

Email Usage Stats



the xyz

With the internet becoming increasingly accessible globally, the number of emails sent and received each day continues to increase every year. While roughly 306.4 billion e-mails were estimated to have been sent and received each day in 2020, this figure is expected to increase to over 376.4 billion daily emails by 2025.

Number of emails sent each day

The total number of business and personal emails sent and received each day is forecast to grow to over 347 billion by year-end 2023. This figure is expected to increase to over 376.4 billion daily emails by 2025 (Source: Statista).

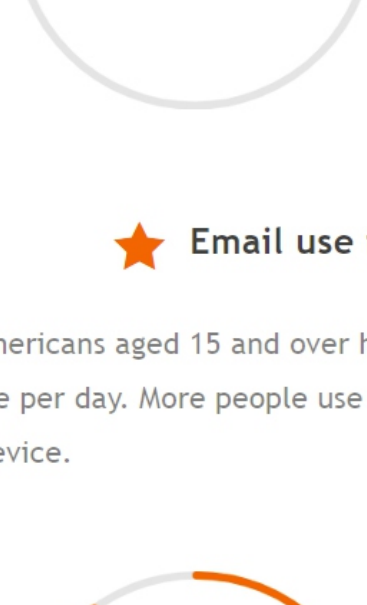
Total worldwide emails sent per day	
2019	293,600,000,000
2020	306,400,000,000
2021	319,600,000,000
2022	333,200,000,000
2023	347,300,000,000
2024	361,600,000,000
2025	376,400,000,000

As the internet becomes more accessible to a greater number of people around the world. Email usage is also expected to increase.

Number of email users around the world

The number of worldwide email users is now over 4 billion and is expected to grow to over 4.3 billion users worldwide by the end of 2023. Since 2019 over half of the world's population uses email.

Total worldwide email users	
2019	3,930,000,000
2020	4,037,000,000
2021	4,147,000,000
2022	4,258,000,000
2023	4,371,000,000



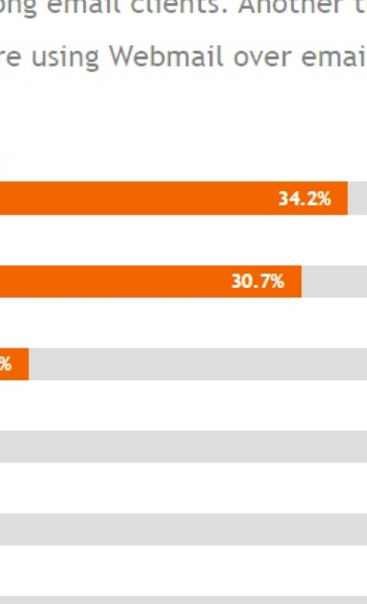
3%

Growth in email users

The number of worldwide email accounts is expected to continue to grow at the rate of 3% per year.

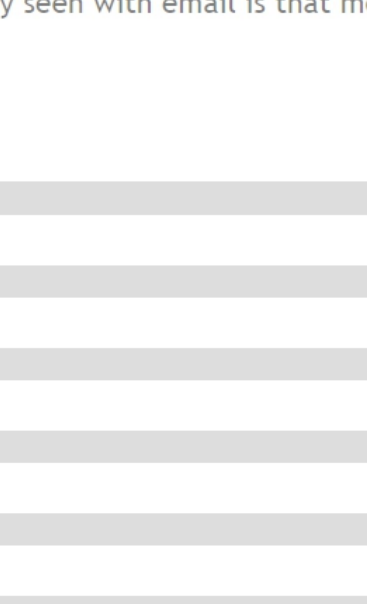
★ Email use in America

90% of Americans aged 15 and over have active email accounts. 99% of users check their email at least once per day. More people use email on a mobile device with 42% of email now opened on a mobile device.



