



# Hague Yearly Review 2025



# Executive Summary **Hague Yearly Review 2025** 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 2025 – available in English at: [www.wipo.int/ipstats](http://www.wipo.int/ipstats)

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# Key numbers for 2024

**9,455** (+10.3%)  
International applications

**27,161** (+6.8%)  
Designs contained in  
international applications

**8,847** (+5.7%)  
International registrations

**25,759** (+2.0%)  
Designs contained in  
international registrations

**43,028** (+11.7%)  
Designations in  
international applications

**118,667** (+15.1%)  
Designs contained in designations in  
international applications

**39,074** (+5.5%)  
Designations in international  
registrations

**103,882** (+0.7%)  
Designs contained in designations in  
international registrations

**5,549** (+6.4%)  
Renewals of international  
registrations

**22,986** (+5.5%)  
Designs contained in renewals of  
international registrations

**61,761** (+8.8%)  
International registrations  
in force

**226,164** (+5.2%)  
Designs contained in international  
registrations in force

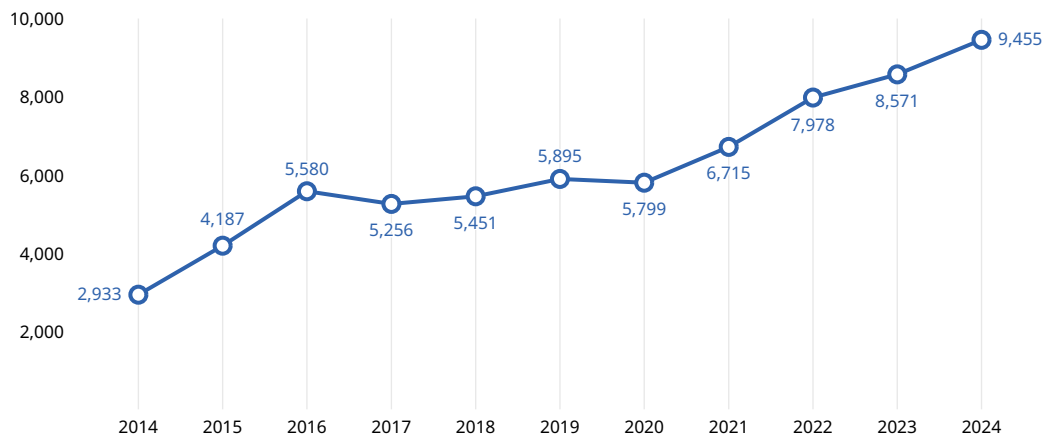
## Statistics on Hague international applications

### The number of designs contained in applications filed with the Hague System increased by 6.8% in 2024, reaching an all-time high of 27,161

In 2024, the World Intellectual Property Organization (WIPO) received 9,455 international applications for design protection under the Hague System for the International Registration of Industrial Designs, a 10.3% increase over the previous year (see figure 1). Applications contained a record 27,161 designs, representing a 6.8% growth and marking the System's fourth consecutive year of expansion (see figure 2). The strong 6.8% growth rate in 2024 is largely attributable to China, which accounted for three-fifths of overall growth.

*In 2024, international applications grew by 10.3% to reach 9,455 applications.*

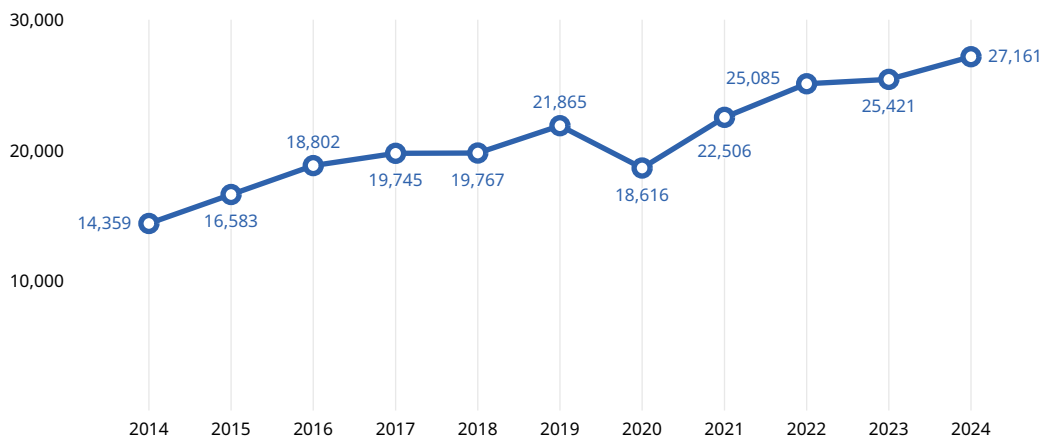
#### 1. International applications, 2014–2024



