



Marketing Surveys and Statistical Analysis

Insight that counts

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Estimates on the number of active SMMEs in South Africa with turnover and contribution to GDP. 2018

Background

Marketing Surveys & Statistical Analysis (MSSA) has updated and revised their 2017 report on the estimated number of active small business enterprises (SMMEs) in South Africa and is offering the latest edition (8th edition).

Overview of report

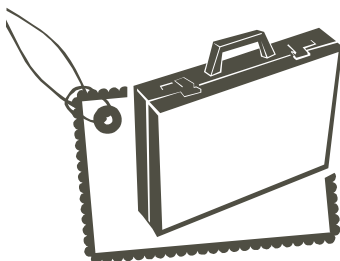
The 2018 report used the 2017 report methodology with adjustments to update the figures for 2017 and made comparisons to the estimated size of the SMME market since 2009. Based on MSSA's framework MSSA provides estimates on the number of active formal and informal SMMEs in South Africa for 2017. Estimates are provided per province, metro and non-metro areas as well as main metropolitan areas by primary economic sector. The report also shows projections up to 2021. **New to this report is the estimation of the SME contribution to GDP in 2015, 2016 and 2017. It also includes turnover figures for 2015, 2016 and 2017 by Standard Industrial Classification (SIC).**

Continuous market research is needed to understand the dynamic nature of this market environment, where businesses are constantly being created and dissolved or merged. It is the belief of MSSA that all interested researchers and marketers will find this insight report useful as a framework when considering the South African SMME market which is now becoming an important market to facilitate growth in South Africa.

**MSSA
Insight Series**

Cost

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MSSA was established in 1994 by former Southern African Marketing Research Association chairperson Schalk van Vuuren. Since then, MSSA has conducted several syndicated surveys in which some of South Africa leading companies such as **Santam, Momentum, Old Mutual, Telkom, Mutual & Federal, FNB** and **Standard Bank**, amongst others, have participated.

With its highly skilled team of qualitative and quantitative researchers, statisticians and 270 fieldworkers, located throughout South Africa, using world-class statistical software, MSSA offers new and reliable insights into its core research markets, namely, consumers, social dynamics, commercial and emerging farmers as well as the business sector.

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