



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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## ***Mobile Statistics Report, 2018-2022***

### **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).

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## 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 use continues to see strong growth with users of all ages on a worldwide basis. Mobile devices, in the form of phones and tablets, are increasingly used to access the Internet and communicate through a variety of technologies including email, chat, text messaging, instant messaging, social and VoIP conferencing.
- The number of mobile users is expected to exceed 6.5 billion in 2018, and grow to over 7.2 billion by year-end 2022.
  - The total number of mobile devices, including both phones and tablets will be over 12.0 billion at the end of 2018. The number of mobile devices exceeds the

number of users, as many users have more than one device. By year-end 2022, we expect total mobile devices to be over 15.9 billion.

	2018	2019	2020	2021	2022
<b>Worldwide Mobile Users (M)</b>	<b>6,582</b>	<b>6,802</b>	<b>6,951</b>	<b>7,101</b>	<b>7,255</b>
<b>Total Mobile Devices* (M)</b>	<b>12,010</b>	<b>13,093</b>	<b>14,017</b>	<b>14,913</b>	<b>15,961</b>
Mobile Devices Per Business User	1.82	1.92	2.02	2.10	2.20

**Table 1: Worldwide Mobile Users vs. Mobile Devices, 2018–2022**

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

- Mobile Messaging is seeing strong growth across all regions and all user demographics due to its ease of use, ubiquitous nature across mobile devices and the fact that it is generally free. SMS text messaging is declining in favor of growing use of chat solutions such as WhatsApp, Viber and many others.
- Mobile Messaging account growth will be driven primarily by increased use of mobile devices by Consumers on a worldwide basis. However, Mobile Messaging adoption is also seeing strong growth with business users who have become accustomed to the services in their personal lives and carry their use over into their business lives.

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