Source: WIPO Statistics Database, March 2025.

*The number of designs contained in international applications reached a record high of 27,161 in 2024, up 6.8% on the previous year.*

#### 2. Number of designs contained in international applications, 2014–2024



Source: WIPO Statistics Database, March 2025.

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

The accession of Saint Kitts and Nevis in 2024 has increased the number of Hague members to 80. Applicants can now obtain design protection within the territories of 97 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 2024, over 3,600 applicants from at least 68 countries filed international applications.

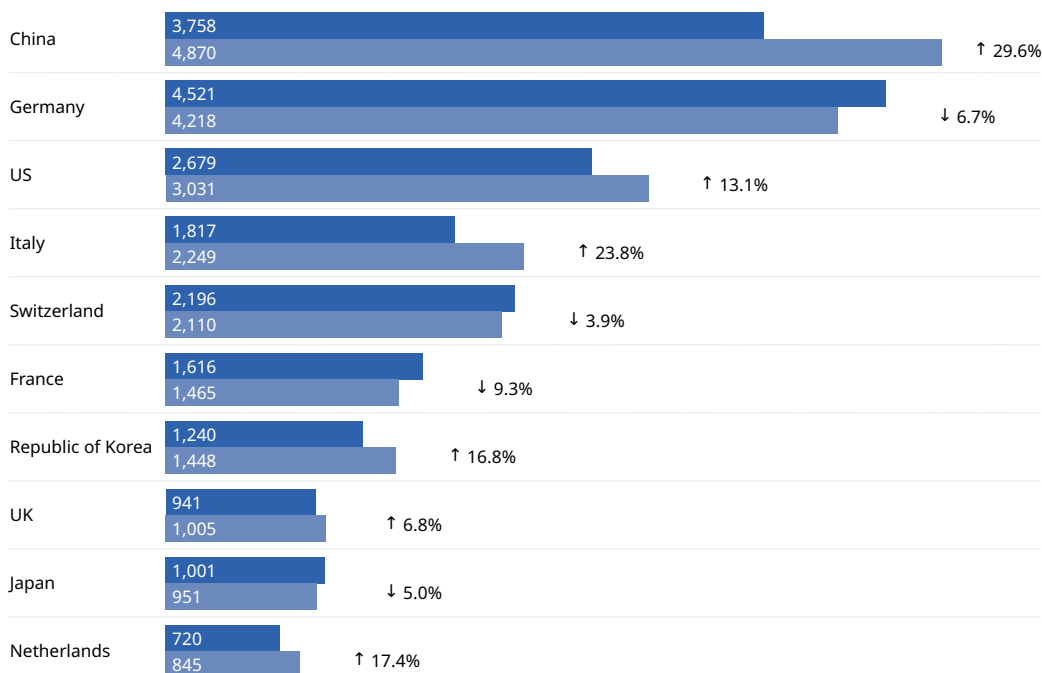
## China has now surpassed Germany to become the top user of the Hague system in 2024

Remarkably, despite only joining the Hague System in 2022, China has now surpassed Germany – the leading filer since 1988 – to become the System’s top user, with 4,870 designs. Following China in the rankings are Germany (4,218), the US (3,031), Italy (2,249) and Switzerland (2,110) (see figure 3).

