

Executive
Summary
**Hague
Yearly Review
2024**





Executive Summary **Hague Yearly Review 2024** International Registration of Industrial Designs

This executive brief identifies key trends in the use of the WIPO-administered Hague System for the International Registration of Industrial Designs.

For fuller statistics, see the *Hague Yearly Review 2024* – available in English at: www.wipo.int/ipstats

Key numbers for 2023

8,566 (+7.4%)
International applications

25,414 (+1.3%)
Designs contained in
international applications

8,366 (+8.3%)
International registrations

25,262 (+0.5%)
Designs contained in
international registrations

38,498 (+14.9%)
Designations in international
applications

103,063 (+5.1%)
Designs contained
in designations in
international applications

37,043 (+15.7%)
Designations in international
registrations

103,168 (+7.0%)
Designs contained in
designations in international
registrations

5,592 (+5.8%)
Renewals of international
registrations

21,791 (+3.4%)
Designs contained in renewals
of international registrations

56,567 (+9.2%)
International registrations
in force

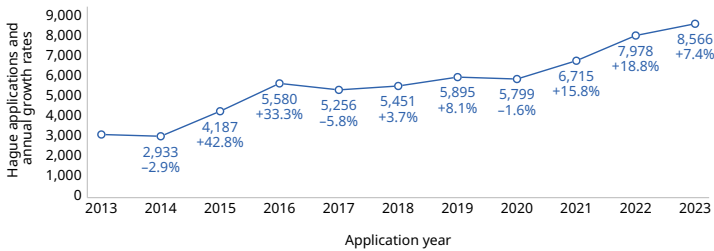
213,318 (+7.1%)
Designs contained
in international
registrations in force

After experiencing double-digit growth in 2021 and 2022, the demand for design protection showed a modest increase of 1.3% in 2023

In 2023, the World Intellectual Property Organization (WIPO) received 8,566 international applications for design protection under the Hague System for the International Registration of Industrial Designs. This represents a healthy 7.4% increase on the previous year (see figure 1). Furthermore, applications contained a record number of designs, reaching 25,414 and marking a modest 1.3% growth (see figure 2). The modest 1.3% growth in 2023 follows a 20.9% growth in 2021 and 11.5% in 2022, which was mainly due to the accession of China to the Hague System in 2022.

In 2023, international applications grew by 7.4% to reach 8,566 applications.

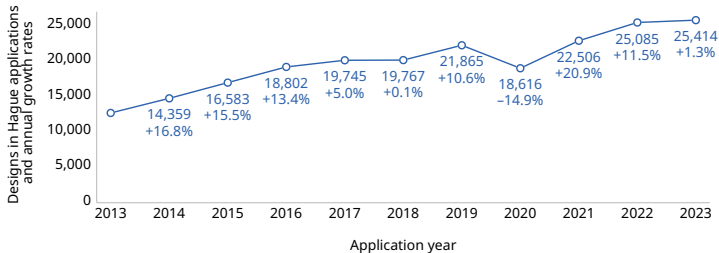
1. International applications, 2013–2023



Source: WIPO Statistics Database, March 2024.

The number of designs contained in international applications reached a record, totaling 25,414, reflecting a modest increase of 1.3%.

2. Number of designs contained in international applications, 2013–2023



Source: WIPO Statistics Database, March 2024.

Applicants from at least 68 countries or territories filed one or more Hague application

The accession of Brazil and Mauritius in 2023 has increased the number of Hague members to 79. Applicants can now obtain design protection within the territories of 96 countries. Note that there are fewer Hague members than there are countries covered by the system, due to the Hague membership of the African Intellectual Property Organization (OAPI) and the European Union (EU). Applicants can choose to designate these two intergovernmental organizations in an application, each of which affords protection across all their respective member states. In 2023, over 3,500 applicants from at least 68 countries filed international applications.

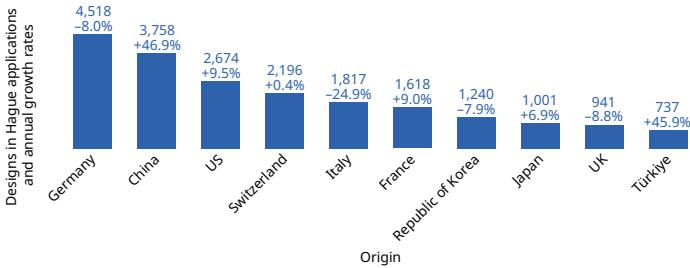
Germany remained top user of the international design system

Despite an 8% drop in 2023, Germany remained the top user of the international design system, with 4,518 designs, followed by China (3,758), the US (2,674), Switzerland (2,196) and Italy (1,817) (see figure 3). China, a recent member, consolidated its second-place position owing to a 46.9% growth in designs in 2023, while Italy moved from fourth to fifth place owing to a 24.9% decline between 2022 and 2023.

