



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

PALO ALTO, CA, USA

TEL. 650 322-8059

## ***Instant Messaging Growth Forecast, 2016-2020***

### **SCOPE**

This report brings together current use data and four-year forecasts for Instant Messaging (IM) and Mobile Messaging (also referred to as Mobile IM or Mobile Chat). It includes data on both business and consumer adoption of these technologies.

All of the numbers in this study represent worldwide figures, unless otherwise indicated. Any 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 accessed at least once within the last month.

### **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**

- In 2016, the number of worldwide IM accounts, not including Mobile Messaging, totals over 3.2 billion. This figure is expected to grow at an average annual rate of about 7% over the next four years, and reach over 4.1 billion by the end of 2020.
- While there is some federation and interoperability between existing IM networks (which means users can have fewer accounts) most IM and chat solutions remain closed to their own native users.
- Consumer IM accounts make up the majority of worldwide IM accounts worldwide. In 2016, there are over 2.7 billion Public IM accounts worldwide. Consumer IM growth, however, is slowing down as it competes with other technologies, such as social networking and Mobile Messaging.
- Enterprise IM deployment, on the other hand, will continue to show strong growth through the end of 2020, due mainly to the integration of unified communication

features, such as voice and video, into Enterprise IM solutions. Also as customers gain confidence with cloud services, enterprises are increasingly opting for highly affordable cloud-based Enterprise IM solutions.

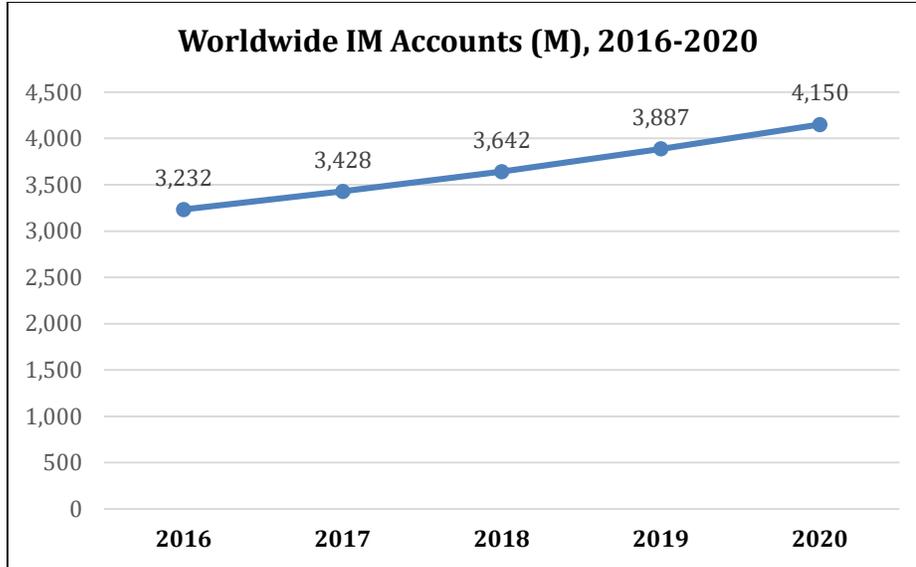


Figure 1: Worldwide IM Accounts (Millions), 2016-2020

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