Five of the top 10 countries experienced double-digit growth in 2024, with China leading the pack at a remarkable 29.6%, followed by Italy (+23.8%), the Kingdom of the Netherlands (+17.4%), the Republic of Korea (+16.8%), and the US (+13.1%). China’s overall growth is largely attributable to a substantial increase in filings by Huawei Technologies. In contrast, four countries experienced a decline, with France (–9.3%) recording the sharpest drop, followed by Germany (–6.7%), Japan (–5%) and Switzerland (–3.9%) (see figure 3).

*China, with a 29.6% growth rate, surpassed Germany to become the leading user of the Hague System, with 4,870 designs in 2024.*

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



■ Designs in Hague applications 2023 ■ Designs in Hague applications 2024

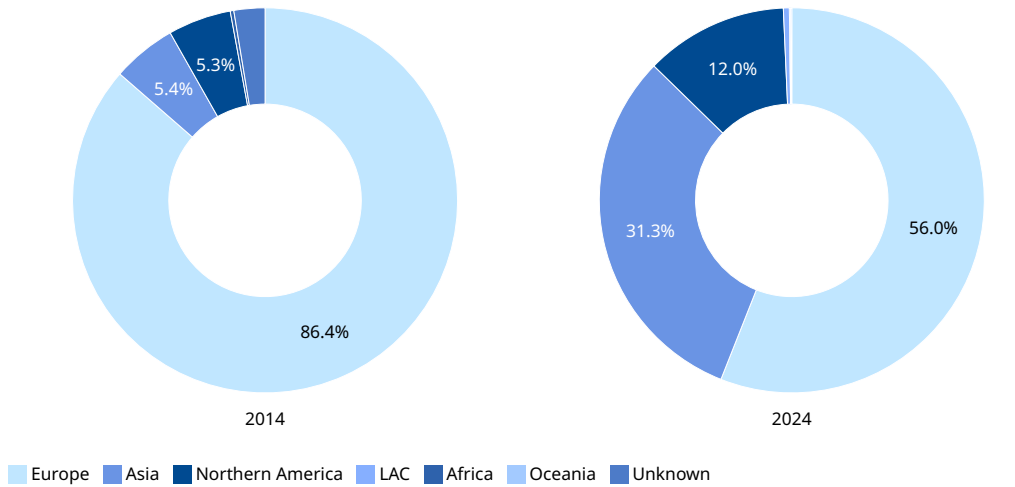
Note: The origin of an application is defined as the country or territory of residence stated in an applicant address. The Netherlands refers to the Kingdom of the Netherlands.

Source: WIPO Statistics Database, March 2025.

In 2024, applicants based in Europe accounted for more than half (56%) of all designs filed worldwide (see figure 4). This is largely attributable to the fact that the majority of Hague System members are European countries. However, the proportion of designs originating from Asia has increased significantly over the past 10 years, rising from 5.4% in 2014 to 31.3% in 2024. This growth is primarily due to the accession of China (2022), Japan (2015) and the Republic of Korea (2014) to the Hague System. Similarly, the accession of Canada (2018) and the United States of America (US) (2015) has led to a substantial increase in Northern America’s share, from 5.3% in 2014 to 12% in 2024. In contrast, Africa, Latin America and the Caribbean (LAC), and Oceania collectively had just 0.7% of the total share in 2024. The low share reflects the limited number of Hague Agreement parties within these three regions.

*The significant rise in Asia's share of designs in applications in 2024 compared to 2014 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, 2014 and 2024



Note: Each geographical region includes the following number of countries or territories that filed at least one design application in either 2014 or 2024: Africa (7), Asia (17), Europe (42), Latin America and the Caribbean (LAC) (3), Northern America (2) and Oceania (1). Regions are defined according to United Nations definitions.

Source: WIPO Statistics Database, March 2025.

#### In 2024, the US-based consumer goods firm Procter & Gamble, with 641 designs in published registrations, was the Hague System top user

Procter & Gamble of the US has taken the lead in design filings, with 641 designs in published registrations in 2024 (see table 5). This company displaced Samsung Electronics of the Republic of Korea, last year's top filer, which dropped to sixth place after having 118 fewer designs in published registrations in 2024, totaling 426. Other top filers were Porsche AG of Germany with 506 designs, LG Electronics of the Republic of Korea with 459, Ferrari SPA of Italy with 442 and Huawei Technologies of China with 431. Four automakers – Ferrari SPA, Porsche AG, Volkswagen AG (Germany) and Stellantis Auto (France) – ranked among the top 10 applicants.

