A new study from the Radicati Group, Inc., brings together statistics and forecasts on the business and consumer use of Email and Mobile Email, including:

- Email – Accounts, Users, Breakouts by Region, 2015-2019
- Business Email – Accounts, Users, Breakouts by Region, Business Size, 2015-2019
- Consumer Email – Accounts, Users, Breakouts by Region, 2015-2019
- Email Daily Traffic for Business and Consumer Use
- Time Spent Daily on Email vs. Instant Messaging and Social Networking
- Spam and Malware – Volumes Received
- Mobile Email – Consumer and Business Users, 2015-2019

This report is intended for Organizations, Vendors, and Investors who need to make informed decisions about Email and Mobile Email.
# TABLE OF CONTENTS

**Scope** .......................................................................................................................... 5  
**Methodology** .................................................................................................................. 6  
**Executive Summary** ....................................................................................................... 7  
**Chapter 1: Email** ........................................................................................................... 9  
1.1 Worldwide Email Users Forecast, 2015-2019 .............................................................. 9  
1.2 Email Users by Region .................................................................................................. 10  
1.3 Business Email Users by Region ................................................................................. 12  
1.4 Worldwide Email Accounts Forecast, 2015-2019 ....................................................... 14  
1.5 Email Accounts by Region ........................................................................................... 16  
1.6 Business vs. Consumer Email Accounts and Users ................................................... 18  
1.7 On-Premises vs. Cloud Email Accounts ....................................................................... 20  
1.8 Email User Age Demographics .................................................................................... 22  
1.9 Email Traffic Forecast ................................................................................................. 24  
**Chapter 2: Business Email** ........................................................................................... 25  
2.1 Worldwide Business Email Accounts Forecast, 2015-2019 ......................................... 25  
2.2 Business Email Accounts by Region .......................................................................... 26  
2.3 Business Email Accounts by Business Size ................................................................ 28  
2.4 Business Email Accounts by Vertical Industry ............................................................ 30  
2.5 Average Number of Business Email Accounts per User ............................................. 32  
2.6 Average Number of Business Email Clients per User ............................................... 33  
2.7 Average Number of Business Emails Sent/Received per User per Day ...................... 34  
2.8 Business Email Storage Requirements ...................................................................... 36  
2.9 Time Spent on Email/Days ........................................................................................... 38  
2.9.1 Business Users ........................................................................................................ 38  
2.9.2 Consumer Users ..................................................................................................... 39  
**Chapter 3: Consumer Email** ........................................................................................ 40  
3.1 Worldwide Consumer Email Accounts Forecast, 2015-2019 ..................................... 40  
3.2 Consumer Email Accounts by Region ....................................................................... 41  
3.3 Average Number of Consumer Email Accounts per User ......................................... 43  
3.4 Average Number of Consumer Emails Sent/Received per User per Day .................. 44  
**Chapter 4: Spam and Malware** ..................................................................................... 46  
4.1 Spam Messages Received per Business User per Day ............................................... 46  
4.2 Malware ....................................................................................................................... 48  
4.2.1 Malware Attacks ....................................................................................................... 48  
4.2.2 Malware Attacks per Business User per Year ......................................................... 49  
**Chapter 5: Mobile Email** ............................................................................................. 50  
5.1 Worldwide Mobile Email Users Forecast, 2015-2019 ................................................. 50  
5.2 Business vs. Consumer Mobile Email Users ............................................................... 52
LIST OF TABLES

