



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

WWW.RADICATI.COM

Email Statistics Report, 2024-2028

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.

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:

EUROPE: LONDON, UK

Email: admin@radicati.com

<http://www.radicati.com>

- 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 continues to see strong growth with both consumer and business users. Email remains an integral part of the 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 Internet presence. Online commerce also relies on email for confirmations, notifications, and all pertinent communications.
 - The total number of business and consumer emails sent and received per day will exceed 361 billion in 2024 and is forecast to grow to over 424 billion by year-end 2028.

Daily Email Traffic	2024	2025	2026	2027	2028
Total Worldwide Emails Sent/Received Per Day (B)	361.6	376.4	392.5	408.2	424.2
<i>% Growth</i>	<i>4.1%</i>	<i>4.1%</i>	<i>4.3%</i>	<i>4.0%</i>	<i>3.9%</i>

Table 1: Worldwide Daily Email Traffic (B), 2024–2028

- The number of worldwide email users will top 4.4 in 2024 and is expected to grow to over 4.9 billion by the end of 2028. Over half of the world population uses email in 2024.

	2024	2025	2026	2027	2028
Worldwide Email Users* (M)	4,481	4,594	4,730	4,849	4,970
% Growth	3%	3%	3%	3%	3%

Table 2: Worldwide Email User Forecast (M), 2024-2028

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

- Anti-spam technology is highly effective, however, security vendors must continually update their solutions in order to effectively combat the latest forms of spam. A great deal of work leveraging machine learning techniques is also going into more effectively dealing with graymail, to better understand which emails users want or don't want to see.
- Malware remains a key concern for organizations of all sizes. The propagation of malware can take down an organization's internal network, effectively stopping most of the work inside of an organization. Viruses, worms, and other self-propagating malware are especially dangerous, because of their replicating characteristics. The most common types of malware attacks are blended attacks, which may combine two or more methods of delivery, such as email and Web access. Blended attacks often begin 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.

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