

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

<https://marketpublishers.com/r/S217D1D2BCD3EN.html>

Date: March 2023

Pages: 56

Price: US\$ 350.00 (Single User License)

ID: S217D1D2BCD3EN

## Abstracts

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

### 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 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?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the strengths of leaders?
- 7.3. What trends are impacting the market?
- 7.4. What has been the rationale behind recent strategic partnerships and M&A activity?

## **8 COMPANY PROFILES**

- 8.1. Dentsu Group Inc.
- 8.2. The Interpublic Group of Companies, Inc.
- 8.3. Publicis Groupe SA
- 8.4. WPP plc

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: South Africa advertising industry value: \$ million, 2017–22
- Table 2: South Africa advertising industry category segmentation: % share, by value, 2017–2022
- Table 3: South Africa advertising industry category segmentation: \$ million, 2017-2022
- Table 4: South Africa advertising industry geography segmentation: \$ million, 2022
- Table 5: South Africa advertising industry value forecast: \$ million, 2022–27
- Table 6: Dentsu Group Inc.: key facts
- Table 7: Dentsu Group Inc.: Annual Financial Ratios
- Table 8: Dentsu Group Inc.: Key Employees
- Table 9: Dentsu Group Inc.: Key Employees Continued
- Table 10: Dentsu Group Inc.: Key Employees Continued
- Table 11: The Interpublic Group of Companies, Inc.: key facts
- Table 12: The Interpublic Group of Companies, Inc.: Annual Financial Ratios
- Table 13: The Interpublic Group of Companies, Inc.: Key Employees
- Table 14: The Interpublic Group of Companies, Inc.: Key Employees Continued
- Table 15: The Interpublic Group of Companies, Inc.: Key Employees Continued
- Table 16: Publicis Groupe SA: key facts
- Table 17: Publicis Groupe SA: Annual Financial Ratios
- Table 18: Publicis Groupe SA: Key Employees
- Table 19: Publicis Groupe SA: Key Employees Continued
- Table 20: Publicis Groupe SA: Key Employees Continued
- Table 21: Publicis Groupe SA: Key Employees Continued
- Table 22: WPP plc: key facts
- Table 23: WPP plc: Annual Financial Ratios
- Table 24: WPP plc: Key Employees
- Table 25: WPP plc: Key Employees Continued
- Table 26: South Africa size of population (million), 2018–22
- Table 27: South Africa gdp (constant 2005 prices, \$ billion), 2018–22
- Table 28: South Africa gdp (current prices, \$ billion), 2018–22
- Table 29: South Africa inflation, 2018–22
- Table 30: South Africa consumer price index (absolute), 2018–22
- Table 31: South Africa exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

Figure 1: South Africa advertising industry value: \$ million, 2017–22

Figure 2: South Africa advertising industry category segmentation: \$ million, 2017-2022

Figure 3: South Africa advertising industry geography segmentation: % share, by value, 2022

Figure 4: South Africa advertising industry value forecast: \$ million, 2022–27

Figure 5: Forces driving competition in the advertising industry in South Africa, 2022

Figure 6: Drivers of buyer power in the advertising industry in South Africa, 2022

Figure 7: Drivers of supplier power in the advertising industry in South Africa, 2022

Figure 8: Factors influencing the likelihood of new entrants in the advertising industry in South Africa, 2022

Figure 9: Factors influencing the threat of substitutes in the advertising industry in South Africa, 2022

Figure 10: Drivers of degree of rivalry in the advertising industry in South Africa, 2022

## I would like to order

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

Product link: <https://marketpublishers.com/r/S217D1D2BCD3EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S217D1D2BCD3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970