by Circle Chart.

### Leading albums by soloists in Korea, 2024

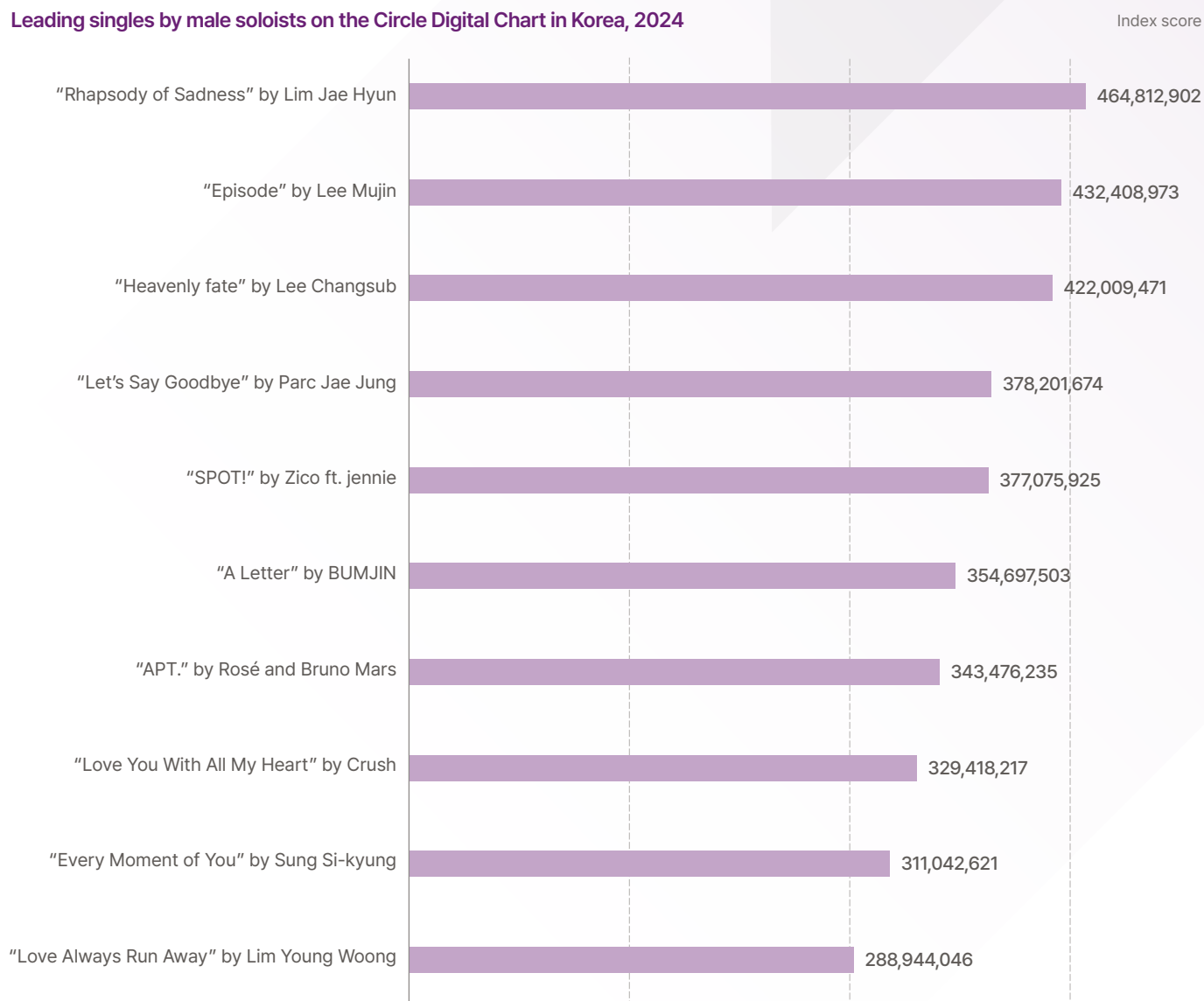


## Digital Single Performance of K-pop Solo Artists

### Best-selling singles by male soloists based on the Circle Digital Chart index in Korea (2024)

- According to the chart, Lim Jae Hyun's "Rhapsody of Sadness" ranked as the top digital single by a male soloist in South Korea in 2024, earning 464,812,902 index score.
- Lee Mujin followed with "Episode" at 432,408,973 score, and Lee Changsub's "Heavenly Fate" recorded 422,009,471 score.
- Other high-ranking singles include Parc Jae Jung's "Let's Say Goodbye" with 378,201,674 score and Zico's "SPOT!" (feat. Jennie) with 377,075,925 score.
- Several songs in the top tier, such as BUMJIN's "A Letter" (354,697,503 score) and Rosé & Bruno Mars' "APT." (343,476,235 score), demonstrate long-term digital popularity.
- The data was provided by Circle Chart.

