



EMAIL DELIVERABILITY STATISTICS **2024 VS 2025**

What's the Impact of Recent Changes?

Introduction

Email sender requirements published by the major Inbox providers have undergone several updates during the last two years. In 2024, Google and Yahoo introduced the maximum threshold for the user reported spam rate of 0,3% and started using AI for the email analysis in order to identify as many spam emails as possible.

In 2025, Microsoft adopted the same standard on spam rate and AI email filtering mechanism. Moreover, the publication of a valid DMARC record for a sending domain has become a requirement for bulk senders.

Did these changes have an impact on email deliverability?

In our new PDF report, we provide the analysis of the email deliverability rates for 2024 and 2025.

Inside it, you'll find:

- Average email deliverability rates per Email Service Providers: 2024 vs 2025;
- Average email deliverability rates per Inbox Providers: 2024 vs 2025;
- Average email deliverability rates per monthly volume: 2024 vs 2025.

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Key Findings

- The average email deliverability rate across email service providers increased by 1% in 2025 compared to 2024.
 - The top 3 ESPs with the highest growth: Amazon SES (+10%), Outlook (+5%), Campaign Monitor (+4%);
 - The top 3 ESPs with the highest drop: Mailgun (-7%), ActiveCampaign (-4%), Mailjet (-2%);
- The average email deliverability rate across all Inbox providers increased by 5% in 2025 compared to 2024.
 - AOL and Yahoo demonstrated an increased Inbox rate by 14%;
 - Outlook, Hotmail, and Office365 decreased the average Inbox rates by 1-5%;
- The average email deliverability rates for senders with 10-50K emails per month dropped by 0,44% in 2025 with the biggest changes for
 - Google Workspace +35%
 - AOL +32%
 - Yahoo +31%
 - Office365 +10%;
- The average email deliverability rates for senders with 10-50K emails per month dropped by 0,44% in 2025 with the biggest changes for
 - AOL, Yahoo +14%
 - Google Workspace -14%
 - Office365 -13%
 - Hotmail, Outlook -1%;
- The average email deliverability rates for senders with 50-200K emails per month increased by 1% in 2025 with the biggest changes for
 - Yahoo +17%
 - AOL +16%
 - Office365 -6%
 - Hotmail, Outlook -4%;
- The average email deliverability rates for senders with 200-1,000K emails per month increased by 3% in 2025 with the biggest change for
 - Zoho +11%
 - AOL, Yahoo +7%
 - Office365 -6%;
- The average email deliverability rates for senders with 1,000K+ emails per month increased by 0,49% in 2025 with the biggest changes for
 - Gmail (6+ months old) +16%
 - Zoho +13%
 - Google Workspace -11%
 - Office365 -9%
 - Hotmail, Outlook -6%

