



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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Mobile Statistics Report, 2020-2024

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

- Mobile use continues to see strong growth with users of all ages on a worldwide basis. Mobile devices, in the form of phones and tablets, are increasingly used to communicate through voice, email, chat, text messaging, instant messaging, social media, video conferencing, and more.
- The number of mobile users is expected to exceed 6.9 billion in 2020, and grow to over 7.4 billion by year-end 2024.
 - The total number of mobile devices, including both phones and tablets will be over 14.0 billion at the end of 2020. The number of mobile devices exceeds the

number of users, as many users have more than one device. By year-end 2024, we expect the total number of mobile devices in use to be over 17.7 billion.

	2020	2021	2022	2023	2024
Worldwide Mobile Users (M)	6,951	7,101	7,255	7,332	7,410
Total Mobile Devices* (M)	14,017	14,913	15,961	16,804	17,723
Mobile Devices Per Business User	2.02	2.10	2.20	2.29	2.39

Table 1: Worldwide Mobile Users vs. Mobile Devices, 2020–2024

(*) Note: Includes phones and tablets.

- Phones still account for the majority of mobile devices in use. Mobile phones are increasingly used for all forms of data communication, including text, chat, email, and social media. All smartphones now come with larger screens that make them easier to use when accessing the Internet.
- Mobile Messaging, which refers to Instant Messaging (IM) and chat solutions designed mainly for use on mobile devices (such as WhatsApp, Viber and many others), continues to see strong growth. Mobile Messaging services allow users to send messages with pictures, videos, or other non-text data. Many Mobile Messaging services also allow users to engage in one-to-one, or group video conferencing.

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