

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

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## 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 2017-22, 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 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. 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 digital advertising market had total revenues of \$343.9 million in 2022, representing a compound annual growth rate (CAGR) of 20.1% between 2017 and 2022.

The Mobile segment accounted for market's the largest proportion in 2022, with total revenues of \$174.4 million, equivalent to 50.7% of the market's overall

value.

The growing number of internet users has propelled investments in digital advertising. According to in-house research, in 2022, the number of internet users in South Africa reached 47.3 million as compared to 40 million in 2019.

## **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 2022?

What will be the size of the South Africa digital advertising market in 2027?

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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