



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

595 LYTTON AVE. • PALO ALTO, CA 94301 • TEL. 650 322-8059 • FAX 650 322-8061

## ***Email Statistics Report, 2009-2013***

Editor: Sara Radicati, Ph.D; Principal Analyst: Masha Khmartseva

### **SCOPE**

This report brings together statistics and forecasts for email, IM, and wireless email use. It includes data on both business and consumer use.

All figures in this report represent a ‘snap shot’ of key statistics in 2009. 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 [www.radicati.com](http://www.radicati.com).

All of the numbers in this study represent worldwide figures, unless otherwise indicated. All financial data is expressed in \$USD.

Installed base numbers represent *active* accounts, which have been actually installed (vs. shipped) and accessed at least once within the last 3 months.

## METHODOLOGY

The information and analysis in this report is based on on-going primary research conducted by The Radicati Group, Inc. It consists of information collected from a variety of surveys, carried out on an on-going basis.

Secondary research sources have also been used, where appropriate, to cross-check the information collected. These include company annual reports and market size information from various market segments of the computer industry.

## EXECUTIVE SUMMARY

- The number of worldwide email users is projected to increase from over 1.4 billion in 2009, to over 1.9 billion by 2013.
- In 2009, 74% of all email accounts will belong to consumers, and 24% to corporate users. This ratio is expected to stay fairly constant over the next four years, with consumer email accounts growing slightly to about 76% of the total number of accounts by 2013.
- The majority of email accounts, today, are deployed through hosted services mainly by consumers. Only about 19% of all email accounts are managed on-premises.

	2009	2010	2011	2012	2013
<b>Worldwide Active Email Accounts (M)</b>	<b>2,192</b>	<b>2,375</b>	<b>2,555</b>	<b>2,741</b>	<b>2,916</b>
<b>Corporate Email Accounts (M)</b>	<b>568</b>	<b>597</b>	<b>626</b>	<b>657</b>	<b>691</b>
<b>Consumer Email Accounts (M)</b>	<b>1,624</b>	<b>1,778</b>	<b>1,928</b>	<b>2,083</b>	<b>2,225</b>

**Corporate vs. Consumer Email Accounts, 2009–2013**

- Geographically, in 2009, the majority of email users are located in Asia/Pacific (38%). Europe accounts for about 24% of all users, North America has about 23%, and the Rest of the World has around 14% of all users.
- Most email users fall into the 20 to 40 year old age group. The second largest group are teenagers and young adults (15 to 20 year olds), followed by the older generation (40 to 60 year olds).
- In 2009, the typical corporate user sends and receives about 167 messages daily. Organizations wishing to store all these messages need to allocate a little over 20 MB of storage space per user per day.

	2009	2010	2011	2012	2013
<b>Avg. # of Corporate Msgs. Sent/Rec. per Day/User</b>	167	179	192	205	219
Avg. # of Msgs. Sent/Received w/Attachments	37	40	44	48	53
Avg. # of Msgs. Sent/Received w/o Attachments	130	139	148	157	166
Avg. Size of Msgs. Sent/Received w/Attachments (KB)	460	470	480	490	500
Avg. Size of Msgs. Sent/Received w/o Attachments (KB)	25	25	26	26	26
<b>Avg. Storage per Corporate User/Day (MB)</b>	20.3	22.3	25	27.6	30.8

#### Corporate Email Storage Requirements Per User Per Day, 2009-2013

- Worldwide email traffic will total 247 billion messages per day in 2009. By 2013, this figure will almost double to 507 billion messages per day. In 2009, 63% of all traffic will be consumer, and 37% will be business email messages.

	2009	2010	2011	2012	2013
<b>Worldwide Messages/Day (B)</b>	247	294	349	419	507
<b>Corporate Messages/Day (B)</b>	92	108	129	155	187
<b>Consumer Messages/Day (B)</b>	156	186	220	264	320

### Daily Email Traffic, 2009 – 2013

- The average corporate worker spends a quarter of his/her work day on various email-related tasks. In comparison, the time spent in personal meetings accounts for about 14% of the typical day at the office, and phone conversations occupy only 9% of the typical workday.
- In 2009, about 81% of the total email traffic will be spam. This figure will increase steadily over the next four years, totaling 84% in 2013. However, due to spam filters, only about 20% of all messages that reach user mailboxes today are spam.

	2009	2010	2011	2012	2013
<b>Worldwide Message/Day (B)</b>	247	294	349	419	507
<b>Worldwide Spam Traffic/Day (B)</b>	199	238	286	347	424
<i>Total Spam %</i>	81%	81%	82%	83%	84%

### Worldwide Spam Traffic, 2009 - 2013

- While users mostly see spam as an annoyance, for corporations it is a considerable expense. According to our projections, a typical 1,000-user organization can spend upwards of \$1.8 million a year to manage spam.
- Another email expense for corporations is caused by virus attacks. We expect that in 2009, the annual loss due to viruses for a typical 1,000-user organization will amount to over \$158,000.
- The popularity of IM is growing quickly among consumer and business users alike. The number of IM users is expected to rise from 1 billion users in 2009, to over 1.7 billion in 2013.

	2009	2010	2011	2012	2013
<b>Worldwide IM Accounts (M)</b>	2,486	3,022	3,381	3,754	4,092
		22%	12%	11%	9%
<b>Worldwide IM Users (M)</b>	1,008	1,242	1,411	1,581	1,739
		23%	14%	12%	10%
<b>Average IM Accounts/User</b>	2.5	2.4	2.4	2.4	2.4

### Worldwide IM Accounts and Users, 2009-2013

- We expect continuous growth of worldwide IM accounts from 2.5 billion in 2009, to over 4 billion in 2013.
  - The majority of IM accounts are Public IM accounts. Public IM accounts are expected to grow from 2.3 billion in 2009, to over 3.5 billion in 2013, while Enterprise IM accounts are expected to grow from 219 million in 2009 to over 524 million in 2013.
- The number of IM messages sent per user per day is expected to almost triple over the next four years, from about 53 messages in 2009, to 152 messages in 2013.
- The wireless email market is expanding rapidly, increasing worker productivity, and cutting response time for decision makers. While in 2009, the percentage of users with wireless access to email (out of all email users) is only about 6%, this number will grow quickly to about 28% by 2013.

	2009	2010	2011	2012	2013
<b>Worldwide Active Email Mailboxes (M)</b>	2,191	2,375	2,555	2,741	2,916
<b>Worldwide Wireless Email IB (M)</b>	131	261	434	603	816
<i>% Penetration</i>	6%	11%	17%	22%	28%

### Worldwide Email and Wireless Email Users, 2009-2013

**To view the complete Table of Contents for this report, visit our website at [www.radicati.com](http://www.radicati.com).**