



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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## ***Instant Messaging Statistics Report, 2020-2024***

### **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:

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- 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.

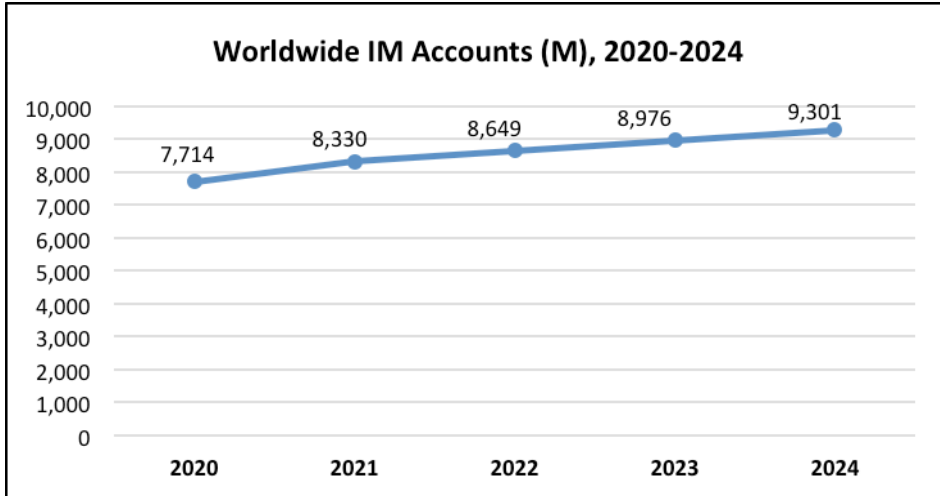
Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

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**

- Instant Messaging (IM) solutions, also known as “chat”, continue to show strong adoption with business and consumer users on a worldwide basis. IM solutions offer real-time communication between two or more users. IM solutions are increasingly feature rich and blend with unified communication suites to deliver group chat, conferencing, voice, video, deep integration with group collaboration suites, and more.
- In 2020, the number of worldwide IM accounts (not including Mobile Messaging) total over 7.7 billion. This figure is expected to grow at an average annual rate of about 6% over the next four years, and reach over 9.3 billion by the end of 2024.
  - Since there is 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.



**Figure 1: Worldwide IM Accounts\* (Millions), 2019-2023**  
(\* does not include Mobile Messaging)

- Mobile Messaging refers to instant messaging services, such as WhatsApp, Viber and many others, designed primarily for use on mobile devices. These services are typically free of charge and allow the easy transfer of photos, videos and non-text data. While most Mobile Messaging services are aimed primarily at consumers, they are often also used for business purposes. Mobile Messaging have become increasingly popular due to their ease of use, and are rapidly taking market share away from traditional SMS texting services.

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