90%

Americans with active email accounts

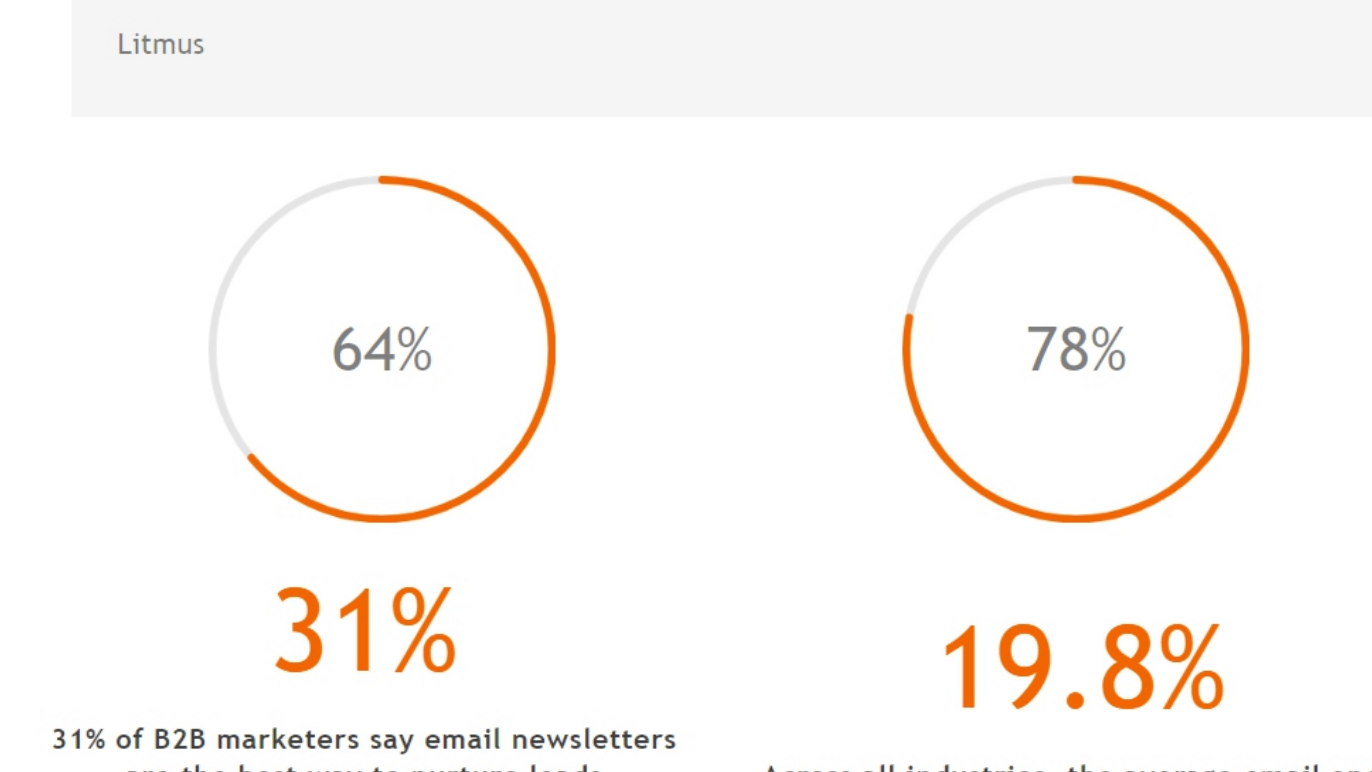


99%

Percent of users that check email daily

💰 Businesses choose email for marketing

Mobile devices are the most popular than their desktop counterparts when it comes to email usage. Most people in the world consume online content primarily through their mobile devices, and email is no exception. It shouldn't come as a surprise, then, that both Apple Mail and Gmail lead the pack among email clients. Another trend that we have recently seen with email is that more people are using Webmail over email clients.



💰 Businesses choose email for content marketing

Email marketing generates \$42 for every \$1 spent, which is an astounding 4,200% ROI, making it one of the most effective business marketing options available.



64%

31% of B2B marketers say email newsletters are the best way to nurture leads

31%

35% of email recipients open email based on the subject line alone

35%



78%

Across all industries, the average email open rate is 19.8%

19.8%

86% of professionals prefer to use email when communicating for business purposes

