



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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Email Statistics Report, 2020-2024

SCOPE

This report brings together current worldwide use data and four-year forecasts for Email Users, Business and Consumer Email Accounts, Email Traffic, Daily Emails Sent & Received, Average Email Storage Requirements, Average Spam, Malware, Attachments, Daily Time Spent on Email, and Mobile Email use. It includes data on worldwide business and consumer adoption of email.

All of the numbers in this study represent worldwide figures, unless otherwise indicated. All 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 actually installed (vs. shipped) and accessed 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

- Email is still the most pervasive form of electronic communication for both business and consumer users. Email remains integral to the overall Internet experience as an email account (i.e. email address) is required to sign up to any kind online activity, including social networking sites, instant messaging and any other form of account or presence on the Internet. Online purchases also involve an email address for confirmations, notifications and more.
 - The total number of business and consumer emails sent and received per day will exceed 306 billion in 2020, and is forecast to grow to over 361 billion by year-end 2024.

Daily Email Traffic	2020	2021	2022	2023	2024
Total Worldwide Emails Sent/Received Per Day (B)	306.4	319.6	333.2	347.3	361.6
<i>% Growth</i>	<i>4.4%</i>	<i>4.3%</i>	<i>4.3%</i>	<i>4.2%</i>	<i>4.1%</i>

Table 1: Worldwide Daily Email Traffic (B), 2020–2024

- The number of worldwide email users will top 4.0 in 2020, and is expected to grow to over 4.4 billion by the end of 2024. Over half of the world population uses email in 2020.

	2020	2021	2022	2023	2024
Worldwide Email Users* (M)	4,037	4,147	4,258	4,371	4,481
<i>% Growth</i>	<i>3%</i>	<i>3%</i>	<i>3%</i>	<i>3%</i>	<i>3%</i>

Table 2: Worldwide Email User Forecast (M), 2020-2024

- *(*) Note: Includes both Business and Consumer Email users.*
- The number of worldwide email accounts is expected to continue to grow at a slightly faster pace than the number of worldwide email users. This is particularly true of Consumer email accounts, where many consumers tend to have multiple email accounts for different purposes (e.g. shopping vs. friends and family).
- Protecting against spam and malware remains a key concern for organizations of all sizes. Malware is increasingly complex, and requires Business organizations to keep pace by investing in highly sophisticated anti-malware protection suites. The most common types of malware attacks are blended attacks. These often occur through email, or involve the use email in some way, for instance an email itself may not contain any malware, but instead it might provide a link to a website that contains malware.

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