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## ***Email Statistics Report, 2012-2016***

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### **SCOPE**

This report brings together statistics and forecasts for Email, Instant Messaging (IM), Social Networking, Mobile Email, and Unified Communications (UC) usage. It includes data on both business and consumer usage.

All figures in this report represent a ‘snap shot’ of key statistics in 2012. 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.

## METHODOLOGY

The information and analysis in this report is based on on-going primary research conducted by The Radicati Group, Inc. It consists of information collected from a variety of surveys, carried out on an on-going basis.

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 total number of worldwide email accounts is expected to increase from 3.3 billion accounts in 2012 to over 4.3 billion accounts by year-end 2016. This represents an average annual growth rate of 6% over the next four years.
- Nearly half of worldwide email users are in the Asia Pacific region. Asia Pacific, is the most populous region in the world, and is home to China and India, two of the largest Internet populations. Europe accounts for about 22% of worldwide email users, while North America has about 14% of worldwide email users. Rest of World (RoW) accounts for the remaining 14% of worldwide email users.
- Consumer email accounts, which are freely available from large portals and ISPs, make up the majority of worldwide email accounts. In 2012, consumer email accounts represent 75% of worldwide mailboxes, while corporate (i.e. business) email accounts represent 25% of worldwide mailboxes. Over the next four years, we expect corporate email accounts to increase at a faster pace than consumer email accounts, as organizations continue to extend email services to employees who may not have had access to email in the past.

	2012	2013	2014	2015	2016
<b>Worldwide Email Accounts (M)</b>	<b>3,375</b>	<b>3,606</b>	<b>3,843</b>	<b>4,087</b>	<b>4,337</b>
<b>Corporate Email Accounts</b>	<b>850</b>	<b>918</b>	<b>991</b>	<b>1,070</b>	<b>1,151</b>
<i>% Corporate Email Accounts</i>	<i>25%</i>	<i>25%</i>	<i>26%</i>	<i>26%</i>	<i>27%</i>
<b>Consumer Email Accounts</b>	<b>2,525</b>	<b>2,688</b>	<b>2,852</b>	<b>3,017</b>	<b>3,186</b>
<i>% Consumer Email Accounts</i>	<i>75%</i>	<i>75%</i>	<i>74%</i>	<i>74%</i>	<i>73%</i>

**Corporate vs. Consumer Email Accounts, 2012–2016**

- Most of the world’s email traffic comes from the corporate world. In 2012, the number of businesses emails sent and received per day total 89 billion. This figure is expected to grow at an average annual rate of 13% over the next four years, reaching over 143 billion by year-end 2016.
- Overall, anti-spam technology has become increasingly adept at recognizing spam before it even reaches the user’s inbox. However, the fight against spam is a never-ending battle, where spammers and anti-spam vendors try to outsmart each other. Over the next four years, the amount of spam received is expected to remain at roughly 15% of email received.

<b>Daily Email Traffic</b>	2012	2013	2014	2015	2016
<b>Total Worldwide Emails Per Day (B)</b>	<b>144.8</b>	<b>154.6</b>	<b>165.8</b>	<b>178.3</b>	<b>192.2</b>
<i>% Change</i>		<i>7%</i>	<i>7%</i>	<i>8%</i>	<i>8%</i>
<b>Business Emails Per Day (B)</b>	<b>89.0</b>	<b>101.0</b>	<b>114.3</b>	<b>128.6</b>	<b>143.8</b>
<i>% Change</i>		<i>13%</i>	<i>13%</i>	<i>13%</i>	<i>12%</i>
<b>Consumer Emails Per Day (B)</b>	<b>55.8</b>	<b>53.6</b>	<b>51.5</b>	<b>49.7</b>	<b>48.4</b>
<i>% Change</i>		<i>-4%</i>	<i>-4%</i>	<i>-3%</i>	<i>-3%</i>

**Worldwide Daily Email Traffic, 2012-2016**

- Instant Messaging (IM) is continuing to growth in popularity, with both consumers and corporate users. In 2012, the number of worldwide IM accounts

will total over 2.7 billion. This figure is expected to grow at an average annual rate of 6% over the next four years, and reach 3.4 billion by year-end 2016.

- Social Networking sites have shown explosive growth in the last couple of years. In 2012, the total number of worldwide social networking accounts is over 2.7 billion. This figure is expected to grow to over 4.3 billion by year-end 2016.
- The Mobile Email market has continued to expand over the last year. Growth within this market can be attributed to both consumer and business users who are increasingly accessing their email accounts from their mobile devices, particular Android-based and Apple iOS devices. The number of users that use a mobile device for both personal and professional purposes has lead to a significant increase in the number of mobile email users around the world. In 2012, worldwide mobile email users total 730 million. Currently, only 34% of email users access their email via a mobile device.

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