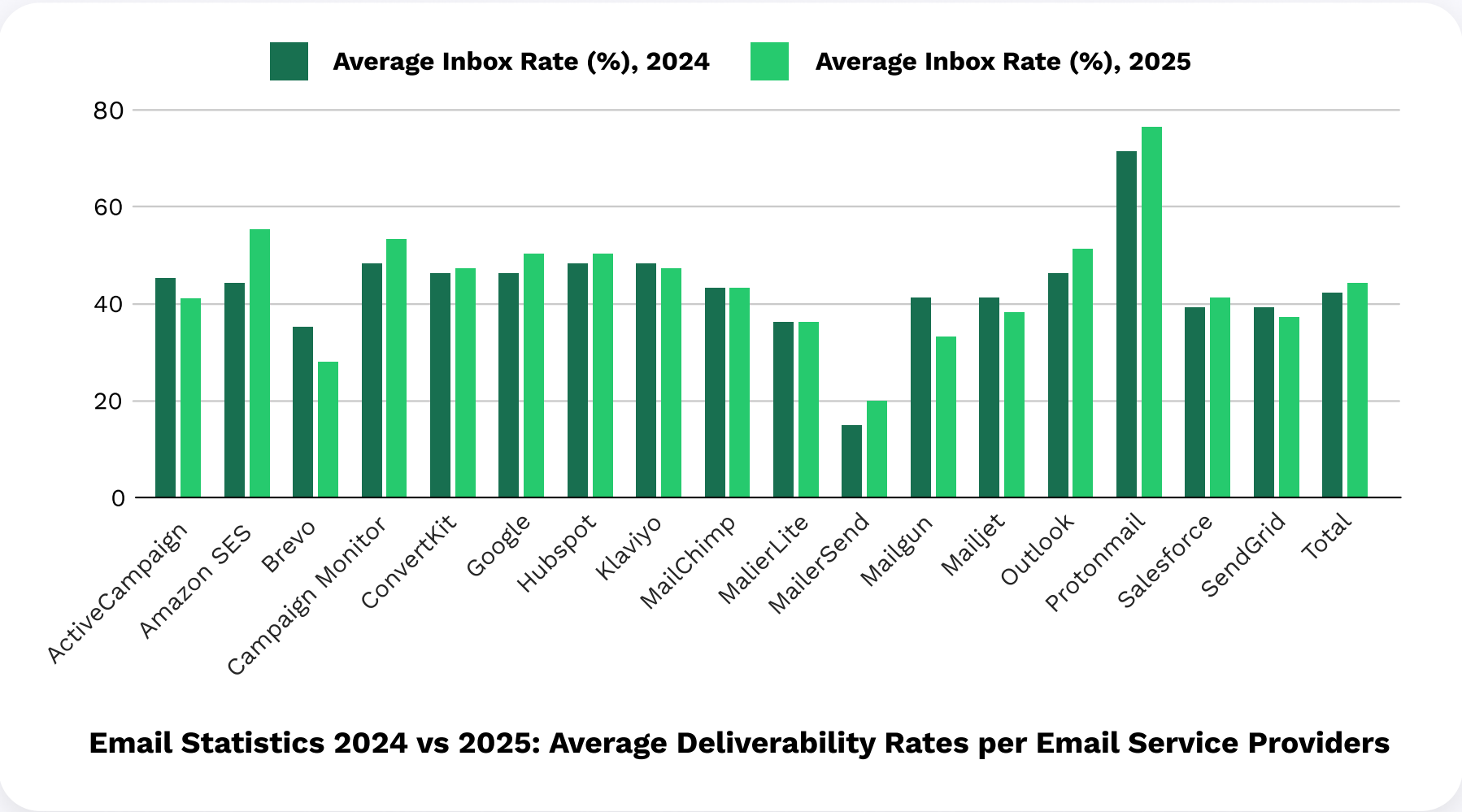
Check out detailed statistics below



Email Statistics 2024 vs 2025:

Average Email Deliverability Rates per Email Service Providers

The data below demonstrates the average deliverability rates of the messages sent by the popular email service providers and reflects how the deliverability increased or dropped in 2025 compared to 2024.

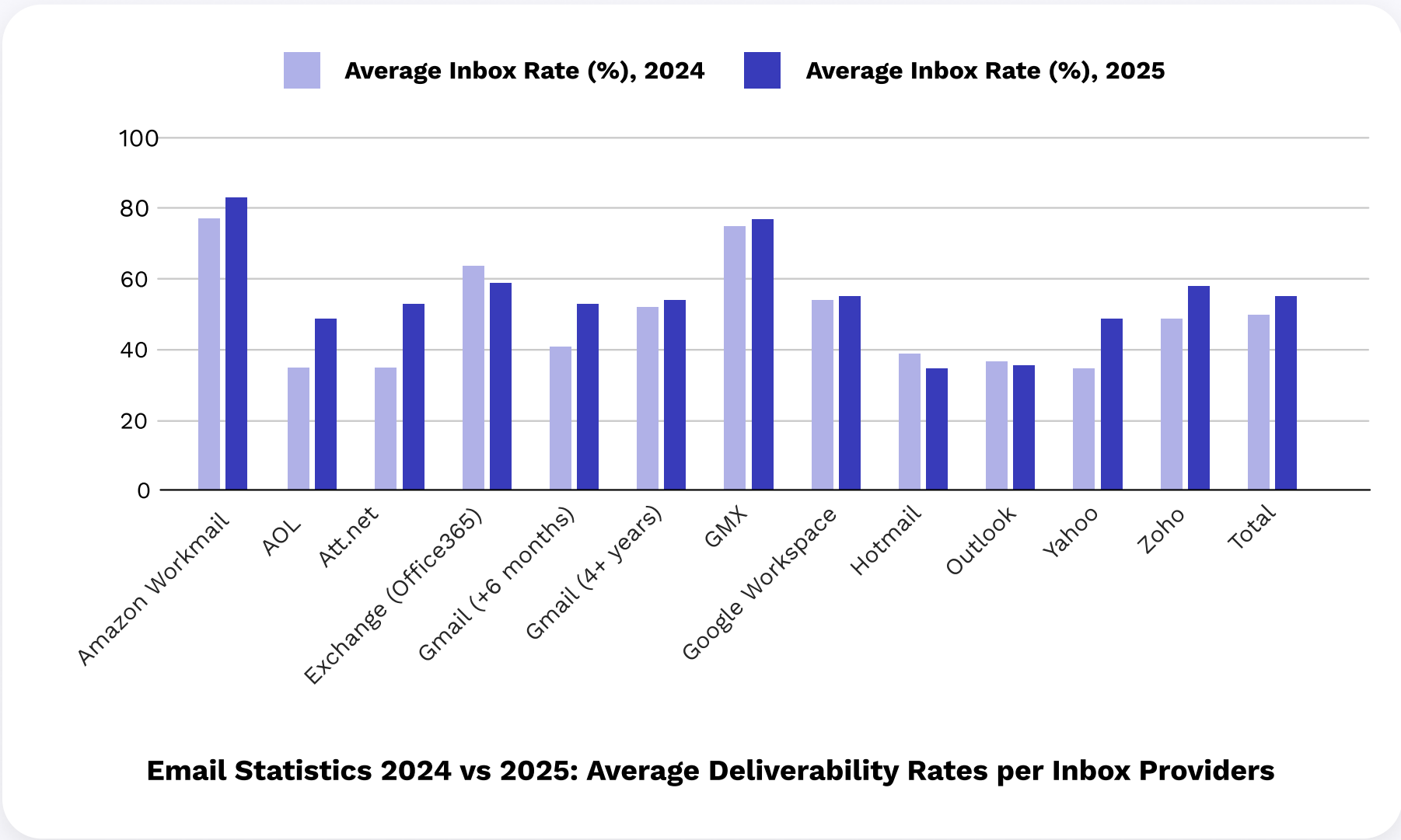


ESP	Average Inbox Rate (%), 2024	Average Inbox Rate (%), 2025	Change (%)
ActiveCampaign	45,13	41,09	-4,04
Amazon SES	44,49	54,84	+10,35
Brevo	25,56	28,05	+2,49
Campaign Monitor	48,15	53,13	+4,98
ConvertKit	45,86	47,37	+1,51
Google	46,07	49,60	+3,53
Hubspot	48,12	50,09	+1,97
Klaviyo	48,13	47,14	-0,99
MailChimp	43,57	43,44	-0,13
MalierLite	36,37	36,52	+0,15
MailerSend	15,46	19,60	+4,14
Mailgun	40,69	33,20	-7,49
Mailjet	41,07	38,48	-2,59
Outlook	45,66	50,70	+5,04
Protonmail	71,59	75,89	+4,30
Salesforce	38,95	41,03	+2,08
SendGrid	38,73	36,67	-2,06
Total	42,56	43,93	+1,37

Email Statistics 2024 vs 2025:

Average Email Deliverability Rates per Inbox Providers

The table below presents an aggregate data on the average email deliverability rates across popular Inbox providers calculated based on the email tests made by the GlockApps clients in 2024 and 2025. The table also shows how the rate changed in 2025 in comparison to 2024.



