

# Worldwide Internet users 2013 forecast

The number of world Internet users is estimated by International Telecommunications Union (ITU) to reach 2.75 billion by end 2013 (blue dots in the chart, see Fig.1). In other words, 39 per cent of the world's population will be using the Internet by end 2013, which implies that there are still 4.4 billion people who are not yet online.

## Saturation at 3.9 billion users

Internet usage is likely to continue growing for some more years, reaching 90% of total potential market as soon as 2019, to ascend up to areppim's estimated saturation point of 3.9 billion users (red line in the chart) to happen before 2030 — compare with 2012, 2010 and 2008 forecasts. Historical data covering the period 1990-2013 reveal that growth has been exponential at the average annual rate of 35.27 % until the inflection point in 2010, when volume reached 1.9 billion, corresponding to 29.3% of the world population. Thereafter growth started to

slowly decelerate.

## Households with Internet access at home

A key basic indicator to monitor consumer adoption is the number of households with access to the Internet. The number of households with Internet access is increasing in all regions, but large differences persist between developed and developing countries, with penetration rates set to reach almost 80 per cent in the former compared with 28 per cent in the latter. The table hereinafter (Fig.2) shows, however, that the number of households with Internet access at home has been growing more than twice as fast in the developing, than in the developed world. There are many reasons why households in developing countries are not as yet connected to the Internet, primarily related to the affordability and availability of Internet services. The

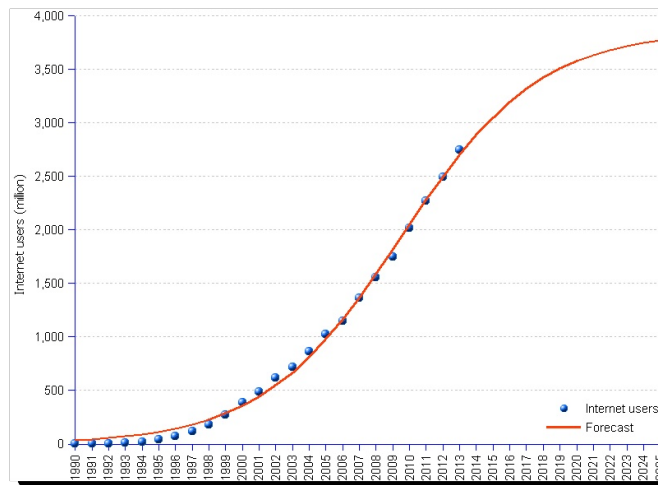


Fig.1 : Forecast of worldwide Internet users.


	Households with Internet access at home (per 100 inhabitants)		
	Developed	Developing	World
2005	44.7	8.1	18.4
2006	48.2	9.6	20.5
2007	53.4	11.2	23
2008	57.7	12.5	25
2009	62.6	14.1	27.4
2010	66.3	16.4	30
2011	70.2	20.2	33.6
2012	74	24	37.4
2013	77.7	28	41.3
annual growth	7.17%	16.70%	10.59%

Fig.2 : Growth of the number of households with Internet access at home.

continued increase in wireless broadband deployment and services, coupled with falling prices, should improve Internet access in households in developing regions over the next years. A powerful enabler is the shift in the type of Internet access devices used in households, which are no longer limited to computers, but increasingly include other devices, such as smart-phones.

### Wireless Internet

Indeed, there is a clear likelihood that mobile Internet services, in other words access to Internet services through cellular phones and

other mobile devices, could induce a surge of the number of Internet users, both in developing and developed countries, possibly causing them to exceed the 3.9 billion saturation point, in the same way mobile phone caused the explosion of the number of telephone subscribers. 

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#### References :

*ITU Measuring the Information Society (MIS) report, 5th edition, ITU, Geneva, Switzerland, October 2013.*  
*ICT Statistics Home Page, ITU, <http://www.itu.int/en/ITU-D/Statistics/Pages/default.aspx>*

#### Sources :

[http://stats.areppim.com/stats/stats\\_internetxfcstx2013.htm](http://stats.areppim.com/stats/stats_internetxfcstx2013.htm)

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World Internet Users Forecast				
Year	Number (million)		World Population	Internet penetration
	Actual	Forecast <sup>1</sup>	Million	% Pop <sup>2</sup>
1990	2.64	35.1	5,295	0.05%
1991	4.4	44.5	5,382	0.08%
1992	7	56.4	5,467	0.13%
1993	10	71.5	5,552	0.18%
1994	21	90.5	5,636	0.37%
1995	40	114.4	5,719	0.70%
1996	74	144.4	5,802	1.28%
1997	117	181.8	5,883	1.99%
1998	183	228.4	5,964	3.07%
1999	275	285.9	6,045	4.55%
2000	390	356.6	6,124	6.37%
2001	489	442.5	6,203	7.88%
2002	616	545.9	6,281	9.81%
2003	721	668.7	6,359	11.34%
2004	867	812.5	6,437	13.47%
2005	1,024	977.7	6,515	15.72%
2006	1,151	1,163.7	6,593	17.45%
2007	1,365	1,368.2	6,671	20.46%
2008	1,556	1,587.7	6,750	23.06%
2009	1,747	1,816.7	6,828	25.59%
2010	2,023	2,049.0	6,907	29.29%
2011	2,273	2,278.0	6,985	32.54%
2012	2,497	2,497.5	7,063	35.35%
2013	2,749	2,702.1	7,141	38.49%
2014		2,888.0	7,218	40.01%
2015		3,053.2	7,295	41.85%
2016		3,197.0	7,371	43.37%
2017		3,319.8	7,447	44.58%
2018		3,423.2	7,521	45.51%
2019		3,509.2	7,595	46.21%
2020		3,579.8	7,667	46.69%
2021		3,637.3	7,738	47.00%
2022		3,683.9	7,808	47.18%
2023		3,721.3	7,877	47.24%
2024		3,751.3	7,945	47.22%
2025		3,775.2	8,011	47.13%

<sup>1</sup> Logistic growth function

<sup>2</sup> Internet users as percent of world population; actuals until 2013, forecasts thereafter.