Trademark-intensive industries generate 55% of exports.

The direct contribution of trademark-intensive industries equals 30% of GDP.

Manufacturing, Wholesale and Retail Trade, and Information and Communications are the top 3 industries.

24% of workers are employed in trademark-intensive industries.

Trademarks promote freedom of choice and enable consumers to make quick, confident, and safe purchasing decisions.

Source: ©2017 International Trademark Association, The Economic Contribution of Trademark-Intensive Industries. The figures are based on national survey data, national accounts data, and World Bank and OECD sources calculated by Frontier Economics.