



THE RADICATI GROUP, INC.
A TECHNOLOGY MARKET RESEARCH FIRM
WWW.RADICATI.COM
TEL. 650 322-8059

Email Market, 2018-2022

SCOPE

This study provides an analysis of the Email market in 2018, 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.

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 2018 to 2022.
 - Today, there are over 3.8 billion email users worldwide, and this figure is expected to grow to over 4.2 billion by year-end 2022.
 - Revenues for all segments of the Email Market combined are expected to total over \$33.1 billion in 2018, and will grow to over \$64.2 billion by year-end 2022, an average annual growth rate of 18%. This revenue growth is driven mainly by the migration of on-premises mailboxes to cloud mailboxes.

Worldwide Email Market Forecast	2018	2019	2020	2021	2022
Worldwide Email Users (M)	3,823	3,930	4,037	4,147	4,258
<i>% change</i>		3%	3%	3%	3%
Worldwide Email Market Revenues (\$M)	\$33,128	\$39,633	\$46,941	\$55,142	\$64,269
<i>% change</i>		20%	18%	17%	17%

Table 1: Worldwide Email Market Forecast, 2018-2022

- Cloud-based email services are seeing strong growth and drawing organizations away from on-premises solutions. The benefits of cloud adoption are clear to all organizations, and increasingly organizations of all sizes are moving to cloud email and collaboration services.
- Cloud Business Email providers are offering much more advanced security features, such as email encryption, archiving, DLP, and many other services, which help ease concerns about cloud privacy and security. There is strong increase in the adoption of full featured cloud business suites which offer a wide range of business collaboration

services that go well beyond email. Google G Suite, Microsoft Office 365, and Hosted Microsoft Exchange are all seeing strong traction.

- The total worldwide email traffic, including both Business and Consumer emails, is estimated to be over 281 billion emails/day by year-end 2018, growing to over 333 billion emails/day by the end of 2022.

Daily Email Traffic	2018	2019	2020	2021	2022
Total Worldwide Emails Per Day (B)	281.1	293.6	306.4	319.6	333.2
% Change		4%	4%	4%	4%

Table 2: Worldwide Daily Email Traffic, 2018-2022

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