Mobile OS and Messaging Market Analysis, 2012-2016

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SCOPE

This study covers the Worldwide Mobile OS and Messaging market in 2012, and its expected growth over the next four years. It encompasses the market for mobile devices, mobile operating system platforms, enterprise mobile email solutions, consumer mobile emails solutions, mobile device management solutions, and mobile instant messaging, including both business and consumer offerings.

For all segments, we provide data on current worldwide market size, installed base and revenue market share by vendor, as well as worldwide market growth forecasts in terms of both installed base and revenue from 2012 to 2016.

All market numbers, such as market size, forecasts, installed base, revenue information, and any financial information present in this study represent worldwide figures, geographical breakouts are also provided. All financial figures are expressed in $USD.
METHODOLOGY

The information and analysis in this report is based on primary research conducted by The Radicati Group, Inc. It consists of information collected from vendors, network providers, and users within global corporations via interviews and surveys.

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 Mobile OS and Messaging market is a collection of some of the fastest growing technology segments in the world. Innovation is occurring at all levels including: device manufacturers, software vendors, service providers, mobile carriers, and more. Mobile devices are more powerful than ever; drastically impacting the lives of business users and consumers.

- Consumers have been the primary focus of most vendors associated with the Mobile OS and Messaging market. This has been due to the sheer amount of consumers that span the globe. Each of these consumers represents an opportunity for vendors and they have all responded by developing their products and services with a distinct mission to satisfy these users’ needs.

- Smartphone technology has also continued to evolve at a rapid pace. These powerful devices are able to provide control over users’ lives unlike any other product ever produced. Users have become reliant on these devices thanks in large part to the development of the mobile apps ecosystem. With hundreds of thousands of apps available to users, there is always an app to complete almost any task a user may have.

- Mobile email is still the preferred method of communication for business mobile users. The level of security and manageability that can be applied to business users’ devices is one of the primary reasons as to why mobile email has remained the most often used form of communication among business users. IT administrators have much more control over...
mobile email than other forms of mobile communication such as SMS text messaging, or messaging through consumer social media services such as Facebook or Twitter.

- Mobile device usage in the enterprise has proliferated because of the Bring Your Own Device (BYOD) trend. Some enterprises provide their employees with a corporate-issued smartphone or tablet. A large number of mobile devices in the enterprise, however, are those that employees outright own and also use for business purposes.

- Mobile IM refers to services designed primarily for use on mobile devices. These services have grown immensely in popularity as the worldwide population of smartphone devices continues to increase. Mobile IM services are used primarily by consumers, but are also starting to penetrate the business space, since many business users want to have a single mobile device for both business and personal use.

- Table 1, shows the worldwide installed base for business mobile devices from 2012 to 2016.

  Note: Business mobile devices are primarily utilized for business purposes, however, some business mobile devices are also utilized for personal use.

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<tbody>
<tr>
<td>Total Business Mobile Devices (M)</td>
<td>889</td>
<td>983</td>
<td>1,127</td>
<td>1,259</td>
<td>1,412</td>
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<tr>
<td>Business Phone Devices (M)</td>
<td>822</td>
<td>895</td>
<td>1,009</td>
<td>1,099</td>
<td>1,192</td>
</tr>
<tr>
<td>Business Tablet Devices (M)</td>
<td>67</td>
<td>88</td>
<td>118</td>
<td>160</td>
<td>220</td>
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Table 1: Worldwide Business Mobile Devices, 2012-2016

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