86%

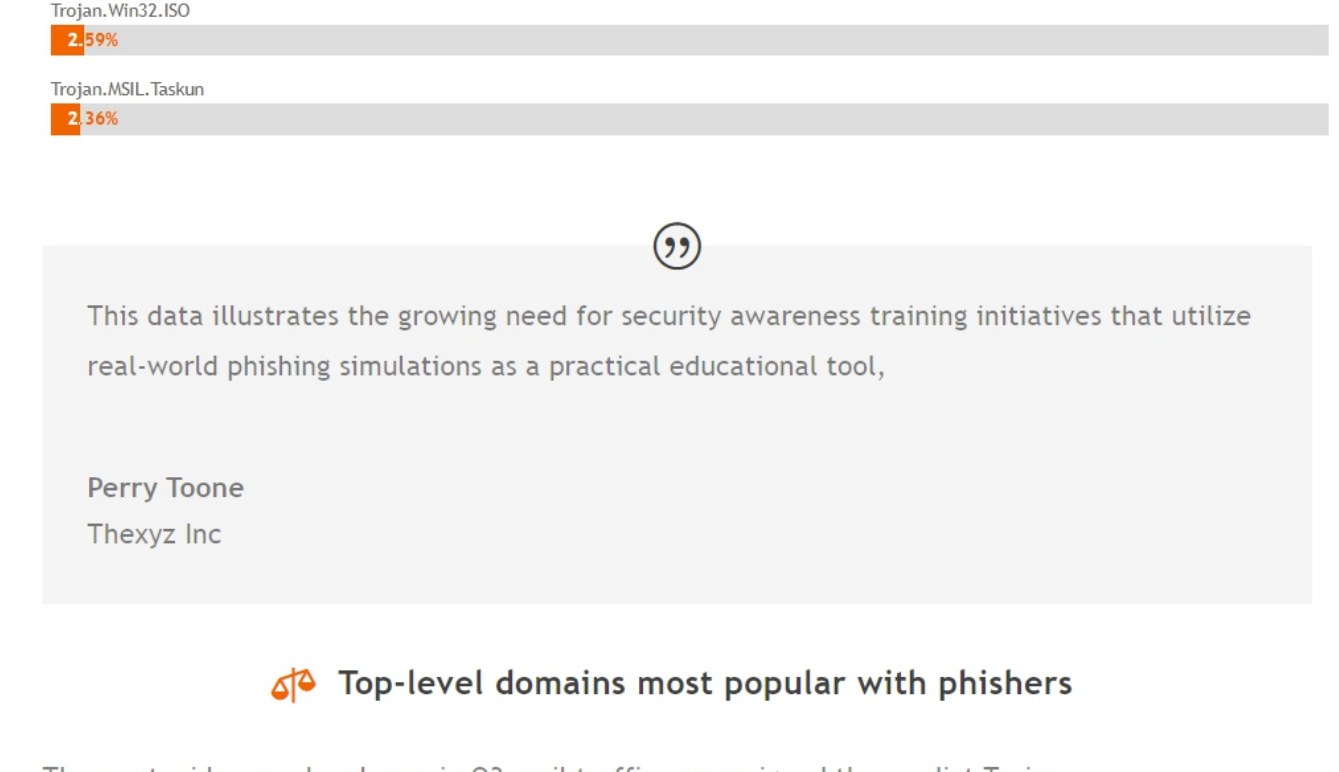
📧 Marketing channels used by small businesses

In a survey by Campaign Monitor, small business owners ranked which forms of marketing were the most effective. What worked for them and what didn't?



↔️ Email Deliverability Rates

Ensuring your outbound email marketing campaign makes it to the inbox is paramount to success. Digital marketers often know the key to boosting deliverability rates - maintaining clean lists, keeping subscribers engaged, building a good sender reputation, etc. It is also important to use an email marketing solution that has a high email deliverability rate. These providers were tested in March 2021 and the average deliverability rate is listed.



🚨 Alarming Email Phishing and Abuse Stats

Email-based phishing and malware persist as a major security threat, with billions of attacks now occurring daily. In the first three months of 2020, according to a Phishing Benchmark Global Report, remote workers were hit with 30,000 more "suspicious messages," and a 667% increase in COVID-related spear phishing.