Inbox Provider	Average Inbox Rate (%), 2024	Average Inbox Rate (%), 2025	Change (%)
Amazon Workmail	76,98	83,17	+6,19
AOL	35,30	49,38	+14,08
Att.net	42,38	53,22	+10,84
Exchange (Office365)	64,19	59,02	-5,17
Gmail (+6 months)	41,04	53,83	+12,79
Gmail (4+ years)	52,49	54,15	+1,66
GMX	75,10	76,61	+1,51
Google Workspace	54,33	55,18	+0,85
Hotmail	39,03	37,59	-1,44
Outlook	37,05	36,07	-0,98
Yahoo	35,00	49,31	+14,31
Zoho	49,09	58,57	+9,48
Total	50,16	55,50	+5,34

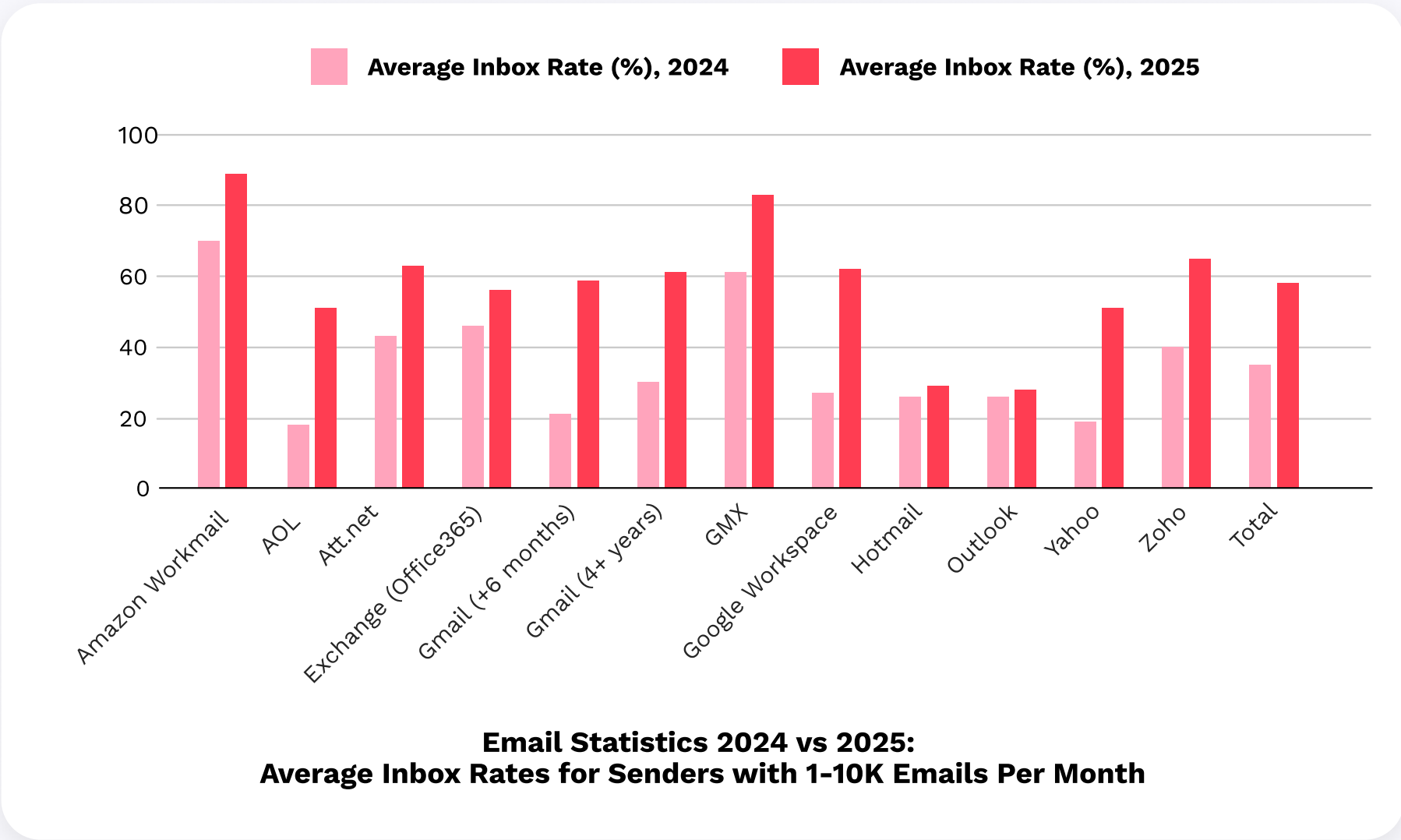
Email Statistics 2024 vs 2025:

Average Deliverability Rates per Monthly Volume

The statistics below show the changes in the average Inbox placement rates in 2025 compared to 2024 across different groups of senders depending on their monthly email volume:

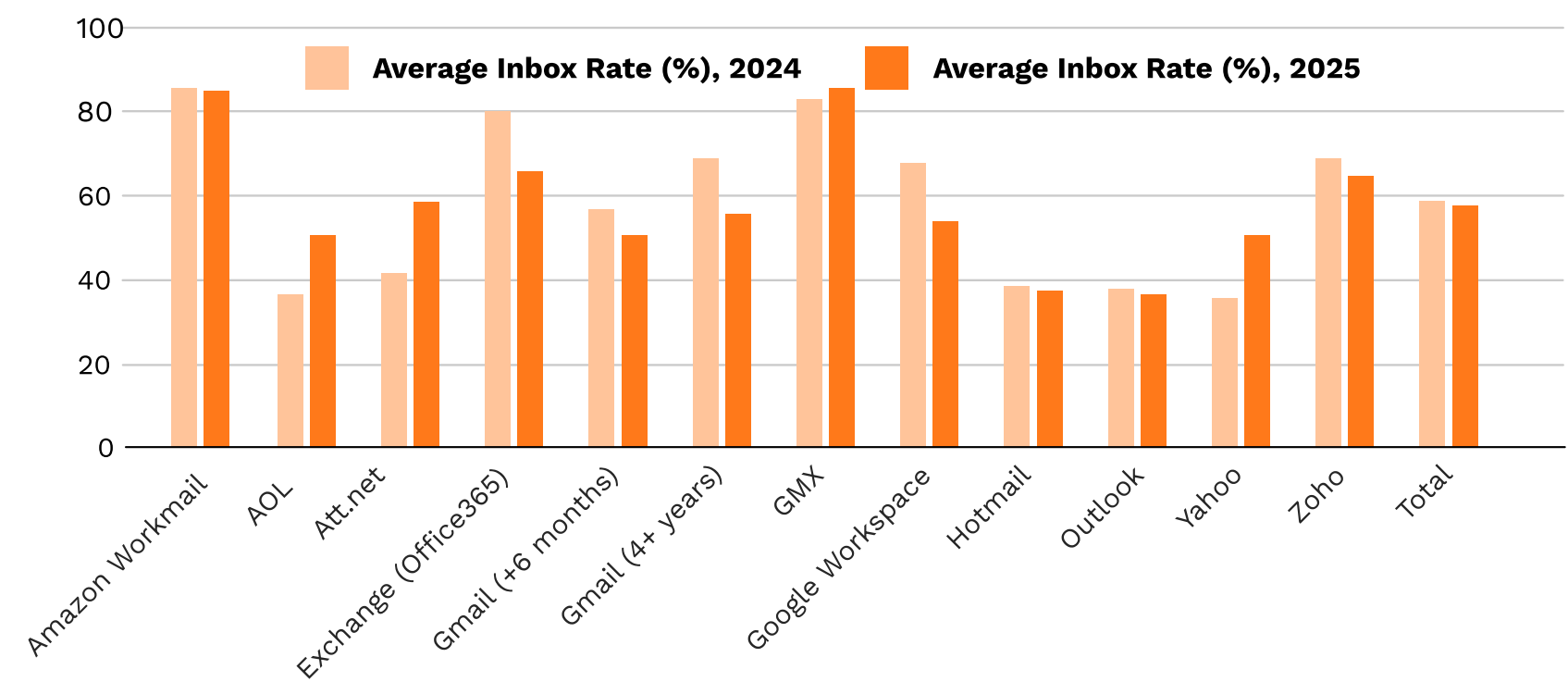
- 1-10K emails per month;
- 10-50K emails per month;
- 50-200K emails per month;
- 200-1,000K emails per month;
- 1,000K+ emails per month.

Average Inbox Rates for Senders with 1-10K Emails per Month



Inbox Provider	Average Inbox Rate (%), 2024	Average Inbox Rate (%), 2025	Change (%)
Amazon Workmail	69,72	88,87	+19,15
AOL	18,20	51,12	+32,92
Att.net	43,07	63,18	+20,11
Exchange (Office365)	45,79	55,81	+10,02
Gmail (+6 months)	21,26	58,69	+37,43
Gmail (4+ years)	30,04	61,28	+31,24
GMX	61,14	83,07	+21,93
Google Workspace	26,73	61,92	+35,19
Hotmail	25,59	29,25	+3,66
Outlook	25,72	28,35	+2,63
Yahoo	18,64	50,57	+31,93
Zoho	39,76	64,75	+24,99
Total	35,47	58,07	+22,60