Among the top 10 countries, China (+46.9%) and Türkiye (+45.9%) experienced double-digit growth in 2023. The United States of America (US) (+9.5%), France (+9%) and Japan (+6.9%) also reported strong growth in 2023. Meanwhile, four countries experienced a decline, with Italy (-24.9%) recording the sharpest drop, followed by the United Kingdom (UK) (-8.8%), Germany (-8%) and the Republic of Korea (-7.9%).

Germany, despite an 8% decrease in the number of designs, continued to be the leading user of the Hague System, with 4,518 designs in 2023.

3. Designs contained in international applications for the top 10 origins, 2023



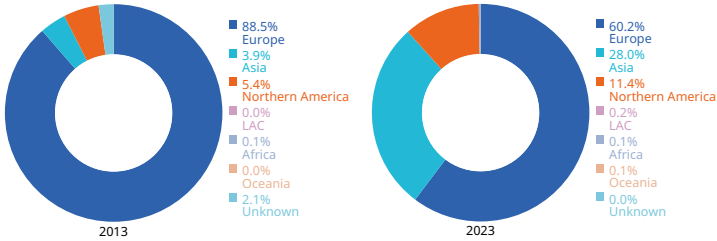
Note: The origin of an application is defined as the country or territory of residence stated in an applicant address.

Source: WIPO Statistics Database, March 2024.

In 2023, applicants based in Europe accounted for 60.2% of all designs filed worldwide (see figure 4). This is owing to the fact that a majority of Hague System members are European countries. However, with the recent accession of China, Japan, and the Republic of Korea to the Hague System, the proportion of designs originating from Asia has increased significantly, from 3.9% in 2013 to 28% in 2023. In addition, the accession of Canada and the US has resulted in a substantial increase in Northern America's share, from 5.4% in 2013 to 11.4% in 2023. In contrast, Africa, Latin America and the Caribbean (LAC), and Oceania had a combined share of just 0.4% in 2023. This is due to the limited number of Hague Agreement parties in these three regions.

The significant rise in Asia's share of designs in applications in 2023 compared to 2013 is attributable to the successive accessions to the Hague System of the Republic of Korea in 2014, Japan in 2015, and China in 2022.

4. Designs contained in international applications by region, 2013 and 2023



Note: Each geographical region includes the following number of countries or territories that filed at least one design application in either 2012 or 2022: Africa (8), Asia (17), Europe (41), Latin America and the Caribbean (LAC) (4), Northern America (2) and Oceania (1). Regions are defined according to United Nations definitions.

Source: WIPO Statistics Database, March 2024.

In 2023, Samsung Electronics of the Republic of Korea overtook Procter & Gamble of the US to become the applicant with the highest number of published designs

Samsung Electronics of the Republic of Korea moved into the top filing position with 544 designs in published registrations, surpassing Procter & Gamble (525 designs), a US-based company that previously held the top position (see table 5). LG Electronics of the Republic of Korea and Porsche AG of Germany, each with 352 designs, jointly held the third position, followed by Xiaomi Mobile Software of China with 315 designs.

Porsche AG, Hermes Sellier of France, Triple A Finance of Germany, and Alfred Kärcher of Germany, all saw substantial increases in the number of published designs in 2023 compared to 2022, with increases of 235, 179, 175, and 142 designs, respectively. Conversely, Procter & Gamble had 162 fewer designs in 2023 compared to 2022, resulting in it dropping from first to second position in the ranking.

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5. Top Hague applicants, 2021–2023

Ranking	Applicant's name	Origin	Number of designs contained in published registrations		
			2021	2022	2023
1	Samsung Electronics Co., Ltd.	Republic of Korea	862	451	544
2	Procter & Gamble Co.	US	665	687	525
3	Dr. Ing. H.C. F. Porsche AG	Germany	45	117	352
4	LG Electronics Inc.	Republic of Korea	655	366	352
4	Beijing Xiaomi Mobile Software Co., Ltd.	China	227	251	315
6	Volkswagen AG	Germany	403	233	312
7	Koninklijke Philips Electronics N.V.	Netherlands (Kingdom of the)	678	633	294
8	Jellycat Limited	UK	100	403	255
9	Hermes Sellier (société par actions simplifiée)	France	168	72	251
10	Alfred Kärcher GmbH & Co	Germany	102	47	189

Note: For confidentiality reasons, data are derived from published registrations and their corresponding publication dates.