Table 1: Worldwide Email Accounts and User Forecast (M), 2015–2019
Table 2: Worldwide Daily Email Traffic (B), 2015-2019
Table 3: Business Emails Sent/Received Per User/Day, 2015 - 2019
Table 4: Worldwide Active Email Users Forecast (M), 2015-2019
Table 5: Worldwide Email Users by Region (M), 2015 - 2019
Table 6: Worldwide Business Email Users by Region (M), 2015-2019
Table 7: Worldwide Active Email Accounts Forecast (M), 2015-2019
Table 8: Email Accounts by Region (M), 2015-2019
Table 9: Worldwide Business vs. Consumer Email Accounts and Users (M), 2015–2019
Table 10: Worldwide On-Premises vs. Cloud Email Account Forecast (M), 2015 - 2019
Table 11: Email User Age Demographics, 2015
Table 12: Worldwide Daily Email Traffic (B), 2015-2019
Table 13: Business Email Accounts (M), 2015-2019
Table 14: Business Email Accounts by Region (M), 2015-2019
Table 15: Business Email Accounts by Business Size, 2015-2019
Table 16: Business Email Accounts by Vertical Industry, 2015
Table 17: Average Number of Business Email Accounts per User, 2015
Table 18: Average Number of Business Email Clients per User, 2015
Table 19: Business Emails Sent/Received Per User/Day, 2015 - 2019
Table 20: Business Email Storage Requirements per User/Day, 2015-2019
Table 21: Time Business Users Spend on Email/Day, 2015
Table 22: Time Consumer Users Spend on Email/Day, 2015
Table 23: Consumer Email Accounts (M), 2015-2019
Table 24: Consumer Email Accounts by Region (M), 2015-2019
Table 25: Average Number of Consumer Email Accounts per User, 2015
Table 26: Consumer Emails Sent/Received per User/Day, 2015-2019
Table 27: Spam Messages Received per Business User/Day, 2015-2019
Table 28: Malware Attacks per Business User/Day, 2015
Table 29: Worldwide Mobile Email Users, 2015-2019
Table 30: Business vs. Consumer Mobile Email Users, 2015-2019

LIST OF FIGURES

Figure 1: Worldwide Email Users Breakout by Region, 2015 & 2019
Figure 2: Worldwide Email Accounts Forecast (M), 2015-2019
Figure 3: Worldwide Email Accounts Breakout by Region (M), 2015 & 2019
Figure 4: Worldwide Business vs. Consumer Email Accounts (M), 2015-2019
Figure 5: Worldwide On-Premises vs. Cloud Email Accounts (M), 2015-2019
Figure 6: Worldwide Email User Age Demographics, 2015
Figure 7: Business Email Accounts by Business Size, 2015 & 2019
Figure 8: Business Email Account Breakout by Vertical Industry, 2015
Figure 9: Business Emails Sent/Received Per User/Day, 2015-2019
Figure 10: Business Email Storage Requirements per User/Day (MB), 2015–2019
Figure 11: Consumer Email Accounts by Region, 2015-2019
Figure 12: Amount of Spam vs. Email Received per Business User/Day, 2015-2019
Figure 13: Email vs. Mobile Email Penetration, 2015-2019
About The Radicati Group, Inc.

The Radicati Group covers all aspects of email, security, social media, instant messaging, information archiving, regulatory compliance, wireless technologies, web services, unified communications, and more. The company provides both quantitative and qualitative information, including detailed market size, installed base and forecast information on a worldwide basis, as well as detailed country breakouts.

The Radicati Group advises corporate organizations to assist them in selecting the right products to fit their business needs, and also works with vendors to define the best strategic direction for their products. The Radicati Group also works with investment firms on a worldwide basis to identify and assess new investment opportunities.

The Radicati Group, Inc. is headquartered in Palo Alto, CA, with offices in London, UK.

ORDER FORM  To order, please fill out the following form and return it to The Radicati Group at the address or fax shown on the front.

---

Email Statistics Report, 2015-2019

Name:  
Company:  

☐ P.O. $3,000  Note: We will need the actual P.O. paperwork from your Purchasing Department before we can fill the orders.

☐ Credit Card $2,500
☐ VISA ☐ MasterCard ☐ Amex

Card Number:  
Exp. Date:  

Signature:  

Address:  
City, State, Zip:  
Country:  

Please indicate street address - NO P.O. BOX please!

Phone:  
Email:  

---

Copyright © March 2015 The Radicati Group, Inc. Reproduction Prohibited