

THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM PALO ALTO, CA, USA TEL. 650 322-8059

Email Statistics Report, 2016-2020

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.

A separate report on US Email Statistics, called "US Email Statistics Report, 2016-2020" can be found under our list of publications at http://www.radicati.com.

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.

EUROPE: LONDON, UK • TEL. +44 (0)20 7794 4298

Email: admin@radicati.com http://www.radicati.com

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 worldwide continues to grow. In 2016, there will be over 2.6 billion email users worldwide, and by the end of 2020 the number of email users worldwide will top 3.0 billion. Nearly half of the worldwide population will be using email by year-end 2020.
- While there is increased use of many other forms of communication, such as IM, chat and social networking, email continues to be the leading form of business communication. In addition, an email address is required for nearly all other forms of communication (i.e. social networks, chat, etc.), and all types of online e-Commerce transactions (i.e. online shopping, banking, etc.).

	2016	2017	2018	2019	2020
Worldwide Email Users* (M)	2,672	2,760	2,849	2,943	3,040
% Growth		3%	3%	3%	3%

Table 1: Worldwide Email User Forecast (M), 2016–2020

- (*) Note: Includes both Business and Consumer Email users.
- In 2016, the number of business and consumer emails sent and received per day will total over 215.3 billion, and is expected to grow at an average annual rate of 4.6% over the next four years, reaching over 257.7 billion by the end of 2020.
 - 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.

Daily Email Traffic	2016	2017	2018	2019	2020
Total Worldwide Emails Sent/Received Per Day (B)	215.3	225.3	235.6	246.5	257.7
% Growth		4.6%	4.6%	4.6%	4.5%

Table 2: Worldwide Daily Email Traffic (B), 2016-2020

- Mobile Email use also continues to show rapid growth, due to availability of email capable mobile devices at all price points. In 2016, worldwide Mobile Email users total over 1.7 billion. Currently, 65% of email users worldwide access their email via a mobile device. Strong growth of mobile email use with both business and consumer users is expected to continue over the next four years.
- Protecting against malware remains a key concern for organizations of all sizes. Malware is increasingly complex, and requires Business organizations to keep pace by investing in highly sophisticated anti-malware protection technology. The most common types of malware attacks are blended attacks, which often occur through email, or involve the use email in some way, for instance an email itself may not contain any malware, but it may instead provide a link to a website that contains malware.

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