

Digital Advertising in South Africa

<https://marketpublishers.com/r/DAED77833C0EN.html>

Date: April 2020

Pages: 50

Price: US\$ 350.00 (Single User License)

ID: DAED77833C0EN

Abstracts

Digital Advertising in South Africa

SUMMARY

Digital Advertising in South Africa industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2015%li%19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The digital advertising market (other known as online marketing, Internet advertising or web advertising) consists of revenues gained by any advertising activities performed by the mean of Internet.

The South African Digital advertising market had total revenues of \$465.8m in 2019, representing a compound annual growth rate (CAGR) of 15.8% between 2015 and 2019.

The Desktop segment was the market's most lucrative in 2019, with total revenues of \$247.9m, equivalent to 53.2% of the market's overall value.

South Africa is a developing country which has undergone many changes over the past decade; this includes the development of internet services, which has increased usage across the nation. In 2010, just 10% of the population were able to use the internet, now almost 60% of the population has access to the internet.

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 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 2019?

What will be the size of the South Africa digital advertising market in 2024?

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?

What are the main segments that make up South Africa's digital advertising market?

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COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Amazon.com, Inc.

Microsoft Corporation

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