

Email client market share

Our report on the top 10 email clients in use for September 2008.

About this report

This report shows the current state of the email client market. It serves as the largest ever study of its kind, with data from almost **three million email recipients**. To run an analysis like this on your own mailing list, look at our [Fingerprint](#) service.

See below for caveats and licensing.

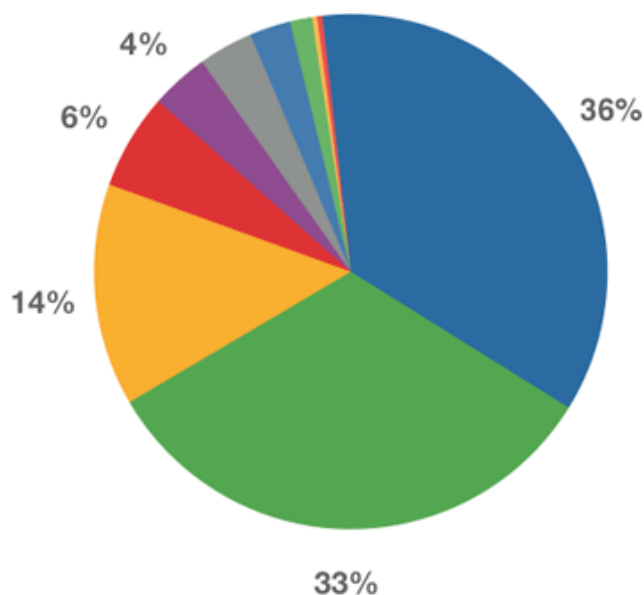
About the authors

We run [Fingerprint](#) and [Litmus](#). Litmus lets you easily test your email campaigns across all popular email clients and spam filters, ensuring your messages look great and get delivered every time. [More about Litmus...](#)

If you'd like to discuss the report you can [email us](#) or leave a comment [on our blog](#).

Top 10 email clients used by business recipients

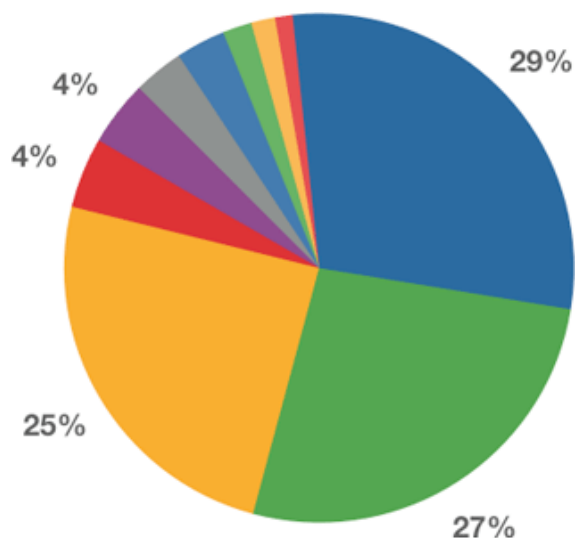
Email client	Market share
Outlook	36%
Outlook 2003 and earlier	29%
Outlook 2007	7%
Hotmail	33%
Yahoo! Mail	14%
Gmail	6%
Apple Mail	4%
Windows Live Mail (Desktop)	3%
Thunderbird	2.4%
iPhone	1.3%
Lotus Notes	0.2%
AOL Mail	0.1%



Data collected from 982,873 email recipients using our [Fingerprint](#) analysis tool. The mailing list owners classified their mailing list as mainly business users. This chart shows the top 10 email clients by market share. Compiled 11 September 2008 (revised 15 September 2008).

Top 10 email clients used by consumer recipients

Email client	Market share
Yahoo! Mail	29%
Outlook	27%
Outlook 2003 and earlier	14%
Outlook 2007	13%
Hotmail	25%
Apple Mail	4%
Gmail	4%
Comcast	3%
AOL Mail	3%
Thunderbird	2%
Windows Live Mail (Desktop)	2%
iPhone	1%



Data collected from 1,963,046 email recipients using our [Fingerprint](#) analysis tool. The mailing list owners classified their mailing list as mainly consumer users. This chart shows the top 10 email clients by market share. Compiled 11 September 2008 (revised 15 September 2008).

Caveats

Email clients are recorded when images are loaded within an email. Some email clients block external images, or are not capable of displaying HTML email. That includes non-current models of Blackberry, and other mobile devices unable to view HTML email. As a result these are not tracked and do not appear in the report.

Further to that, the report only shows the top 10 email clients we have detected. In total we can detect over 3,000 different clients. Because of this diversity we recommend [analysing your own mailing lists](#) to gain the most accurate information, since results can vary greatly depending on your lists' demographics.

License

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