

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

<https://marketpublishers.com/r/S0089EB724B6EN.html>

Date: March 2022

Pages: 52

Price: US\$ 350.00 (Single User License)

ID: S0089EB724B6EN

Abstracts

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SUMMARY

Digital Advertising in South Africa industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 digital advertising market (also known as online marketing, Internet advertising or web advertising) represents expenditures on digital advertising. It consists of revenues gained by any advertising activities performed by the mean of Internet using mobile devices and personal computers.

The South African digital advertising market had total revenues of \$337.3m in 2021, representing a compound annual growth rate (CAGR) of 22% between 2016 and 2021.

The mobile segment was the market's most lucrative in 2021, with total revenues of \$183.6m, equivalent to 54.4% of the market's overall value.

The digital advertising market achieved healthy growth in 2021, supported by delayed marketing spends, traditional seasonal uplift, the rollout of COVID-19

vaccines and the recovery of the economy.

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 2021?

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

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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