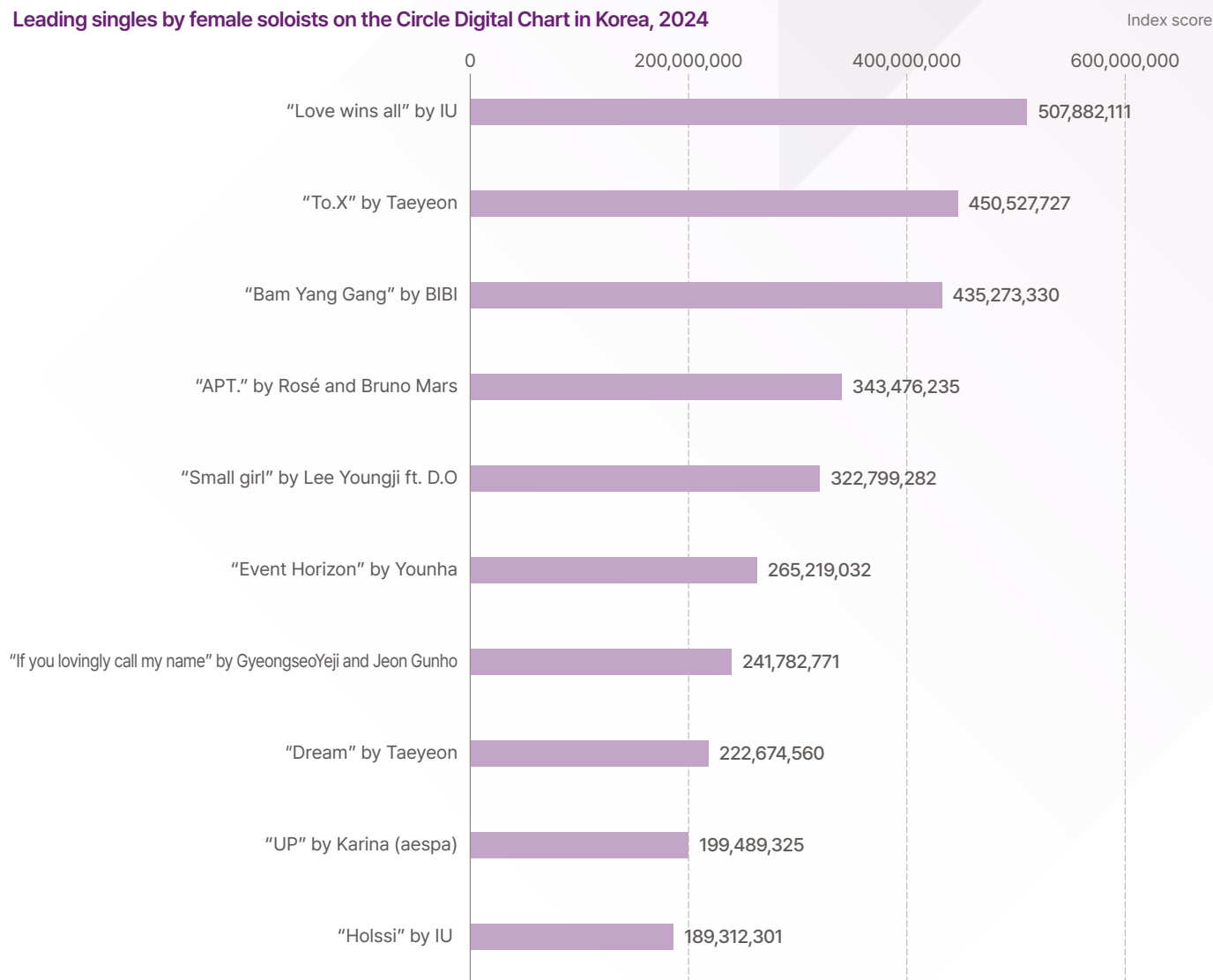
### Leading singles by male soloists on the Circle Digital Chart in Korea, 2024



### Best-selling singles by female soloists on the Circle Digital Chart in Korea (2024)

- According to the survey, IU's "Love wins all" ranked as the top digital single by a female soloist in South Korea in 2024, reaching 507,882,111 index score.
- Taeyeon followed with "To.X" at 450,527,727 score, while BIBI's "Bam Yang Gang" recorded 435,273,330 score.
- Other major entries include Rosé and Bruno Mars' "APT." with 343,476,235 score and Lee Youngji's "Small girl" featuring D.O., which earned 322,799,282 score.
- Several songs in the ranking, such as Younha's "Event Horizon" (265,219,032 score) and Taeyeon's "Dream" (222,674,560 score), continue to show strong chart resilience despite being released before 2024.
- Later positions also feature aespa's Karina with "UP" (199,489,325 score) and IU's "Holssi" (189,312,301 score).
- The data was provided by Circle Chart.

### Leading singles by female soloists on the Circle Digital Chart in Korea, 2024



## Conclusion and Key Takeaways



### Group-affiliated artists dominate solo activities

Most top solo albums and digital single in 2024 were released by members of major K-pop groups



### Top performers show strong concentration

Baekhyun, IU, and Lim Jae-hyun display clear gaps from the next-ranked artists in their respective categories



### Digital chart results span multiple genres

Ballad, R&B, and pop tracks all appear in high positions, indicating diverse listening patterns



### Album and digital leaders differ by consumption channel

Album sales favor male idol group members, while digital charts highlight female soloists and ballad vocalists

#### Original Source

Statista. (Apr 14, 2025). K-pop artists.

<https://www.statista.com/topics/12223/k-pop-artists/?srsltid=AfmBOor7zpNKiFC14FJSCV4SZ5QNpYSggYp17xathNaGQOYhhIFpOHik#topicOverview>