3%

Only 3% of the users report phishing emails to the management

64%

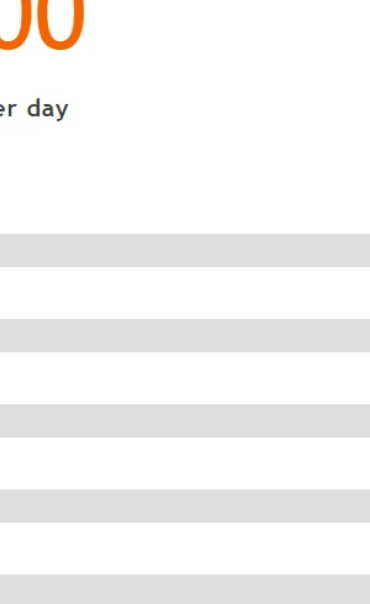
Email threats against global businesses grew 64% in 2020 due to remote working

22%

22% of all data breaches in 2020 involved phishing attacks

60000

More than 60,000 phishing websites were reported in March



53%

53% of all emails sent in 2020 were spam

667%

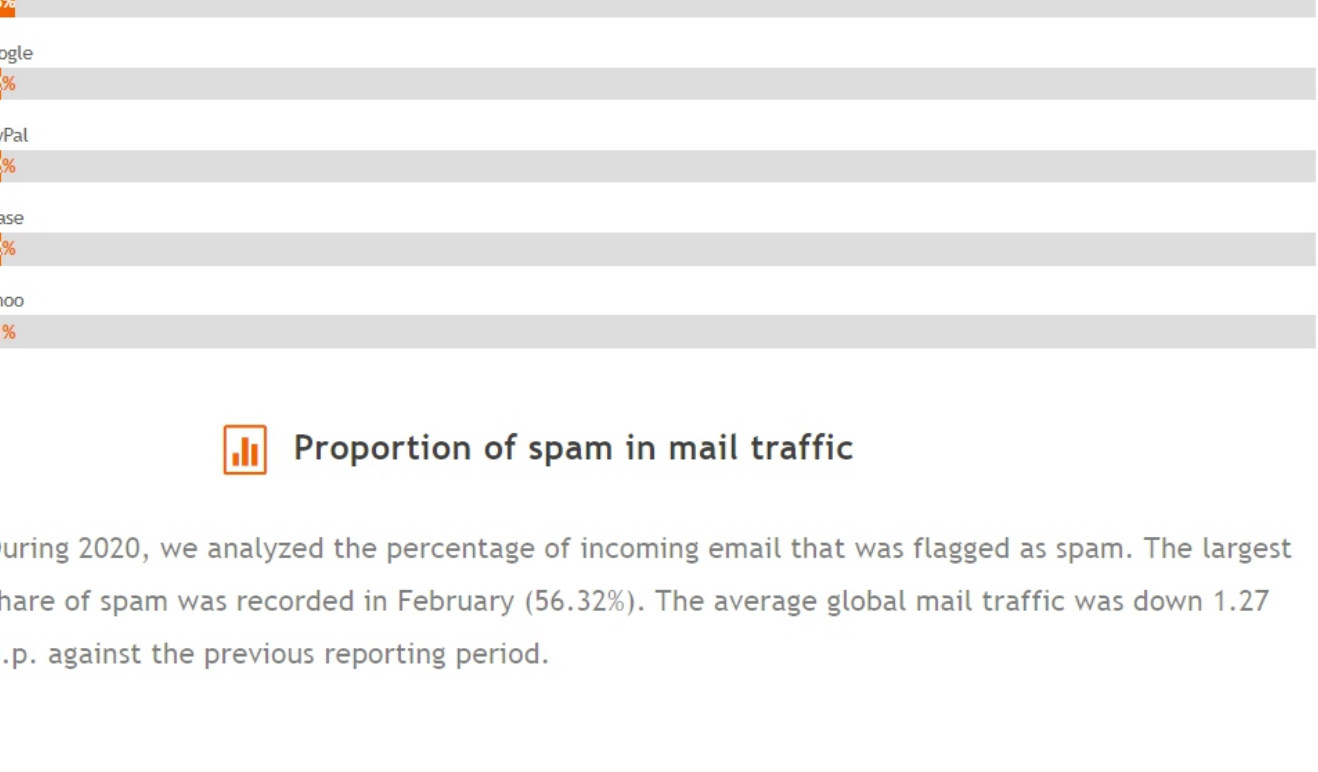
remote workers were hit with a 667% increase Covid-related phishing

30%

30% of phishing emails are opened by users

🔗 Top 10 malicious attachments in email

The most widespread malware in Q3 mail traffic was assigned the verdict Trojan-PSW.MSIL.Agensta.gen (8.44%). In second place was Exploit.MSOffice.CVE-2017-11882.gen (5.67%), while Trojan.MSOffice.SAgent.gen (4.85%) came third.

