



THE RADICATI GROUP, INC.

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## ***Email Statistics Report, 2014-2018***

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### **SCOPE**

This report brings together statistics and forecasts for Email, Instant Messaging (IM), Mobile IM, Social Networking, and Mobile Email use. It includes data on both business and consumer adoption of these technologies.

All figures in this report represent a ‘snap shot’ of key statistics in 2014. 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 <http://www.radicati.com>.

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.

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## **METHODOLOGY**

The information and analysis in this report are based on primary research conducted by The Radicati Group, Inc. Our proprietary methodology combines information derived from three principal sources:

- a. Our Worldwide Database which tracks user population, seat count, enterprise adoption and IT use from 1993 onwards.
- b. Surveys conducted on an on-going basis in all market areas which we cover.
- c. Market share, revenue, sales and customer demand information derived from vendor briefings.

Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

Finally, secondary research sources have also been used, where appropriate, to cross-check all the information we collect. These include company annual reports and other financial disclosures, industry trade association material, published government statistics and other published sources.

Our research processes and methodologies are proprietary and confidential.

## **EXECUTIVE SUMMARY**

- The number of worldwide email accounts continues to grow from over 4.1 billion accounts in 2014 to over 5.2 billion accounts by the end of 2018. The total number of worldwide email users, including both business and consumer users, is also increasing from over 2.5 billion in 2014 to over 2.8 billion in 2018.
- Email remains the most pervasive form of communication in the business world, while other technologies such as social networking, instant messaging (IM), mobile IM, and others are also taking hold, email remains the most ubiquitous form of business communication.

- In addition, email is integral to the overall Internet experience as an email account (i.e. email address) is required to sign up to any online activity, including social networking sites, instant messaging and any other kind of account or presence on the Internet.

	2014	2015	2016	2017	2018
<b>Worldwide Email Accounts (M)</b>	<b>4,116</b>	<b>4,353</b>	<b>4,626</b>	<b>4,920</b>	<b>5,235</b>
<i>%Growth</i>		6%	6%	6%	6%
<b>Worldwide Email Users* (M)</b>	<b>2,504</b>	<b>2,586</b>	<b>2,672</b>	<b>2,760</b>	<b>2,849</b>
<i>% Growth</i>		3%	3%	3%	3%
Average Accounts Per User	1.6	1.7	1.7	1.8	1.8

**Table 1: Worldwide Email Accounts and User Forecast (M), 2014–2018**

(\*) *Note: Includes both Business and Consumer Email users.*

- In 2014, the majority of email traffic comes from the business world, which accounts for over 108.7 billion emails sent and received per day. Email remains the most common form of communication in the business space. Email use is growing in the business sector and by 2018, business email will account for over 139.4 billion emails sent and received per day.
  - Consumer email traffic, however, is slowing down. While there is a growing number of Consumer email accounts and users, Consumers on average are sending and receiving fewer emails and are opting instead for other forms of communication such as social networking sites, instant messaging, Mobile IM, and SMS/text messaging.

<b>Daily Email Traffic</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>Total Worldwide Emails Sent/Received Per Day (B)</b>	<b>196.3</b>	<b>204.1</b>	<b>212.1</b>	<b>220.4</b>	<b>227.7</b>
<i>% Growth</i>		4%	4%	4%	3%
<b>Business Emails Sent/Received Per Day (B)</b>	<b>108.7</b>	<b>116.2</b>	<b>123.9</b>	<b>132.1</b>	<b>139.4</b>
<i>% Growth</i>		7%	7%	7%	6%
<b>Consumer Emails Sent/Received Per Day (B)</b>	<b>87.6</b>	<b>87.9</b>	<b>88.2</b>	<b>88.3</b>	<b>88.3</b>
<i>% Growth</i>		0.3%	0.3%	0.1%	0.0%

**Table 2: Worldwide Daily Email Traffic (B), 2014-2018**

- Business users send and receive on average 121 emails a day in 2014, and this is expected to grow to 140 emails a day by 2018.

<b>Business Email</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>Average Number of Emails Sent/Received per</b>	<b>121</b>	<b>126</b>	<b>131</b>	<b>136</b>	<b>140</b>
<b>Average Number of Emails Received</b>	<b>85</b>	<b>88</b>	<b>91</b>	<b>95</b>	<b>97</b>
<i>Average Number of Legitimate Emails</i>	75	77	79	83	83
<i>Average Number of Spam Emails*</i>	10	11	12	12	14
<b>Average Number of Emails Sent</b>	<b>36</b>	<b>38</b>	<b>40</b>	<b>41</b>	<b>43</b>

**Table 3: Business Emails Sent/Received Per User/Day, 2014 - 2018**

*(\*) Note: This table shows only spam actually delivered to the user mailbox, not spam caught by reputation filters or trapped in quarantine folders. This includes both actual spam as well as “graymail”, for instance newsletters or notifications that a user may have signed up for at one time but no longer wants to receive.*

- Social Networking will grow from about 3.6 billion accounts in 2014 to over 5.2 billion accounts by the end of 2018. The majority of social networking accounts are in the Consumer space, however, business-oriented Enterprise Social Networks are also showing stronger adoption.

	2014	2015	2016	2017	2018
<b>Worldwide Social Networking Accounts (M)</b>	<b>3,615</b>	<b>4,078</b>	<b>4,459</b>	<b>4,861</b>	<b>5,258</b>
<i>%Growth</i>		13%	9%	9%	8%
<b>Worldwide Social Networking Users* (M)</b>	<b>1,202</b>	<b>1,319</b>	<b>1,443</b>	<b>1,573</b>	<b>1,709</b>
<i>% Growth</i>		10%	9%	9%	9%
Average Accounts Per User	3.0	3.1	3.1	3.1	3.1

**Table 4: Worldwide Social Networking Accounts and User Forecast (M), 2014-2018**

(\*) *Note: Includes both Business and Consumer Social Networking users.*

- Mobile IM has shown very strong growth over the past year, while traditional desktop-based IM is slowing down in favor of other forms of communication. The business use of IM is growing at a much faster pace than the use of IM by consumers. This is due to the fact that IM use in the workplace can be tightly monitored and controlled by IT and users are expected to use it much in the same way they use email. In the consumer space, on the other hand, other technologies such as social networking or Mobile IM are becoming more popular for reaching family and friends on the go.
- The Mobile Email market continues to show rapid growth, due to the wider availability of email-capable mobile devices at all price points. This growth has been fueled in particular by strong adoption of popular Apple iOS and Google Android devices among both business and consumer users. In 2014, worldwide Mobile email users total 1.1 billion. By the end of 2018, worldwide mobile email users are expected to total over 2.2 billion.

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