



THE RADICATI GROUP, INC.
A TECHNOLOGY MARKET RESEARCH FIRM
PALO ALTO, CA 94301
TEL. 650 322-8059

Email Market, 2016-2020

SCOPE

This study provides an analysis of the Email market in 2016, and its potential growth over the next four years. It provides detailed market trends, market share, market size, forecasts, and an analysis of key vendors and cloud providers.

This study segments the Email market as follows:

- **Enterprise Messaging Platforms** - on-premises email and collaboration platforms that cater to the needs organizations of all sizes.
- **Messaging Platforms for Service Providers** - messaging platforms deployed by business-oriented or consumer-oriented service providers to provide email services to their subscribers.
- **Cloud Business Email** - cloud-based email services targeted at business organizations of all sizes for use in a multi-tenant or dedicated environment.
- **Email Clients** – desktop or web-based interfaces for accessing and working with email.
- **Consumer Email** - cloud-based email solutions targeted at consumers.

All market numbers, such as market size, forecasts, revenue information, and any financial information presented in this study represent worldwide figures, geographical

EUROPE: LONDON NW3 5JY • TEL. +44 (0)207 794 4298

Email: admin@radicati.com

<http://www.radicati.com>

breakouts are also provided where appropriate. All revenue numbers are expressed in \$USD.

Installed base mailbox figures represent *active* mailboxes, which we define as mailboxes that are used at least once every three months. Email aliases are not counted as a separate unit.

Throughout this report the terms email and messaging are used interchangeably.

This study does not include data on the number of mobile email users, please see the “Mobile Statistics Report, 2016-2020”.

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 remains the most ubiquitous form of communication. Email accounts are required for any form of online presence from signing on to social media sites, to shopping online, to gaining access to online portals, as well as access to all forms of online communication. Table 1, shows the growth forecast for email users and revenues from 2016 to 2020.
 - Today, there are over 2.6 billion email users worldwide, and this figure is expected to grow to over 3.0 billion by year-end 2020.
 - Revenues for all segments of the Email Market combined are expected to total over \$19.3 billion, and will grow to over \$45.4 billion by year-end 2020, an average annual growth rate of 24%. This strong revenue growth is driven mainly by the migration of existing on-premises mailboxes to cloud mailboxes.

Worldwide Email Market Forecast	2016	2017	2018	2019	2020
Worldwide Email Users (M)	2,672	2,760	2,849	2,943	3,040
<i>% change</i>		3%	3%	3%	3%
Worldwide Email Market Revenues (\$M)	\$19,353	\$25,934	\$32,592	\$38,917	\$45,484
<i>% change</i>		34%	26%	19%	17%

Table 1: Worldwide Email Market Forecast, 2016-2020

- This report looks at the Email Market as comprising five segments:
 - **Enterprise Messaging Platforms** – are on-premises email and collaboration platforms leading vendors in this segment, include: *IBM, Microsoft*, and others.
 - **Messaging Platforms for Service Providers** – are messaging platforms designed to allow service providers to offer email services to business or consumer subscribers. Leading platforms include: *Open-Xchange, Oracle, Synchronoss Messaging, Zimbra* and many others.
 - **Cloud Business Email** – are multi-tenant or dedicated services that provide enterprise-grade email and collaboration functionality to organizations of all sizes.

Leading Cloud Business Email providers include: *Intermedia, Google, Microsoft*, and many others.

- **Email Clients** – desktop or web-based interfaces for accessing and working with email. Leading clients include: *IBM Notes, Microsoft Outlook*, and others.
- **Consumer Email** – are email services geared to consumers. Leading consumer email services, include: *Google Gmail, Microsoft Outlook.com, Yahoo! Mail*, and many others.
- The installed base and revenue for on-premises Enterprise Messaging Platforms is decreasing at a steady pace, as more and more organizations migrate to cloud messaging and collaboration services.
- The Cloud Business Email market continues to grow at a fast pace with uptake from organizations of all sizes and across all verticals. The gap in functionality between on-premises email and cloud email solutions has disappeared, and this is prompting many customers to cut deployment costs by migrating to cloud solutions.
- Consumer email use continues to grow, especially as more people come online on a worldwide basis, and email continues to be a key component of the online experience. Email accounts remain the main form of online presence and are typically required for users to sign up for social networking sites, such as Facebook and Twitter, chat and instant messaging services, shopping portals and any type of online service.
- The total worldwide email traffic, including both Business and Consumer emails, is estimated to be over 215 billion emails/day by year-end 2016, growing to over 257 billion emails/day by the end of 2020.

Daily Email Traffic	2016	2017	2018	2019	2020
Total Worldwide Emails Per Day (B)	215.3	225.3	235.6	246.5	257.7
<i>% Change</i>		5%	5%	5%	5%

Table 2: Worldwide Daily Email Traffic, 2016-2020

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