



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

WWW.RADICATI.COM

TEL. 650 322-8059

Instant Messaging Statistics Report, 2019-2023

SCOPE

This report brings together current use data and four-year forecasts for Instant Messaging (IM) and Mobile Messaging (also referred to as Mobile IM or Mobile Chat). It includes data on both business and consumer adoption of these technologies.

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* accounts, which have been accessed at least once within the last month.

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:

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

Email: admin@radicati.com

<http://www.radicati.com>

- 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

- The use of Instant Messaging (IM) continues to show strong growth among business users, as well as consumer users across all demographics. Instant Messaging (also referred to as “chat”) offers real-time communication between two or more users. IM solutions, today, are increasingly feature rich and blend with unified communication suites to include group chat, conferencing, voice, video, deep integration with group collaboration suites, and much more.
- In 2019, the number of worldwide IM accounts (not including Mobile Messaging) total over 7.0 billion. This figure is expected to grow at an average annual rate of about 6% over the next four years, and reach over 8.9 billion by the end of 2023.
 - Since there is generally no interoperability between different IM solutions users typically need to have multiple accounts on different IM networks in order to reach all the contacts they wish to communicate with.
- Mobile Messaging refers to instant messaging services (also known as chat messages) designed primarily for use on mobile devices. These services have become

increasingly popular as the worldwide population of smartphone devices continues to increase. Most Mobile Messaging services are aimed primarily at consumers, although they are often also used for business purposes. Mobile Messaging services provide a feature-rich alternative to SMS texting services. Mobile Messaging services generally only allow users to send messages to other users of the same service, while SMS allows users to send messages to any mobile number. SMS is currently the most widely used form of worldwide mobile communication, however, Mobile Messaging has grown rapidly in popularity and is taking traffic away from SMS services.

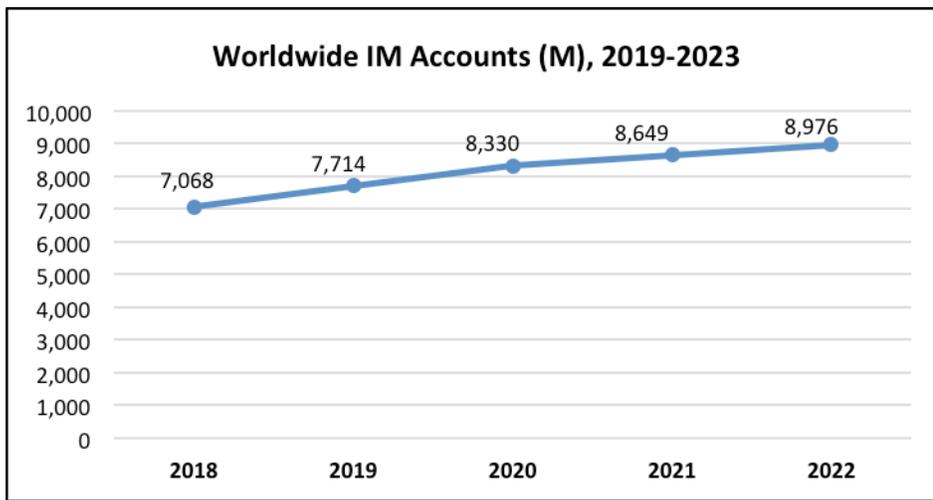


Figure 1: Worldwide IM Accounts* (Millions), 2019-2023

(* does not include Mobile Messaging)

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