

Digital Advertising in South Africa

Industry Report | 2024-05-24 | 42 pages | MarketLine

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Report description:

Digital Advertising in South Africa

Summary

Digital Advertising in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Digital advertising involves promoting products, services, or brands through various digital platforms, such as social media, search engines, mobile applications, websites, and other online channels. It includes various advertising techniques, such as video advertising, mobile advertising, and social media advertising.
- The South African digital advertising market registered revenues of \$1,834 million in 2023, representing a compound annual growth rate (CAGR) of 15.9% between 2018 and 2023.
- The mobile segment accounted for the market's largest proportion in 2023, with total revenues of \$979.3 million, equivalent to 53.4% of the market's overall value.
- Market growth is being driven by changing consumer behavior, increased consumption of digital content, and technological advancements.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the digital advertising market in South Africa
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the digital advertising market

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in South Africa

- Leading company profiles reveal details of key digital advertising market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa digital advertising market with five year forecasts

Reasons to Buy

- What was the size of the South Africa digital advertising market by value in 2023?
- What will be the size of the South Africa digital advertising market in 2028?
- What factors are affecting the strength of competition in the South Africa digital advertising market?
- How has the market performed over the last five years?
- Who are the top competitors in South Africa's digital advertising market?

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