Source: WIPO Statistics Database, March 2024.

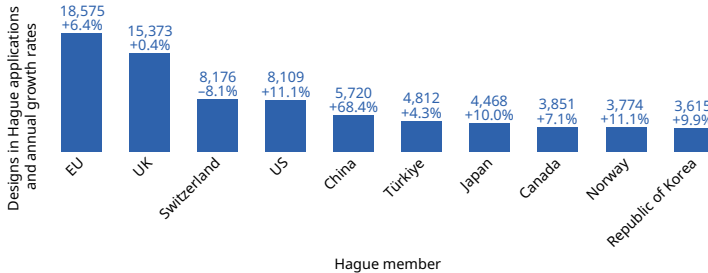
The EU remains the most designated Hague member in international applications, with 5,843 designations containing 18,575 designs in 2023

The Hague System is a mechanism simplifying the process of registering designs in multiple jurisdictions by creating a single international procedure. Applicants can select the Hague members in whose jurisdictions they wish to protect their designs, which are referred to as designated members. In 2023, applicants could seek protection for up to 100 designs in a single international application in 96 countries/territories.

The EU remains the most designated Hague member in international applications, with 5,843 designations containing 18,575 designs (see figure 6). The EU has held top position since 2010. After the EU, the UK was the second most designated with 15,373 designs, followed by Switzerland with 8,176, the US with 8,109, and China with 5,720. Four of the top 10 most designated members saw a double-digit growth in designs contained in designations, with China – a recent member – reporting the fastest increase at 68.4%. Norway (+11.1%), the US (+11.1%) and Japan (+10%) are the other three countries with double-digit growth.

The EU and the UK continue to be the two most designated members in terms of designs in designations.

6. Designs contained in designations in international applications for the top 10 designated Hague members, 2023



Source: WIPO Statistics Database, March 2024.

Designs related to means of transport accounted for 11.1% of all designs in 2023

In 2023, the biggest share of total designs was in means of transport (Class 12) accounting for 11.1% of all designs. This was followed by recording and communication equipment (Class 14) at 8.6%, furnishing (Class 6) at 7.6%, packages and containers (Class 9) at 6.9%, and household goods (Class 7) at 5.6%. The top 10 most specified classes together accounted for 64% of all designs in 2023 (see table 7). Among the top 10 classes, there was a significant growth in the number of designs for clothing (Class 2) at +33.8%; equipment for production, distribution or transformation of electricity (Class 13) at +32.4%; and household goods (Class 7) at +26.3%.

Designs related to means of transport (11.1%) accounted for the largest share of total designs in 2023.

7. Designs contained in international applications by class, 2021–2023

Class	2021	2022	2023	Growth rate (%): 2022–2023	2023 share of total (%)
Class 12: Means of transport	2,209	2,432	2,829	16.3	11.1
Class 14: Recording and communication equipment	2,162	2,605	2,174	-16.5	8.6
Class 6: Furnishing	1,544	1,698	1,924	13.3	7.6
Class 9: Packages and containers	1,872	1,784	1,745	-2.2	6.9
Class 7: Household goods	837	1,131	1,428	26.3	5.6
Class 26: Lighting apparatus	1,458	1,448	1,398	-3.5	5.5
Class 23: Heating and cooling equipment	1,035	1,522	1,334	-12.4	5.2
Class 2: Clothing	1,114	914	1,223	33.8	4.8
Class 21: Games, toys, sporting goods	896	1,335	1,192	-10.7	4.7
Class 13: Equipment for producing electricity	674	774	1,025	32.4	4.0

Source: WIPO Statistics Database, March 2024.

Designs registered through the Hague System have more than doubled over the past decade

The International Bureau (IB) reported 8,366 international registrations in 2023, representing an 8.3% increase on the previous year. Additionally, the number of designs included in registrations amounted to 25,262, which is a modest 0.5% increase on the previous year (see table 8). However, the long-term trend indicates an upward trajectory, with the number of designs registered via the Hague System having more than doubled over the past decade – increasing from 11,869 in 2013 to 25,262 in 2023.

Holders residing in Germany accounted for the biggest proportion of all design registrations at 18.3%, followed by those in China (14%), the US (10.1%), Switzerland (9.2%) and Italy (8.2%) (see table 8). Among the top five origins, China experienced a 63.7% increase in registered designs in 2023, leading to a two-position advancement to second place. Similarly, Switzerland moved up one position to fourth, thanks to a 13.8% increase in 2023. In contrast, Germany (-9.6%), Italy (-5.5%) and the US (-6.1%) saw steep decreases over the same period.

