

### THE RADICATI GROUP, INC.

# A TECHNOLOGY MARKET RESEARCH FIRM 1900 EMBARCADERO ROAD, SUITE 206. • PALO ALTO, CA 94303 TEL. 650 322-8059 • FAX 650 322-8061

## Email Statistics Report, 2011-2015

Editor: Sara Radicati, PhD; Principal Analyst: Quoc Hoang

#### **SCOPE**

This report brings together statistics and forecasts for Email, Instant Messaging, Social Networking, Wireless Email, and Unified Communications usage. It includes data on both business and consumer usage.

All figures in this report represent a 'snap shot' of key statistics in 2011. If a discrepancy occurs between numbers in this report and any numbers in our annual market research studies, the annual report should be considered the final authoritative source. For a full list of our annual reports which contain in-depth quantitative and qualitative analysis of each industry segment we cover, please refer to our list of publications at <a href="http://www.radicati.com">http://www.radicati.com</a>.

All of the numbers in this study represent worldwide figures, unless otherwise indicated. All financial data is expressed in \$USD.

Installed base numbers throughout this report represent *active* accounts, which have been actually installed (vs. shipped) and accessed at least once within the last 3 months.

EUROPE: 29E FITZJOHNS AVE • LONDON NW3 5JY • TEL. +44 (0)207 794 4298 •

FAX. +44 (0)207 431 9375 e-mail: sara@radicati.com http://www.radicati.com

#### **METHODOLOGY**

The information and analysis in this report is based on on-going primary research conducted by The Radicati Group, Inc. It consists of information collected from a variety of surveys, carried out on an on-going basis.

Secondary research sources have also been used, where appropriate, to cross-check the information collected. These include company annual reports and market size information from various market segments of the computer industry.

#### **EXECUTIVE SUMMARY**

- The number of worldwide email accounts is expected to increase from an installed base of 3.1 billion in 2011 to nearly 4.1 billion by year-end 2015. This represents an average annual growth rate of 7% over the next four years.
- Geographically, in 2011, the majority of email users are located in Asia Pacific.
   Asia Pacific is the most populous region in the world and currently accounts for 49% of worldwide email users. Europe accounts for about 22% of worldwide email users, while North America has about 14% of worldwide email users. Rest of World (RoW) accounts for the remaining 15% of worldwide email users.
- Consumer email accounts make up the majority of worldwide email accounts. In 2011, consumer email accounts represent 75% of worldwide mailboxes, while corporate email accounts represent 25% of worldwide mailboxes. Consumer email accounts are generally offered by ISPs, Portals and a variety of hosting providers free of charge. These webmail services are generally advertisement based, or bundled as part of an Internet access package and/or mobile Internet connectivity.
- Over the next four years, however, we expect corporate email accounts to increase
  at a faster pace than consumer email accounts. This will be particularly due to the
  growth of affordable cloud-based email services. Many organizations are using

cloud-based email services as a way to extend email services to kiosk workers who may not have had access to email in the past.

	2011	2012	2013	2014	2015
Worldwide Email Accounts (M)	3,146	3,375	3,606	3,843	4,087
Corporate Email Accounts	788	850	918	991	1,070
% Corporate Email Accounts	25%	25%	25%	26%	26%
Consumer Email Accounts	2,358	2,525	2,688	2,852	3,017
% Consumer Email Accounts	75%	75%	75%	74%	74%

Corporate vs. Consumer Email Accounts, 2011–2015

- In 2011, the typical corporate email user sends and receives about 105 email messages per day. Despite spam filters, roughly 19% of email messages that are delivered to a corporate email user's inbox are spam. This includes what is referred to as "graymail" (i.e. unwanted newsletters or notifications).
- The growth rate in the number of emails send and received per day is slowing down due to the rapid rise in other forms of communications, particularly instant messaging (IM) and social networks.

Business Email		2012	2013	2014	2015
Average Number of Emails Sent/Received Per User/Day		110	115	120	125
Average Number of Emails Received	72	75	78	81	84
Average Number of Legitimate Emails		62	65	68	71
Average Number of Spam Emails*		13	13	13	13
Average Number of Emails Sent	33	35	37	39	41

Corporate Email Sent and Received Per User Per Day, 2011-2015

• Instant Messaging (IM) is continuing to growth in popularity. In 2011, the number of worldwide IM accounts will total nearly 2.6 billion. This figure is expected to

grow to over 3.8 billion by year-end 2015. This represents an average annual growth rate of 11%.

- Social Networking is also showing rapid growth with both consumer and corporate users. In 2011, the total number of worldwide social networking accounts, including both consumer and corporate accounts, is nearly 2.4 billion. This figure is expected to grow to nearly 3.9 billion by year-end 2015.
- The spread of 3G networks and the release of smart phones such as the Apple iPhone and plethora of Android-based devices have helped drive the growth of wireless email. There will be 531 million wireless email users in 2011, growing to over 1.2 billion wireless email users by year-end 2015.
- Unified Communications (UC) solutions offer voice, messaging, presence, mobility, and conferencing capabilities that can be accessed via a single unified interface. UC solutions are designed to improve user communication, productivity, and efficiency, while reducing human latency and decision making time. In 2011, the total number of worldwide corporate unified communications (UC) users is 104 million. This figure is expected to grow to nearly 234 million corporate users by year-end 2015.

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