



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

PALO ALTO, CA, USA

TEL. 650 322-8059

## ***US Email Statistics Report, 2016-2020***

### **SCOPE**

This report brings together US-only current use data and four-year forecasts for Email Users, Business and Consumer Email Accounts, Email Traffic, Daily Emails Sent & Received, Average Email Storage Requirements, Average Spam, Malware, Attachments, Daily Time Spent on Email, and Mobile Email use. It includes data on US business and consumer adoption of email.

A separate report on Worldwide Email Statistics, called “Email Statistics Report, 2016-2020” can be found under our list of publications at <http://www.radicati.com>.

All of the numbers in this study represent US-only 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.

### **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:

EUROPE: LONDON, UK • TEL. +44 (0)20 7794 4298

Email: [admin@radicati.com](mailto:admin@radicati.com)

<http://www.radicati.com>

- 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 use continues to see strong growth in the US with both consumer and business users. Though there is increased use of IM, chat, social networking, and other forms of communication, email continues to show steady growth, as all forms of online communication require users to have an email address to access their services, and all e-Commerce transactions (i.e. shopping, banking, etc.) require a valid email address.
- Consumer email accounts make up the majority of US email accounts in 2016, representing 79% of US mailboxes. This is however, trending increasingly in favor of business mailboxes over the next four years.
- The number of email accounts is expected to continue to grow at a slightly faster pace than the number of email users. This is particularly true of Consumer accounts, where many users tend to have multiple email accounts for different purposes (i.e. shopping,

vs. friends and family, etc.). Over the next four years, US consumers will have an average of 1.8 accounts per user.

- Email continues to be an essential part of daily business communication. In 2016, US business email users have an average of about 1.2 accounts per user, by the end of 2020, US business email users will have an average of 1.4 accounts per user.

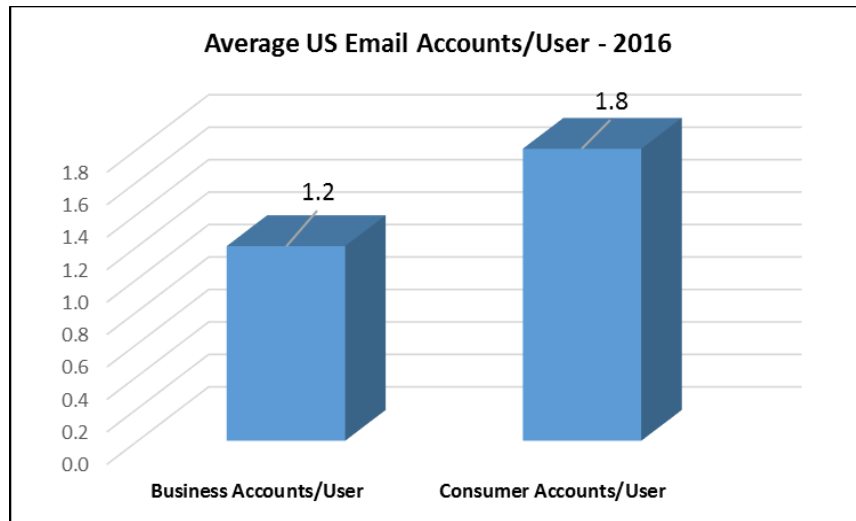


Figure 1: Average US Email Accounts/User, 2016

***To view the complete Table of Contents for this report, visit our website at [www.radicati.com](http://www.radicati.com).***