



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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## ***Email Statistics Report, 2015-2019***

### **SCOPE**

This report brings together statistics and forecasts for Email and Mobile Email use from 2015 to 2019. It includes data on both business and consumer adoption of email.

All figures in this report represent a ‘snap shot’ of key statistics in 2015. If a discrepancy occurs between numbers in this report and any numbers in our annual market research studies, the annual report should be considered the final authoritative source. For a full list of our annual reports which contain in-depth quantitative and qualitative analysis of each industry segment we cover, please refer to our list of publications at <http://www.radicati.com>.

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

- Worldwide email use continues to grow at a healthy pace. In 2015, the number of worldwide email users will be nearly 2.6 billion. By the end of 2019, the number of worldwide email users will increase to over 2.9 billion. Over one-third of the worldwide population will be using email by year-end 2019.
- Over the next four years, the average number of email accounts per user ratio will grow from an average of 1.7 accounts per user to an average of 1.9 accounts per user. Though there is increased use of IM, social networking, and other forms of communication, email continues to show steady growth, as all IM, social

networks and other services require users to have an email address to access their services. In addition, all online transactions (i.e. shopping, banking, etc.) require a valid email address.

- The number of worldwide email accounts is expected to continue to grow at a slightly faster pace than the number of worldwide email users, particularly Consumer email accounts, since many consumers tend to have multiple email accounts.

	2015	2016	2017	2018	2019
<b>Worldwide Email Accounts (M)</b>	<b>4,353</b>	<b>4,626</b>	<b>4,920</b>	<b>5,243</b>	<b>5,594</b>
<i>%Growth</i>		6%	6%	7%	7%
<b>Worldwide Email Users* (M)</b>	<b>2,586</b>	<b>2,672</b>	<b>2,760</b>	<b>2,849</b>	<b>2,943</b>
<i>% Growth</i>		3%	3%	3%	3%
Average Accounts Per User	1.7	1.7	1.8	1.8	1.9

**Table 1: Worldwide Email Accounts and User Forecast (M), 2015–2019**

(\*) Note: Includes both Business and Consumer Email users.

- In 2015, the number of emails sent and received per day total over 205 billion. This figure is expected to grow at an average annual rate of 3% over the next four years, reaching over 246 billion by the end of 2019.
  - Email use continues to see strong use in the business world, as well as among consumers. The amount of consumer email continues to grow mainly due to its use for notifications (e.g. for online sales) rather than simply as an interpersonal communication tool.

<b>Daily Email Traffic</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>Total Worldwide Emails Sent/Received Per Day (B)</b>	<b>205.6</b>	<b>215.3</b>	<b>225.3</b>	<b>235.6</b>	<b>246.5</b>
<i>% Growth</i>		5%	5%	5%	5%
<b>Business Emails Sent/Received Per Day (B)</b>	<b>112.5</b>	<b>116.4</b>	<b>120.4</b>	<b>124.5</b>	<b>128.8</b>
<i>% Growth</i>		3%	3%	3%	3%
<b>Consumer Emails Sent/Received Per Day (B)</b>	<b>93.1</b>	<b>98.9</b>	<b>104.9</b>	<b>111.1</b>	<b>117.7</b>
<i>% Growth</i>		6%	6%	6%	6%

**Table 2: Worldwide Daily Email Traffic (B), 2015-2019**

- In 2015, the number of business emails sent and received per user per day totals 122 emails per day. This figure continues to show growth and is expected to average 126 messages sent and received per business user by the end of 2019.
  - The figures for the amount of spam received, below, reflect only spam that is delivered to the mailbox after bypassing all spam/security filters. These figures include actual spam, as well as what is referred to as “graymail” (i.e. newsletters or notifications that an email user may have signed up for at one point, but no longer wish to receive).

<b>Business Email</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>Average Number of Emails Sent/Received per</b>	<b>122</b>	<b>123</b>	<b>124</b>	<b>125</b>	<b>126</b>
<b>Average Number of Emails Received</b>	<b>88</b>	<b>90</b>	<b>92</b>	<b>94</b>	<b>96</b>
<i>Average Number of Legitimate Emails</i>	76	76	76	76	77
<i>Average Number of Spam Emails</i>	12	14	16	18	19
<b>Average Number of Emails Sent</b>	<b>34</b>	<b>33</b>	<b>32</b>	<b>31</b>	<b>30</b>

**Table 3: Business Emails Sent/Received Per User/Day, 2015 - 2019**

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