

The size and value of the youth market in South Africa

I am looking for information about the size and value of the youth market in South Africa.

I am currently doing market research about the size and value of the youth market in South Africa, however, I have been struggling to get hold of such information and even companies are reluctant to release such information.

The only information available in the market only relates to the estimated spend by youth (mainly between the ages of 16-24), however, I need further details such as:

- How much are companies spending per annum to market their product to the youth/ what portion (in percentage or rand terms) is spent by companies of all consumer products to market to the youth.
- What are the major trends in South Africa in terms of accessing the youth market?
- any other additional information pertaining to the youth market in South Africa will be greatly appreciated.

Thank you.

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