

BigXthaPlug Net Worth in 2025: Biography, Career, Income Sources & Life Story

BigXthaPlug is one of the most talked-about names in modern southern hip-hop. Fans searching for his net worth or biography are often looking beyond viral songs. They want to understand his background, struggles, career growth, and how he built real financial success as an independent artist. As of 2025, his journey stands out because it is rooted in lived experience rather than industry hype. This document presents a clear and well-researched overview of his life story, career milestones, income sources, and estimated net worth.

Who Is BigXthaPlug?

BigXthaPlug is an American rapper and songwriter known for his deep voice, strong southern delivery, and street-centered storytelling. His real name is Xavier Landum, and he represents the modern Dallas sound shaped by realism and regional pride. He is widely recognized as an independent artist who built his career without major-label control.

Biography Overview

Category	Details
Stage Name	BigXthaPlug
Real Name	Xavier Landum
Date of Birth	May 12, 1998
Age (2025)	27 Years
Birthplace	Dallas, Texas, USA
Hometown	Oak Cliff / Pleasant Grove, Dallas
Nationality	American
Profession	Rapper, Songwriter, Performer
Music Genre	Southern Hip-Hop, Texas Rap, Trap
Years Active	2020 – Present
Record Label	Independent / UnitedMasters
Known For	Deep voice, gritty Texas storytelling
Children	One son (Amar)
Estimated Net Worth (2025)	\$1 – \$2 Million

Early Life and Background

Born in Dallas, Texas, BigXthaPlug grew up in Pleasant Grove. His early life was marked by poverty, instability, and exposure to violence. Music was always present in his household, influenced by southern rap and classic hip-hop, which later shaped his authentic sound.

Education, Football, and Turning Point

After attending Ferris High School, he enrolled at Crown College in Minnesota. His football career ended after his expulsion from college, marking a major turning point in his life and pushing him further toward music.

Legal Trouble and Start of Music

Following legal trouble and incarceration, BigXthaPlug began writing lyrics while in solitary confinement. Missing his son’s first birthday became a defining moment that motivated him to pursue music seriously.

Career Growth and Breakthrough

He released his debut mixtape 'Bacc From The Dead' in 2020. His breakout songs 'Texas' and 'Mmhmm' gained viral attention and chart success, solidifying his presence in the southern rap scene.

BigXthaPlug Net Worth in 2025

As of 2025, BigXthaPlug’s estimated net worth ranges between \$1 million and \$2 million. His financial growth reflects consistency, independent ownership, and diversified income streams rather than sudden industry-driven success.

Income Sources Breakdown

Source	Estimated Annual Earnings
Music Streaming	\$400,000 – \$600,000
Live Shows & Tours	\$250,000 – \$350,000
YouTube Revenue	\$100,000 – \$200,000
Merchandise Sales	\$50,000 – \$100,000
Brand Collaborations	\$100,000 – \$200,000
Album & Digital Sales	\$50,000 – \$80,000
Investments & Ventures	\$30,000 – \$50,000
Total Estimated Income	\$1M – \$1.5M annually

Conclusion

BigXthaPlug's net worth in 2025 reflects more than financial achievement. It reflects resilience, discipline, and long-term vision. From writing lyrics in jail to charting on Billboard, his journey shows how independent artists can build sustainable careers through authenticity and smart business decisions.