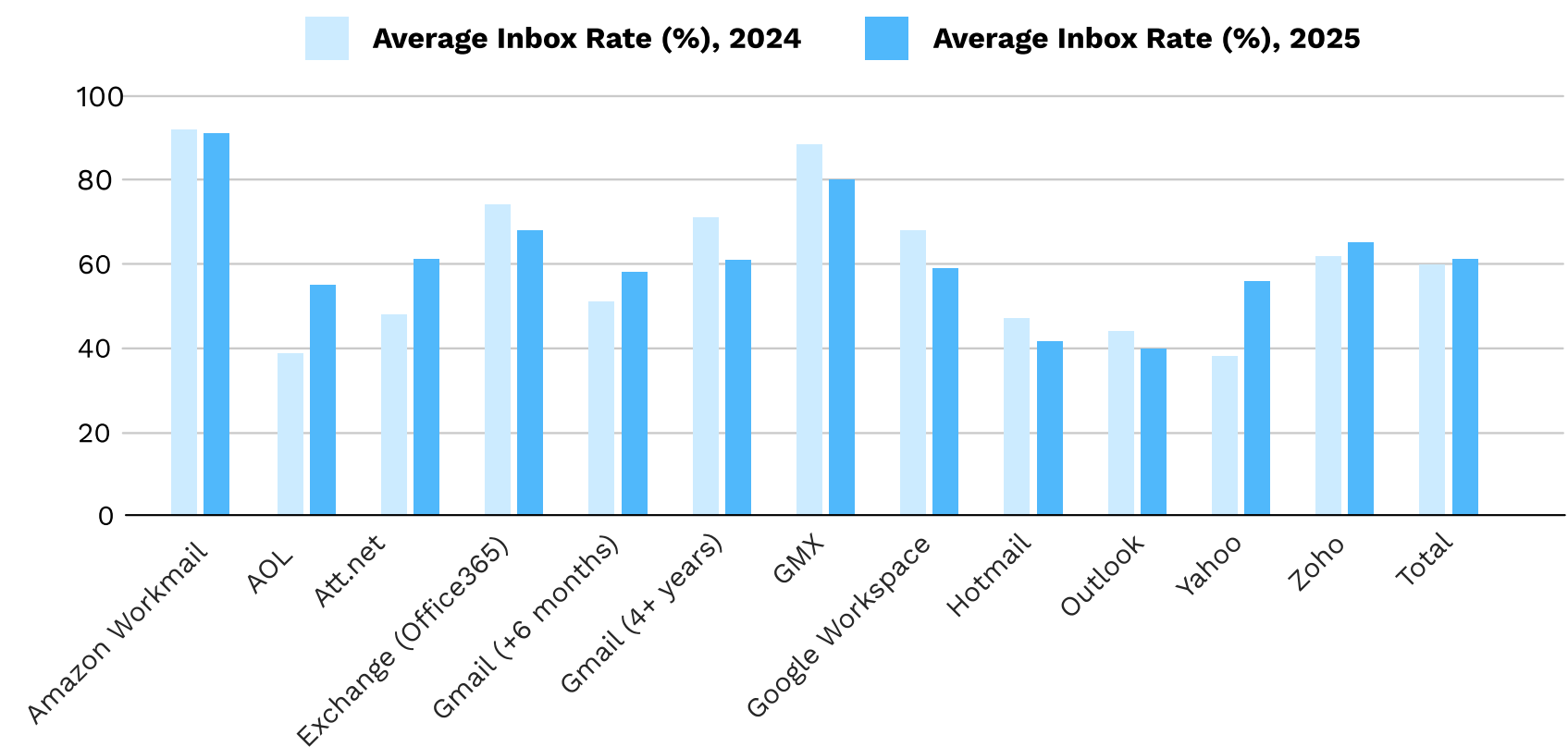
Average Inbox Rates for Senders with 10-50K Emails per Month



Email Statistics 2024 vs 2025:
Average Inbox Rates for Senders with 10-50K Emails Per Month

Inbox Provider	Average Inbox Rate (%), 2024	Average Inbox Rate (%), 2025	Change (%)
Amazon Workmail	85,68	85,57	-0,11
AOL	36,85	50,94	+14,09
Att.net	41,86	59,44	+17,58
Exchange (Office365)	79,89	66,34	-13,55
Gmail (+6 months)	57,05	50,93	-6,12
Gmail (4+ years)	68,76	55,84	-12,92
GMX	83,17	85,63	+2,46
Google Workspace	68,07	53,86	-14,21
Hotmail	39,27	38,03	-1,24
Outlook	38,78	37,02	-1,76
Yahoo	36,08	50,89	+14,81
Zoho	69,42	65,17	-4,25
Total	58,74	58,30	-0,44

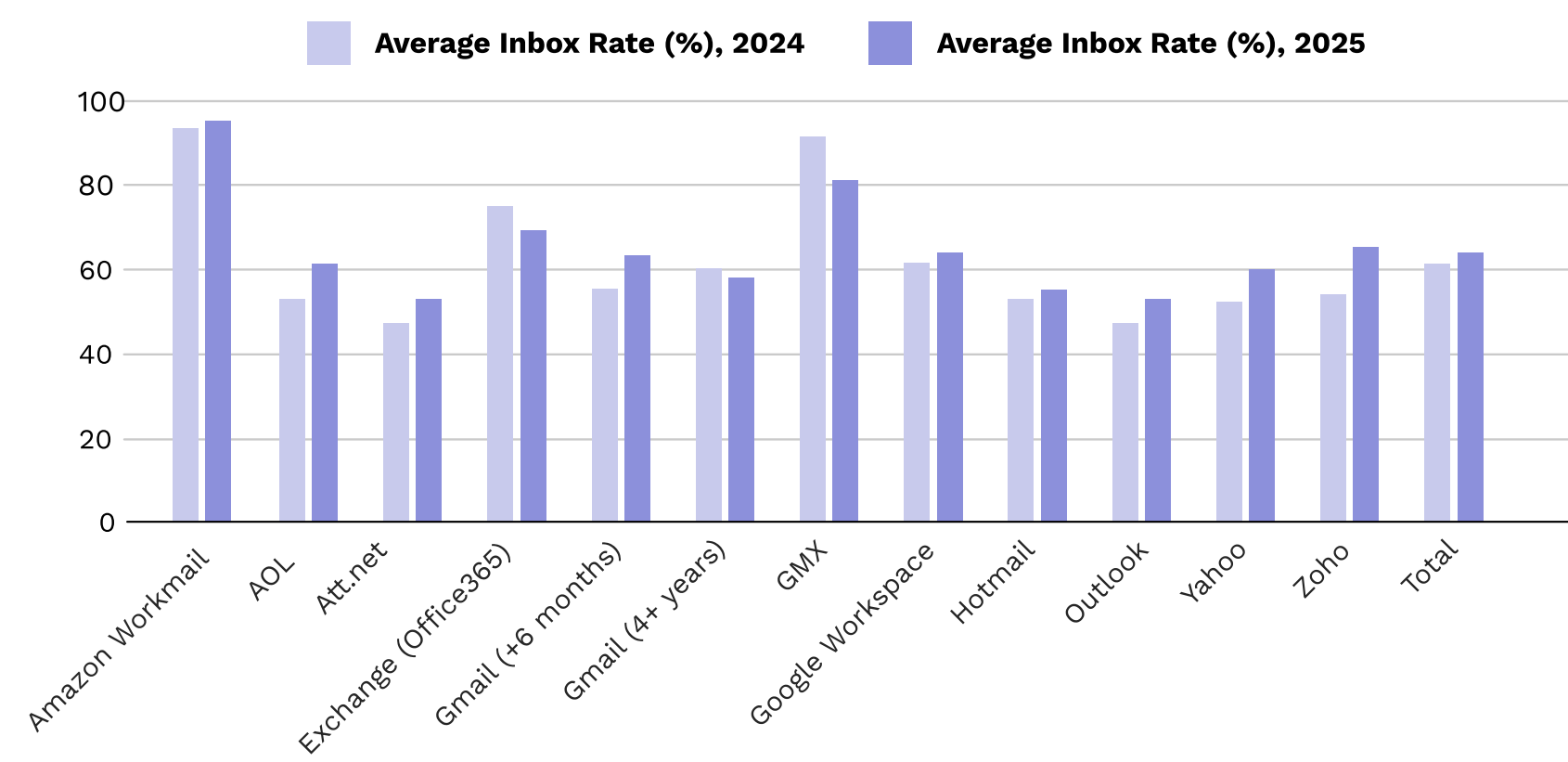
Average Inbox Rates for Senders with 50-200K Emails per Month



