



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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Mobile Statistics Report, 2019-2023

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

- Use of mobile devices continues to see strong growth with business and consumer users across all demographics. Mobile devices, in the form of phones and tablets, are increasingly used to communicate through voice, email, chat, text messaging, instant messaging, social media, VoIP conferencing, and more.
- The number of mobile users is expected to exceed 6.8 billion in 2019, and grow to over 7.3 billion by year-end 2023.
 - The total number of mobile devices, including both phones and tablets will be over 13.0 billion at the end of 2019. The number of mobile devices exceeds the

number of users, as many users have more than one device. By year-end 2023, we expect the total number of mobile devices in use to be over 16.8 billion.

	2019	2020	2021	2022	2023
Worldwide Mobile Users (M)	6,802	6,951	7,101	7,255	7,332
Total Mobile Devices* (M)	13,093	14,017	14,913	15,961	16,804
Mobile Devices Per Business User	1.92	2.02	2.10	2.20	2.29

Table 1: Worldwide Mobile Users vs. Mobile Devices, 2019–2023

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

- Mobile Messaging refers to instant messaging services (also known as chat messages) designed primarily for use on mobile devices. Mobile Messaging services include a wide range of features that allow mobile-centric users to enjoy the same instant messaging experience that was once only attainable on a desktop client. Many Mobile Messaging services also allow users to engage in one-to-one video chat, through a Wi-Fi connection, allowing users to connect via video from any location at any time.

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