In 2023, the top four origins – holders residing in China, Germany, Switzerland and the US – accounted for more than half of all designs in registrations.

8. International registrations and registration design counts for the top 10 origins, 2023

Origin	Number of registrations			Designs in registrations		
	2023	Growth rate (%): 2022–2023	2023 share of total (%)	2023	Growth rate (%): 2022–2023	2023 share of total (%)
Germany	907	3.7	10.8	4,612	-9.6	18.3
China	1,718	57.8	20.5	3,531	63.7	14.0
US	711	-11.0	8.5	2,557	-6.1	10.1
Switzerland	710	12.0	8.5	2,320	13.8	9.2
Italy	487	-13.7	5.8	2,071	-5.5	8.2
France	674	4.7	8.1	1,565	8.5	6.2
Republic of Korea	838	6.3	10.0	1,261	-0.6	5.0
Japan	478	5.3	5.7	987	3.1	3.9
UK	238	7.2	2.8	977	-13.8	3.9
Netherlands (Kingdom of the)	239	8.6	2.9	685	-36.9	2.7
Others/Unknown	1,366	-4.9	16.3	4,696	-7.0	18.6
Total	8,366	8.3	100.0	25,262	0.5	100.0

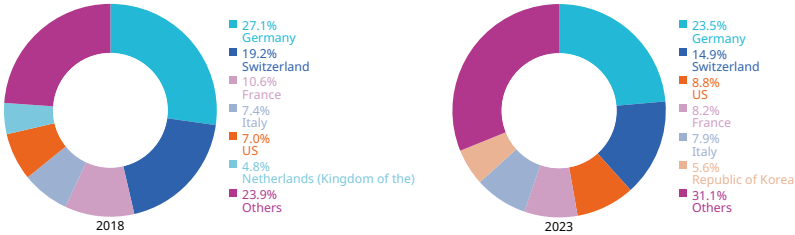
Note: Top 10 origins were selected based on the number of designs contained in registrations in 2023.
Source: WIPO Statistics Database, March 2024.

Around 56,700 international registrations, containing around 213,300 designs, were in force in 2023

Active registrations increased by 9.2% to reach 56,567 in 2023. Registrations in force consisted of approximately 213,318 designs. However, the majority of designs and registrations were concentrated in a small number of countries. In 2023, France, Germany, Italy, the Republic of Korea, Switzerland and the US held collectively around 68.9% of all active designs (see figure 9). Nevertheless, their combined share decreased by about 6.6 percentage points between 2018 and 2023.

The top six origins' combined share of registrations in force decreased from 76% in 2018 down to 69% in 2023.

9. Share of designs contained in international registrations in force for the top six origins, 2018 and 2023



Source: WIPO Statistics Database, March 2024.

The IB distributed CHF 14.4 million to 77 designated members in 2023

In 2023, designated offices received approximately 14.4 million Swiss francs (CHF) from the IB. The US received the largest share of the total at 23.1%, followed by Japan at 21.2%, the EU at 12.2%, China at 9.9%, and Canada at 8.9% (see table 10). China, which became a designated member in May 2022, was the fourth biggest recipient in 2023. Both China (+4.7 percentage points) and Canada (+0.4 percentage points) increased their share of the total amount distributed by the IB in 2023 compared to the previous year.

Combined, the EU, Japan and the US received 56.5% of the CHF 14.4 million in fees distributed to designated members in 2023.

10. Fees distributed to the top 10 designated members by the IB, 2022–2023

Designated member	2022	2023	2023 share of total (%)
US	2,960,737	3,324,689	23.1
Japan	3,369,831	3,059,888	21.2
EU	1,637,676	1,755,263	12.2
China	661,491	1,419,517	9.9
Canada	1,092,364	1,282,723	8.9
Republic of Korea	875,925	1,092,653	7.6
Switzerland	330,132	316,724	2.2
Russian Federation	173,645	246,771	1.7
UK	205,732	215,279	1.5
Mexico	124,665	177,904	1.2
Others	1,411,431	1,517,622	10.5
Total	12,843,629	14,409,033	100.0

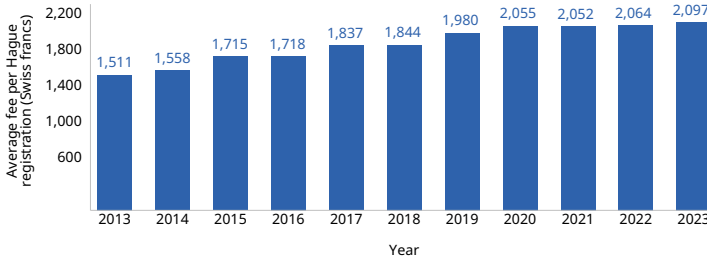
Source: WIPO Statistics Database, March 2024.

