

The Afrikaans market is amongst the largest markets in SA

According to research conducted by Ads24, the Afrikaans market is the second biggest market in South Africa.

On average, Afrikaans speakers earn R20,357 per month. A whopping 92% of this market prefer to read in their own language (92% van Afrikaanssprekendes verkies om te lees in hul eie taal). The vast majority (88%) like to see advertising that reflects their culture. That's a lot of annoyed people if you resort to stereotype.

They are connected

Most of the digital engagement (70%) is via mobile, with the remaining (30%) via a PC or desktop. 951,000 Afrikaans readers use their mobiles for social networking and 61% of this market use social media. This market enjoys online shopping and are 1.3 times more likely to have groceries delivered to their homes.

Old school is cool

Having said this, 80% of this market still access their accounts via ATMs or at their bank. Afrikaans speakers like being on the forefront of new technological advancements, but at the same time, they have a respect for tradition and for the tried and tested.

The effectiveness of Afrikaans advertising



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Karen Meiring says in an article on Bizcommunity, “Yes Afrikaans speakers understand English, but Afrikaans is a commercial language. Afrikaans music, for example, is the best selling genre of the music industry in the country. The point is that Afrikaans communities support Afrikaans products - they attend festivals, theatre productions, music shows and films, and listen to radio and watch television in Afrikaans.”

Afrikaans speakers also read newspapers in Afrikaans and are more likely to support products advertised in newspapers that support their culture and way of life.

In an article on the SA Creative Network's website, Theuns Eloff, chairman of Die Dagbreek Trust says, “Many Afrikaans advertisements have been made that were even found to be entertaining by other language groups ... Maybe the time has come for Afrikaans people to take a stand. Their buying power is still substantial enough to insist on Afrikaans advertisements without being negative.”

View more of the findings in an infographic [here](#).