TRADEMARKS IN LATIN AMERICA:
Economic Impact in 10 Latin America and Caribbean Countries (LAC)

GUATEMALA

POPULATION: 17.3 MILLION
GROSS DOMESTIC PRODUCT (GDP): $75.6 BILLION
TOTAL EMPLOYMENT: 6.1 MILLION (workers)
AVERAGE TRADEMARK REGISTRATION: 7,925

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON ECONOMIC ACTIVITY

13 TRADEMARK-INTENSIVE SECTORS
3 PERCENT of the total workforce
34 PERCENT of the GDP
43 PERCENT of EXPORTS
30 PERCENT of IMPORTS

IMPACT OF TRADEMARK-INTENSIVE SECTORS ON WAGE PREMIUMS

19% AVERAGE
38% AVERAGE
48% AVERAGE

IMPACT OF TRADEMARK-INTENSIVE SECTORS IN INTERNATIONAL TRADE

AVERAGE LAC EXPORTS 31%
AVERAGE LAC IMPORTS 34%

Argentina: 23% Brazil: 50% Chile: 17% Colombia: 50%
Costa Rica: 17% Dominican Republic: 50%
Guatemala: 49% Mexico: 37%
Panama: 37% Peru: 37%

The statistics above are all sourced from the joint study by the InterAmerican Association of Intellectual Property and the International Trademark Association on Trademarks in Latin America: Economic Impact in 10 Latin American and Caribbean Countries published in October 2019 © ASIPI and INTA. All rights reserved.

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