



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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## ***Email Statistics Report, 2017-2021***

### **SCOPE**

This report brings together current worldwide 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 worldwide business and consumer adoption of email.

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

Regional breakouts are provided for: North America, Europe, Asia Pacific, and Rest of World. This report does not contain country breakouts but these may be obtained from The Radicati Group at an extra charge.

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 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 use continues to grow even as other methods of interpersonal communication, such as instant messaging, social networking and chat are seeing strong adoption. Email continues to see strong use in the business world, as well as with consumers where it is often used primarily for notifications (e.g. for online sales) rather than simply as an interpersonal communication tool.
  - In 2017, the total number of business and consumer emails sent and received per day will reach 269 billion, and is expected to continue to grow at an average annual rate of 4.4% over the next four years, reaching 319.6 billion by the end of 2021.

Daily Email Traffic	2017	2018	2019	2020	2021
<b>Total Worldwide Emails Sent/Received</b>	<b>269.0</b>	<b>281.1</b>	<b>293.6</b>	<b>306.4</b>	<b>319.6</b>
<b>Per Day (B)</b>					
<b>% Growth</b>		4.5%	4.4%	4.4%	4.3%

**Table 1: Worldwide Daily Email Traffic (B), 2017-2021**

- In 2017, the number of worldwide email users will top 3.7 billion. By the end of 2021, the number of worldwide email users will be over 4.1 billion. Approximately half of the worldwide population uses email in 2017.

	2017	2018	2019	2020	2021
<b>Worldwide Email Users* (M)</b>	<b>3,718</b>	<b>3,823</b>	<b>3,930</b>	<b>4,037</b>	<b>4,147</b>
<b>% Growth</b>		3%	3%	3%	3%

**Table 2: Worldwide Email User Forecast (M), 2017–2021**

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

- The number of worldwide email accounts is expected to continue to grow at a slightly faster pace than the number of worldwide email users. This is particularly true of Consumer email accounts, where many consumers tend to have multiple email accounts for different purposes (i.e. shopping, vs. friends and family, etc.).
  - Over the next four years, the average number of email accounts per user ratio will grow from an average of 1.70 accounts per user to an average of 1.86 accounts per user. While 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. In addition, all e-Commerce transactions (i.e. shopping, banking, etc.) require a valid email address.
- In 2017, the average number of successful email borne malware attacks is trending up, even as anti-malware solutions become increasingly comprehensive and effective against the latest malware threats.

- The most common types of malware attacks are blended attacks, which may combine two or more methods of delivery, such as email and Web access, to spread malware to an organization's internal network. Blended attacks often begin through email, or involve the use email in some way, for instance an email itself may not contain any malware, but instead it might provide a link to a website that contains malware.

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