THE RADICATI GROUP, INC.
A TECHNOLOGY MARKET RESEARCH FIRM
PALO ALTO, CA 94301
TEL. 650 322-8059

Email Market, 2015-2019

SCOPE

This study provides an analysis of the Email market in 2015, and its potential growth over the next four years. It provides detailed market trends, market share, market size, forecasts, and an analysis of key vendors and cloud providers.

This study segments the Email market as follows:

- o **Enterprise Messaging Platforms** - on-premises email and collaboration platforms that cater to the needs organizations of all sizes.

- o **Messaging Platforms for Service Providers** - messaging platforms deployed by business-oriented or consumer-oriented service providers to provide email services to their subscribers.

- o **Cloud Business Email** - cloud-based email services targeted at business organizations of all sizes for use in a multi-tenant or dedicated environment.

- o **Email Clients** – desktop or web-based interfaces for accessing and working with email.

- o **Consumer Email** - cloud-based email solutions targeted at consumers.

All market numbers, such as market size, forecasts, revenue information, and any financial information presented in this study represent worldwide figures, geographical

breakouts are also provided where appropriate. All revenue numbers are expressed in $USD.

Installed base mailbox figures represent *active* mailboxes, which we define as mailboxes that are used at least once every three months. Email aliases are not counted as a separate unit.

Throughout this report the terms email and messaging are used interchangeably.

This study <u>does not</u> include data on the number of mobile email users, please see the "Mobile Statistics Report, 2015-2019".

METHODOLOGY

The information and analysis in this report is 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

- Email remains the most ubiquitous form of communication. Email accounts are required for any form of online presence from signing on to social media sites, to shopping online, to access to online portals, and access to all forms of online communication.

  o There are nearly 2.6 billion email users worldwide in 2015, and this figure is expected to grow to over 2.9 billion by year-end 2019.

  o Worldwide revenues for the Email Market will top $13.6 billion in 2015, and grow to over $38.9 billion by year-end 2019, representing an average annual growth rate of 30%. Table 1, shows this growth forecast from 2015 to 2019.

Worldwide Email Market Forecast	2015	2016	2017	2018	2019
Worldwide Email Users (M)	2,586	2,672	2,760	2,849	2,943
% change		*3%*	*3%*	*3%*	*3%*
Worldwide Email Market Revenues ($M)	**$13,607**	**$19,353**	**$25,934**	**$32,592**	**$38,917**
% change		42%	34%	26%	19%

Table 1: Worldwide Email Market Forecast, 2015-2019

- This report looks at the Email Market as comprising five segments:

  o **Enterprise Messaging Platforms** – are on-premises email and collaboration platforms leading vendors in this segment, include: *IBM, Microsoft, Novell*, and many others.

  o **Messaging Platforms for Service Providers** – are highly scalable and reliable messaging platforms designed to allow service providers to offer email services to business and consumer subscribers. Leading platforms include: *Openwave Messaging, Oracle, Open-Xchange,* and many others.

  o **Cloud Business Email** – are multi-tenant and dedicated services that provide hosted enterprise-grade email and collaboration functionality to organizations

of all sizes. Leading Cloud Business Email providers include: *Google, Microsoft, Rackspace,* and many others.

- o **Email Clients** – desktop or web-based interfaces for accessing and working with email. Leading clients include: *IBM Notes, Microsoft Outlook,* and many others.

- o **Consumer Email** – are email services geared towards consumers. Leading consumer email services, include: *Google (Gmail), Microsoft (Outlook.com), Yahoo! (Mail),* and many others.

- The total worldwide email traffic, including both Business and Consumer emails, is estimated to be over 205 billion emails/day by year-end 2015, growing to over 246 billion emails/day by the end of 2019.

Daily Email Traffic	2015	2016	2017	2018	2019
Total Worldwide Emails Per Day (B)	205.6	215.3	225.3	235.6	246.5
% Change		*5%*	*5%*	*5%*	*5%*
Business Emails Per Day (B)	112.5	116.4	120.4	124.5	128.8
% Change		*3%*	*3%*	*3%*	*3%*
Consumer Emails Per Day (B)	93.1	98.9	104.9	111.1	117.7
% Change		*6%*	*6%*	*6%*	*6%*

Table 2: Worldwide Daily Email Traffic, 2015-2019

To view the complete Table of Contents for this report, visit our website at www.radicati.com***.***