Email Statistics 2024 vs 2025:
Average Inbox Rates for Senders with 50-200K Emails Per Month

Inbox Provider	Average Inbox Rate (%), 2024	Average Inbox Rate (%), 2025	Change (%)
Amazon Workmail	91,84	91,16	-0,68
AOL	38,83	55,05	+16,22
Att.net	48,29	60,81	+12,52
Exchange (Office365)	74,58	68,49	-6,09
Gmail (+6 months)	50,63	58,22	+7,59
Gmail (4+ years)	71,54	61,57	-9,97
GMX	88,52	79,98	-8,54
Google Workspace	68,24	59,22	-9,02
Hotmail	47,29	42,33	-4,96
Outlook	44,55	39,88	-4,67
Yahoo	38,34	55,82	+17,48
Zoho	62,53	64,86	+2,33
Total	60,43	61,44	+1,01

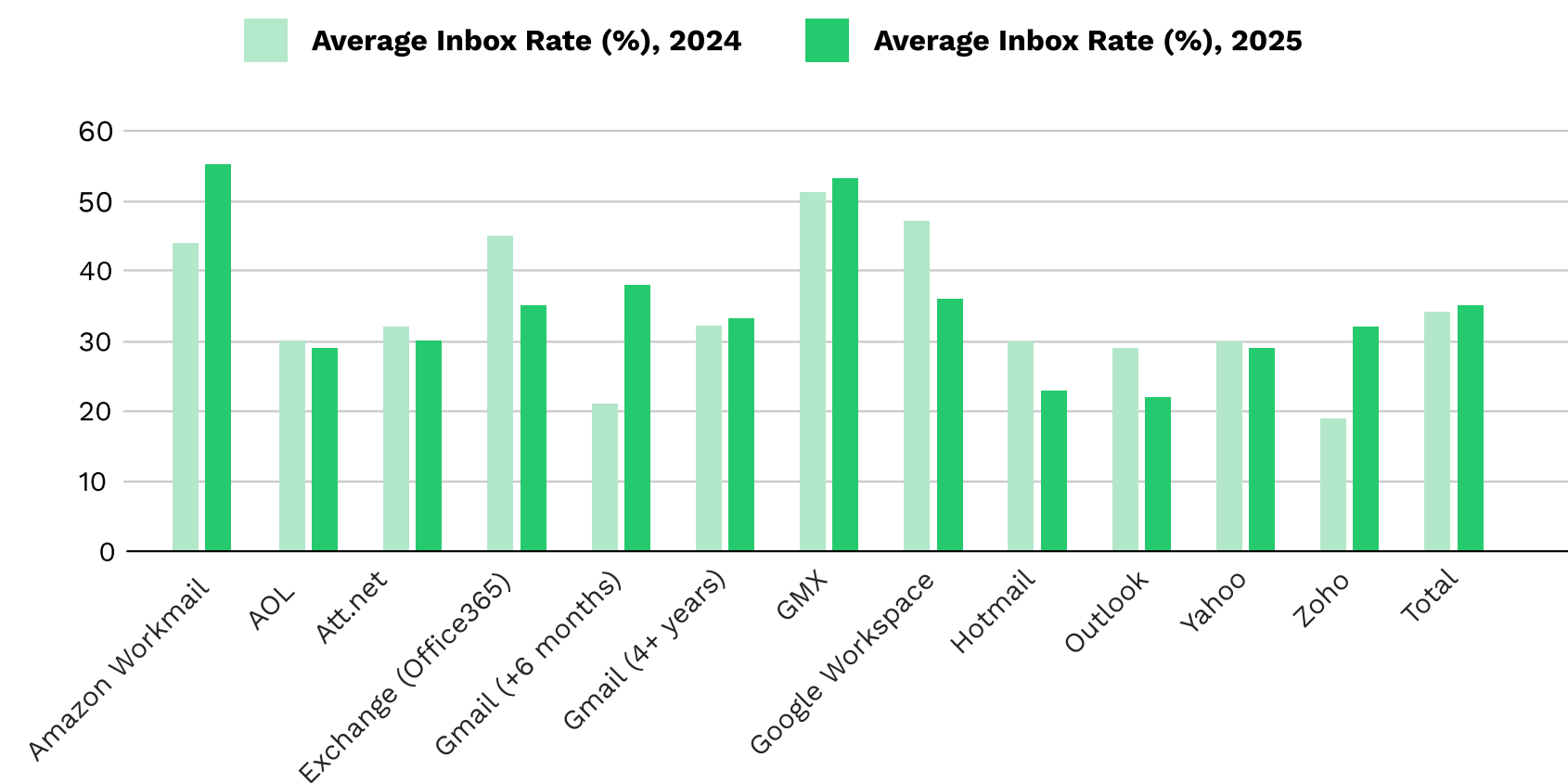
Average Inbox Rates for Senders with 200-1000K Emails per Month