In 2024, six of the top 10 applicants saw substantial increases in designs within published registrations compared to 2023. Huawei Technologies (387 additional designs), Ferrari SPA (270) and Stellantis Auto SAS of France (226) experienced the fastest growth.

*Procter & Gamble of the US claimed the top filing position in 2024, its 641 designs in published registrations surpassing those of last year's leader, Samsung Electronics of the Republic of Korea.*

#### 5. Top Hague applicants, 2022–2024

Ranking 2024	Applicant's name	Origin	Designs 2022	Designs 2023	Designs 2024
1	Procter & Gamble Co.	US	687	525	641
2	Dr. Ing. H.C.F. Porsche AG	Germany	117	352	506
3	LG Electronic	Republic of Korea	366	352	459
4	Ferrari S.P.A.	Italy	329	172	442
5	Huawei Technologies Co. Ltd.	China	19	44	431
6	Samsung Electronics Co. Ltd.	Republic of Korea	451	544	426
7	Volkswagen AG	Germany	233	312	285
8	Beijing Xiaomi Mobile Software Co. Ltd.	China	251	315	230
8	Stellantis Auto SAS	France	0	4	230
10	Koninklijke Philips Electronics N.V.	Netherlands	633	294	228

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

Source: WIPO Statistics Database, March 2025.

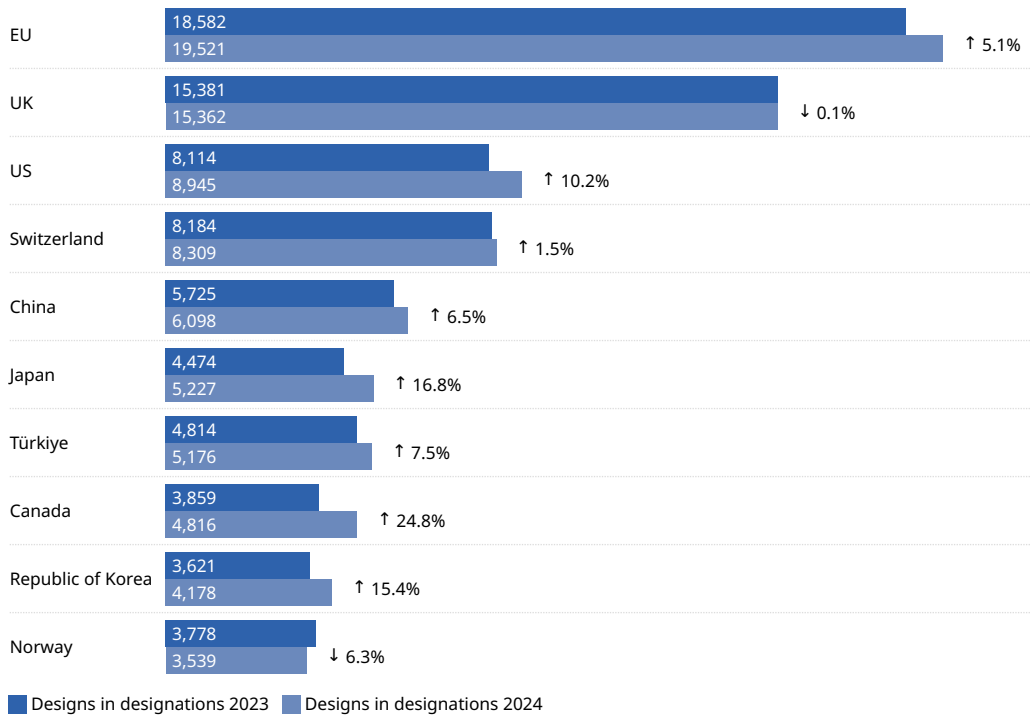
### The EU received 19,521 design designations in 2024, making it the most designated Hague member in international applications

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 2024, applicants could seek protection for up to 100 designs in a single international application covering up to 97 countries.

