

# South Africa Advertising Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

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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 and volume 2017-21, and forecast to 2026). 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 2021 annual average exchange rates.

The South African advertising industry had total revenues of \$3,090.3m in 2021, representing a compound annual growth rate (CAGR) of 0.2% between 2016 and 2021.

The retailer segment was the industry's most lucrative in 2021, with total revenues of \$686.9m, equivalent to 22.2% of the industry's overall value.

The advertising industry is highly correlated with consumer spending and financial power.

## **SCOPE**

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

## **REASONS TO BUY**

What was the size of the South Africa advertising market by value in 2021?

What will be the size of the South Africa advertising market in 2026?

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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