



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

WWW.RADICATI.COM

TEL. 650 322-8059

## ***Mobile Statistics Report, 2017-2021***

### **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).

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

Email: [admin@radicati.com](mailto: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

- Mobile adoption continues to show strong growth worldwide. The growth in the number 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.
- In 2017, there will be over 6.3 billion mobile users worldwide. By the end of 2021, the number of worldwide mobile users is expected to increase to over 7.1 billion.
  - Mobile devices in use, including phones and tablets, will grow from over 10.9 billion in 2017 to over 14.9 billion by 2021.

- In 2017, users have an average of 1.72 devices, either phones or tablets, per person.

	2017	2018	2019	2020	2021
<b>Worldwide Mobile Users (M)</b>	<b>6,365</b>	<b>6,582</b>	<b>6,802</b>	<b>6,951</b>	<b>7,101</b>
<b>Total Mobile Devices* (M)</b>	<b>10,978</b>	<b>12,010</b>	<b>13,093</b>	<b>14,017</b>	<b>14,913</b>
Mobile Devices Per Business User	1.72	1.82	1.92	2.02	2.10

**Table 1: Worldwide Mobile Users vs. Mobile Devices, 2017-2021**

*(\*) Note: Includes phones and tablets.*

- Phones 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.
- Mobile Messaging, which refers to IM and chat designed for use on mobile devices, also continues to see strong growth. 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.

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