Email Statistics 2024 vs 2025:
Average Inbox Rates for Senders with 200-1000K Emails Per Month

Inbox Provider	Average Inbox Rate (%), 2024	Average Inbox Rate (%), 2025	Change (%)
Amazon Workmail	93,15	94,82	+1,67
AOL	52,72	60,60	+7,88
Att.net	46,62	53,01	+6,39
Exchange (Office365)	75,58	68,93	-6,65
Gmail (+6 months)	54,98	63,42	+8,44
Gmail (4+ years)	60,00	58,50	-1,50
GMX	91,40	81,45	-9,95
Google Workspace	61,08	64,44	+3,36
Hotmail	52,91	55,22	+2,31
Outlook	47,01	52,93	+5,92
Yahoo	52,39	59,73	+7,34
Zoho	54,23	65,57	+11,34
Total	61,83	64,88	+3,05

Average Inbox Rates for Senders with +1000K Emails per Month



Email Statistics 2024 vs 2025:
Average Inbox Rates for Senders with +1000K Emails Per Month

Inbox Provider	Average Inbox Rate (%), 2024	Average Inbox Rate (%), 2025	Change (%)
Amazon Workmail	44,50	55,44	+10,94
AOL	29,92	29,21	-0,71
Att.net	32,04	29,68	-2,36
Exchange (Office365)	45,11	35,53	-9,58
Gmail (+6 months)	21,29	37,89	+16,60
Gmail (4+ years)	32,13	33,54	+1,41
GMX	51,27	52,92	+1,65
Google Workspace	47,50	36,46	-11,04
Hotmail	30,09	23,11	-6,98
Outlook	29,18	22,20	-6,98
Yahoo	29,57	29,54	-0,03
Zoho	19,49	32,49	+13,00
Total	34,34	34,83	+0,49

Conclusion

With stricter email sender requirements and advanced AI-based email analysis technology, spam filters have become smarter in classifying inbound emails as good and unsolicited ones.

The analysis of the tests shows that the percent of emails delivered in the Inbox in 2025 was higher than in the previous year. Small volume senders with 1-10K emails per month have seen the most positive effect from the updates – their deliverability increased by 22% in 2025.

However, the average deliverability rates with Microsoft providers (Hotmail, Outlook and Office365) dropped by 1-5% in 2025. The most affected group was high volume senders with 1,000K+ emails per month – their average deliverability dropped by 6% with Hotmail and Outlook and by 9% with Office365.

Testing email deliverability has become a necessity. New email standards and filtering technologies can change things fast. It's important to understand whether or not your recipients will see your email or it will be lost among junk messages.

With the help of email testing tools like GlockApps, you can get the whole picture of your current sender reputation, authentication, and email placement. Detailed reports will instantly show issues with IP and domain reputation, email authentication and message content providing actionable tips on how to fix them.

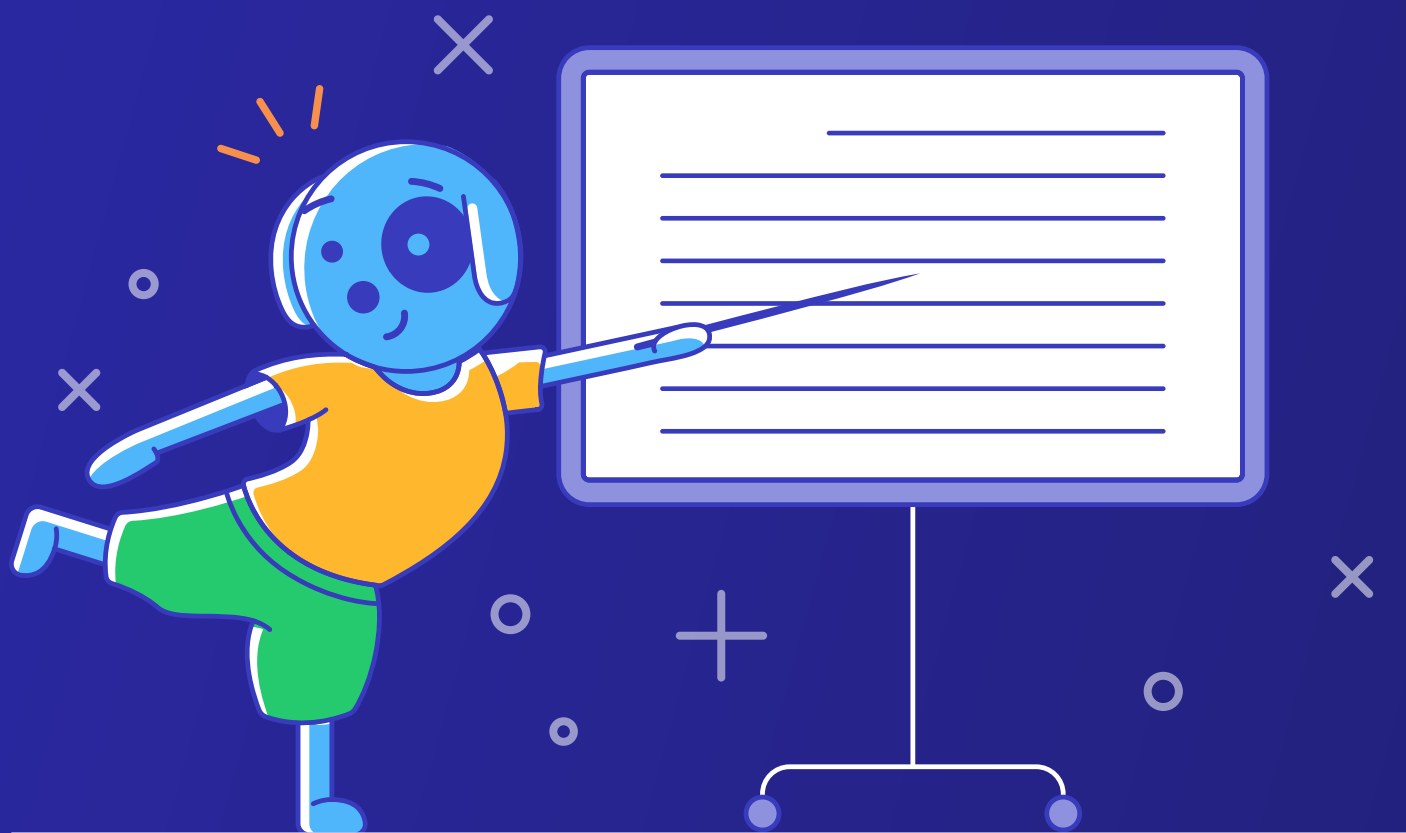
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About Us