The EU remains the most designated Hague member in international applications, with 6,572 designations containing 19,521 designs (see figure 6). The EU has held top position since 2010. Following the EU, the United Kingdom (UK) was the second most designated member, with 15,362 designs, followed by the US (8,945), Switzerland (8,309) and China (6,098). Four of the top 10 most designated members saw a double-digit growth in designs contained in designations, with Canada reporting the fastest increase at 24.8%. Japan (+16.8%), the Republic of Korea (+15.4%) and the US (+10.2%) 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 most designated Hague members



Source: WIPO Statistics Database, March 2025.

#### Designs related to recording and communication equipment accounted for 12.3% of all designs in 2024

In 2024, the largest share of total designs was in recording and communication equipment, accounting for 12.3% of all designs, closely followed by means of transport (Class 12) at 11.1%, packages and containers (Class 9) at 7.9%, furnishings (Class 6) at 7.6% and household goods (Class 7) at 5.1%. The top 10 most specified classes together accounted for 65.7% of all designs in 2024, whereas the 10 least specified classes accounted for only 4.2% (see table 7). Among the top five classes, there was a significant growth in the number of designs relating to recording and communication equipment (+53.6%) and packages and containers (+22.9%).

*Designs related to recording and communication equipment (12.3%) accounted for the largest share of total designs in 2024.*

#### 7. Designs contained in international applications by class, 2022–2024

Class	2022	2023	2024	Growth rate (%): 2023– 2024	2024 share of total (%)
Class 14: Recording and communication equipment	2,605	2,176	3,343	53.6	12.3
Class 12: Means of transport	2,432	2,831	3,003	6.1	11.1
Class 9: Packages and containers	1,784	1,740	2,138	22.9	7.9
Class 6: Furnishing	1,698	1,908	2,063	8.1	7.6
Class 7: Household goods	1,131	1,431	1,372	–4.1	5.1
Class 26: Lighting apparatus	1,448	1,398	1,315	–5.9	4.8
Class 15: Machines, not elsewhere specified	1,071	1,009	1,281	27.0	4.7
Class 23: Heating and cooling equipment	1,522	1,329	1,218	–8.4	4.5
Class 24: Medical and laboratory equipment	1,010	931	1,080	16.0	4.0
Class 2: Clothing	914	1,224	1,014	–17.2	3.7

Source: WIPO Statistics Database, March 2025.

## Statistics on Hague international registrations

### Around 25,800 designs were registered through the Hague System in 2024

The International Bureau (IB) reported 8,847 international registrations in 2024, representing a 5.7% increase over 2023 and marking a third consecutive year of growth. Additionally, the number of designs included in registrations totaled 25,759, a modest 2% increase on the year (see table 8). The long-term trend indicates an upward trajectory, with the number of designs registered via the Hague System having increased 2.5-fold since 2010 – from 10,334 in 2010 to 25,759 in 2024.

China surpassed Germany – which had been the top origin since 2016 – to become the origin with the largest proportion of all design registrations, at 17.4%. China was followed by Germany (15.8%), the US (10.8%), Italy (8%) and Switzerland (7.6%) (see table 8). Among the top five origins, China experienced a 26.9% increase in registered designs in 2024, advancing one position to surpass Germany, which saw an 11.9% decline. In contrast, Switzerland moved down one position to fifth, as the result of a 15.5% decrease in 2024. The US saw a 9.2% increase, whereas France and Italy experienced a modest decline of 2.5% and 0.2%, respectively.

