



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

PALO ALTO, CA, 94301

TEL. 650 322-8059

Mobile Growth Forecast, 2016-2020

SCOPE

This report brings together current use data and four-year forecasts for Mobile Users, Mobile Devices (i.e. phones and tablets), Mobile Operating Systems, Mobile Email Users, Mobile Texting and Mobile Messaging use. It includes data on business and consumer mobile adoption.

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* users and/or accounts (i.e. active 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

<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

- Mobile use continues to see strong growth across all demographics. In 2016 there will be over 6.1 billion mobile users worldwide. By the end of 2020, the number of worldwide mobile users is expected to increase to over 6.9 billion.
 - Mobile devices in use, including phones and tablets, will grow from over 11 billion in 2016 to over 16 billion by 2020.

	2016	2017	2018	2019	2020
Worldwide Mobile Users (M)	6,101	6,318	6,539	6,765	6,918
Total Mobile Devices* (M)	11,062	12,543	13,717	14,949	16,168
Mobile Devices Per Business User	1.81	1.99	2.10	2.21	2.34

Table 1: Worldwide Mobile Users vs. Mobile Devices, 2016-2020

(*) Note: Includes phones and tablets.

- Worldwide growth of mobile users mirrors population growth in the various regions of the world, as increasingly users across all regions have access to some form of mobile technology, either phones or tablets, or both.
- Phone devices still account for the majority of mobile devices in use today. Mobile phones are increasingly used for all forms of data communication, such as SMS/Text, chat, email, and social media. All smartphones now come with larger screens that make them easier to use when sending and receiving data.
 - The number of worldwide Mobile Email users is expected to grow at an annual rate of 12% over the next four years.
- Mobile Messaging refers to IM and chat designed for use on mobile devices. Mobile Messaging services have become increasingly popular with all mobile users, as they bypass SMS fees and allow users to send large messages with pictures, videos, or other non-text data.

***To view the complete Table of Contents for this report,
visit our website at www.radicati.com.***