Who we are

GlockApps is a trusted email deliverability testing and spam filtering platform that assists users in improving the delivery of their emails and safeguarding their email servers against spam. Trusted by businesses of all sizes, it serves email marketers, spam fighters, and IT professionals by ensuring emails reach their intended recipients.

Company background

GlockApps doing business as G-Lock Software is a privately held company working in different programming environments. Our email marketing solutions were born out of the need to diagnose email deliverability problems that so many people struggle with. We created our tools to make it easy for every marketer to test and monitor their email placement over time and know what to do to fix problems before the emails are sent out to subscribers.

Our team has over 15 years of experience in developing email marketing solutions and has used that knowledge and experience to create tools that are essential for any business.

Our Services



Inbox Insight

A comprehensive spam testing solution for your email deliverability. Gain detailed insights into your email placement within recipients' inboxes and resolve issues efficiently. Real-time placement data and actionable recommendations to optimize your email performance across top providers.

Track your IP and domain analytics, and monitor your Sender Score and Blocklists records. Analyze your content, and control email compatibility across different email clients and devices with HTML Checker. Simplify your email seed list management with our Proxy tests and boost your cold email campaigns by setting up regular Automatic tests.



DMARC Analyzer

Protect your brand from phishing and spoofing. Detect suspicious activity instantly, eradicate dubious emails lacking authentication technologies, and prevent any messages that could compromise your domain and brand safety.

Receive user-friendly analytics and weekly reports on your domain's history, and enjoy free system uptime monitors for SPF, DKIM, and DMARC. Customize smart notifications to suit your preferences and enjoy unlimited domain and group additions with no restrictions.



Uptime Monitor

Ensure your email authentication records remain healthy. Keep tabs on SPF, DKIM, and DMARC records' health, receiving instant notifications of any changes. Maintain control over your website's availability, preventing long timeouts that could impact customer experience.

Stay informed with notifications if your IP gets blacklisted, address issues promptly and safeguard your IP reputation.



Email Deliverability Consulting

Our established experts provide answers to all your email deliverability questions and recommend a personalized and unique campaign strategy to help you reach the inbox and stop appearing in spam.

Free Tools

Spam Checker

Test your email deliverability and inbox placement with our free spam checker. Analyze placement in Gmail, Yahoo, AOL, and Outlook, check DNS records like DKIM and DMARC, and receive a spam score. Run up to 3 free daily tests to optimize your email campaigns.

Domain Checker

Ensure your domain is protected and identify unauthorized usage. Check your domain's security to prevent delivery and spam issues while safeguarding your brand from spoofing attacks.

SPF Checker

Verify and authenticate your email with our free SPF Checker. Quickly diagnose and validate SPF records to ensure your emails are legitimate and not spoofed.

DMARC Checker

Protect your domain from spoofing and phishing attacks with our free DMARC Checker. Instantly verify the status of your DMARC records and improve your email deliverability.

DKIM Checker

Validate your domain's DKIM record with our free DKIM Checker. Ensure your emails are authenticated and address any implementation issues to strengthen domain security and email authentication.

MX Checker

Verify the configuration of your mail exchange (MX) records with our free MX Checker. Get immediate insights into your mail server setup to ensure proper and efficient email routing.

TXT Checker

Use our TXT Checker to query DNS servers and retrieve TXT records associated with your domain. This tool helps prevent email spam and verifies domain ownership.

BIMI Checker

Check and validate your domain's BIMI setup with our free BIMI Checker. Ensure your brand logo is correctly implemented, meets all requirements, and displays properly across devices.

Gappie Bot

Keep your email campaigns on track with Gappie Bot. Add it to Telegram or Slack for instant reports on your email domain's performance and security. Ensure your emails consistently land in customers' inboxes.

Test Your Deliverability Now



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