

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

Industry Report | 2023-03-17 | 56 pages | MarketLine

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Report description:

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Summary

Advertising in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 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 advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2022 annual average exchange rates.
- The South African advertising industry had total revenues of \$3,433.9 million in 2022, representing a compound annual growth rate (CAGR) of 3.6% between 2017 and 2022.
- The retailer segment accounted for the industry's largest proportion in 2022, with total revenues of \$986 million, equivalent to 28.7% of the industry's overall value.
- The real GDP annual growth rate of South Africa in 2022 stood at 2.1%, according to in-house research.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the

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advertising market in South Africa

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in South Africa
- Leading company profiles reveal details of key advertising market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa advertising market with five year forecasts

Reasons to Buy

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

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