



THE RADICATI GROUP, INC.  
A TECHNOLOGY MARKET RESEARCH FIRM  
WWW.RADICATI.COM  
TEL. 650 322-8059

## ***Microsoft 365, Exchange Server and Outlook Market Analysis, 2024 - 2028***

### **SCOPE**

This study examines the markets for Microsoft 365, Exchange Server, Outlook, and Outlook on the web. For all products, this study provides extensive 2024 data regarding installed base, broken out by industry, business size, region, version, and other variables, along with four year forecasts. In addition, an overview of key features, direction, and our analysis of each product are included.

All market numbers, such as market size, forecasts, installed base, revenue information, and any financial information presented in this study represent *worldwide* figures, unless otherwise indicated. All revenue numbers are 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.

The revenue projections and market share figures in the following sections do not include revenues from systems integration or professional services.

This report uses the terms “mailboxes” and “accounts” interchangeably.

## 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

- Microsoft has been highly successful in the Cloud Business Email and collaboration market with Microsoft 365, which includes Microsoft Office Apps (i.e., Word, Excel, PowerPoint, Outlook, and more), Exchange, SharePoint, Teams, OneDrive, Yammer, Intune, Azure Information Protection, and more.
  - Microsoft offers Microsoft 365 direct, as well as through partners, which are essentially resellers of Microsoft 365. Partners own the rights to the customer and are

responsible for billing and providing Tier 1 or Tier 2 support while Microsoft hosts the service in its data centers.

- Microsoft Exchange Server is Microsoft’s platform in the On-Premises Email and Collaboration space. It offers a wealth of messaging and collaboration features, including email, instant messaging and presence, voicemail, security, and more. Microsoft Exchange Server includes the Microsoft Outlook desktop client, as well as the Outlook on the web (formerly Outlook Web App or OWA) webmail client. Exchange Server 2019 is the latest version of Exchange Server. Consistent with Microsoft’s focus on Microsoft 365, Microsoft Exchange Server 2019 is an on-premises version of functionality available in Microsoft 365.
- Cloud Microsoft Exchange Server deployments account for the majority of worldwide Exchange mailboxes. In 2023, On-Premises Microsoft Exchange Server deployments represent 12% of all worldwide Exchange mailboxes, while Cloud Exchange mailboxes\* represent 88% of all Exchange mailboxes. (\*Note: refers to Microsoft 365, and Hosted Exchange mailboxes combined).

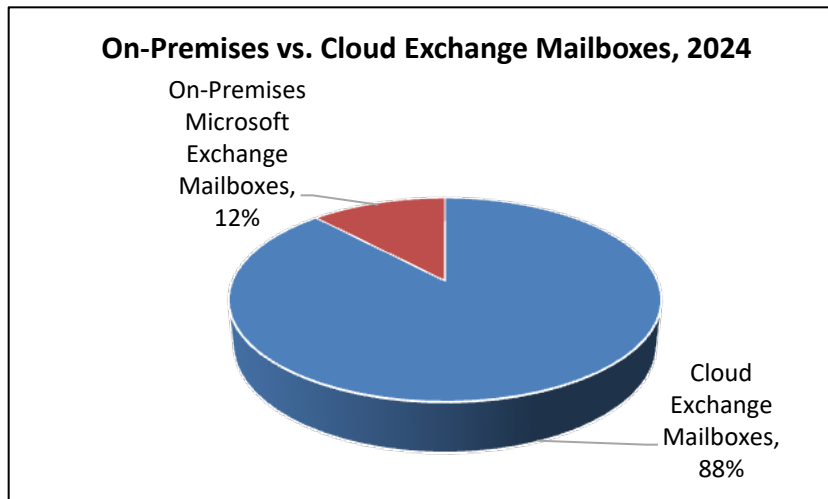


Figure 1: On-Premises Exchange vs. Cloud-based Exchange Deployment, 2024

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