

South Africa Media Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-02-02 | 60 pages | MarketLine

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Report description:

South Africa Media Market Summary, Competitive Analysis and Forecast to 2027

Summary

Media in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.
- The South African media industry had total revenues of \$5.1 billion in 2021, representing a compound annual growth rate (CAGR) of 0.7% between 2016 and 2021.
- The advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$3.1 billion, equivalent to 61.1% of the industry's overall value.
- The increased footfall in movie theatres boosted the previously plunged sales in the box office, with revenues in this segment of the South African market up by 15.2% in 2021.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the media market in South Africa
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in South Africa
- Leading company profiles reveal details of key media market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa media market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the South Africa media market by value in 2022?
- What will be the size of the South Africa media market in 2027?
- What factors are affecting the strength of competition in the South Africa media market?
- How has the market performed over the last five years?
- Who are the top competitors in South Africa's media market?

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