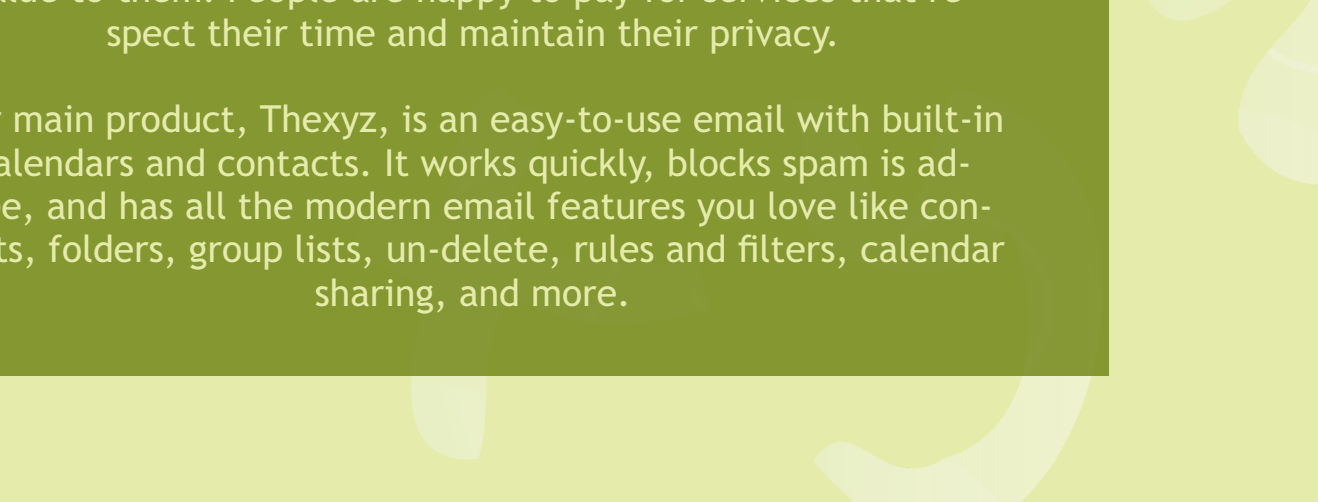


This data illustrates the growing need for security awareness training initiatives that utilize real-world phishing simulations as a practical educational tool.

Perry Toone
Thexyz Inc

🌐 Top-level domains most popular with phishers

The most widespread malware in Q3 mail traffic was assigned the verdict Trojan-PSW.MSIL.Agensta.gen (8.44%). In second place was Exploit.MSOffice.CVE-2017-11882.gen (5.67%), while Trojan.MSOffice.SAgent.gen (4.85%) came third.



🎯 Who is targeted with phishing and malware?

Attackers largely focus their phishing and malware attacks on North America and Europe and both classes of attacks, the United States receives the highest volume of email attacks. This data was taken during a five-month observation window.

3000000000

Number of phishing emails sent per day

It's fairly easy for an attacker to get hold of an email address and pretend to be somebody.

Amanda Widdowson
Cybersecurity Champion, Ergonomics & Human Factors

🕒 Top phishing attempts mimicking brands

Cybersecurity researchers at Check Point analyzed phishing emails sent during Q4 of 2020 and found that 43% of all phishing attempts mimicking brands were attempting to pass themselves off as messages from Microsoft. Microsoft is a popular target because of Office 365's wide adoption among enterprises. By stealing these credentials, criminals aim to intrude and access corporate networks.

📊 Proportion of spam in mail traffic

During 2020, we analyzed the percentage of incoming email that was flagged as spam. The largest share of spam was recorded in February (56.32%). The average global mail traffic was down 1.27 p.p. against the previous reporting period.

Thexyz provides paid email hosting services, competing directly with the likes of Gmail and other free email services. We attract and retain customers by providing a service that delivers value to them. People are happy to pay for services that respect their time and maintain their privacy.

Our main product, Thexyz, is an easy-to-use email with built-in calendars and contacts. It works quickly, blocks spam is ad-free, and has all the modern email features you love like contacts, folders, group lists, un-delete, rules and filters, calendar sharing, and more.