On average, applicants paid around CHF 2,100 per international registration through the Hague System in 2023

In 2023, the average fee for a Hague international registration was CHF 2,097, which is CHF 33 more than the previous year (see figure 11). The upward trend in the average registration fee is partly due to the increase in the average number of designations per application. For example, the share of applications with more than three designations increased from 29.7% in 2018 to 43.2% in 2023. The fee per registration ranged from between CHF 456 for 11 single-design registrations to CHF 55,177 for a single registration originating from Germany that contained 47 designs and designated three Hague members. Around two-thirds of registrations cost less than the CHF 2,097 average fee, while only 6.1% of registrations cost more than CHF 4,000 per registration.

In 2023, the average fee per registration was just above CHF 2,000, marking a slight increase on the previous year.

11. Registration fees, 2013–2023



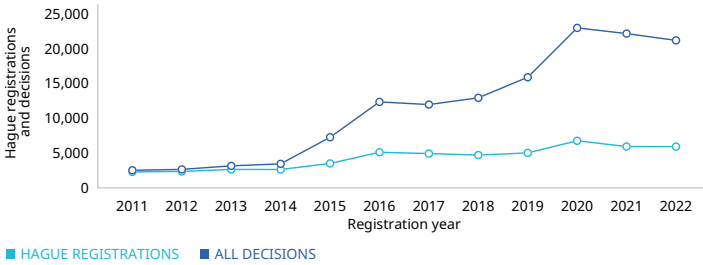
Source: WIPO Statistics Database, March 2024.

Decisions conveyed by designated offices to the IB have increased significantly

Between 2011 and 2022, the number of decisions communicated to the IB by designated offices relating to international registrations outpaced the number of registrations. In 2011, designated offices communicated 2,529 decisions to the IB, whereas in 2022, they communicated 21,194 decisions. Over the same period, the number of registrations increased from 2,302 to 5,932 (see figure 12). Consequently, the ratio of decisions per registration increased from 1.1 in 2011 to 3.6 in 2022. In 2022, the EU communicated the largest share of decisions to the IB, accounting for 29.6% of the total, followed by the US (21.7%), Japan (9.1%) and the Republic of Korea (8.3%) (see figure 13).

In 2022, an average 3.6 decisions were made per international registration, a ratio similar to the previous year.

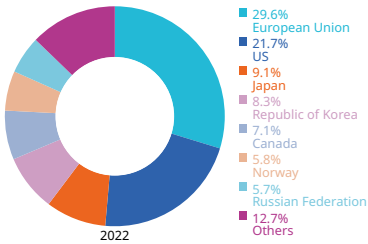
12. International registrations and decisions, 2011–2022



Source: WIPO Statistics Database, March 2024.

The EU and the US together accounted for over half (51.3%) of the decisions communicated to the IB in 2022.

13. Share of decisions communicated to the IB by the top designated offices, 2022



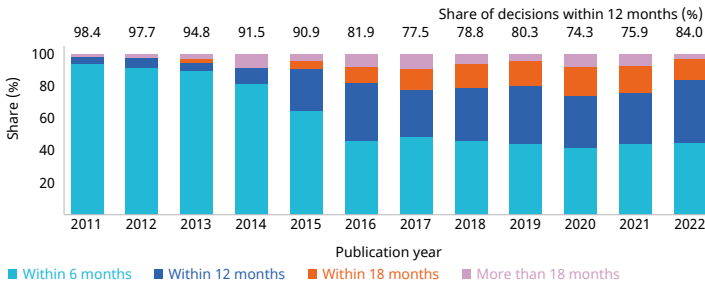
Source: WIPO Statistics Database, March 2024.

In 2022, around 84% of all decisions were transmitted to the IB within 12 months

The percentage of decisions transmitted to the IB later than the 12-month time limit has gradually increased from approximately 1.6% in 2011 to about 16% in 2022. In 2022, around 84% of all decisions were transmitted to the IB within 12 months, and another 13.1% within 18 months (see figure 14). Roughly, 3% of all decisions took more than 18 months from publication date to be conveyed to the IB. Timelines for decisions vary significantly across designated offices, depending on the type of decision.

In 2022, around 84% of all decisions were transmitted within 12 months of the publication date.

14. Timelines for decisions by all designated offices, 2011–2022



Source: WIPO Statistics Database, March 2024.

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