*In 2024, China, with 4,482 registered designs, surpassed Germany as the country with the most design registrations.*

#### 8. International registrations and registration design counts for the top 10 origins, 2022–2024

Origin	2022	2023	2024	Growth rate (%): 2023-2024	2024 share of total (%)
China	2,157	3,531	4,482	26.9	17.4
Germany	5,100	4,612	4,063	-11.9	15.8
US	2,723	2,557	2,792	9.2	10.8
Italy	2,191	2,071	2,066	-0.2	8.0
Switzerland	2,039	2,320	1,960	-15.5	7.6
France	1,443	1,565	1,526	-2.5	5.9
Republic of Korea	1,268	1,261	1,344	6.6	5.2
Japan	957	987	984	-0.3	3.8
Netherlands (Kingdom of the)	1,086	685	835	21.9	3.2
UK	1,133	977	818	-16.3	3.2
Others/Unknown	5,051	4,696	4,889	4.1	19.1
<b>Total</b>	<b>25,148</b>	<b>25,262</b>	<b>25,759</b>	<b>2.0</b>	<b>100.0</b>

Note: Top 10 origins were selected based on the number of designs contained in registrations in 2024.

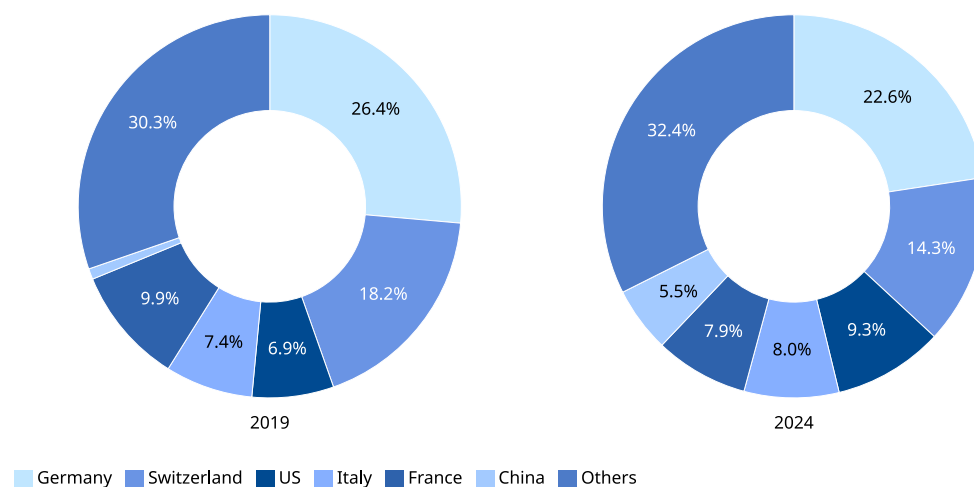
Source: WIPO Statistics Database, March 2025.

#### Around 61,800 international registrations, containing around 226,200 designs, were in force in 2024

Active registrations increased by 8.8% to reach 61,761 in 2024. Registrations in force consisted of approximately 226,164 designs. However, the majority of designs and registrations were concentrated in a small number of countries. In 2024, China, France, Germany, Italy, Switzerland and the US collectively held approximately 67.6% of all active designs (see figure 9), slightly below their combined 2019 share of 69.7%.

*The top six origins' share of registrations in force was 67.6% in 2024, down two percentage points from 2019*

#### 9. Share of designs contained in international registrations in force for the top six origins, 2019 and 2024



## Statistics on fees

### The IB distributed CHF 15.1 million to 78 designated members in 2024

In 2024, designated offices received approximately 15.1 million Swiss francs (CHF) from the International Bureau (IB). The US received the largest share of the total at 23.9%, followed by Japan (19.2%), Canada (12.9%), the EU (10.5%) and China (8.9%) (see table 10). Among the top five recipients, Canada and the US increased their share of the total amount distributed by the IB in 2024 compared to the previous year. Canada's share rose by four percentage points, while the US saw a 0.8 percentage point increase. In contrast, China (-1 percentage point) the EU (-1.7 percentage points) and Japan (-2 percentage points) saw a decrease over the same period.

*Combined, the top five designated offices – Canada, China, the EU, Japan and the US – received three-quarters of the CHF 15.1 million in fees distributed to designated members in 2024.*

#### 10. Fees distributed to the top 10 designated members by the IB, 2023–2024

Designated member	2023	2024	2024 share of total (%)
US	3,324,689	3,620,194	23.9
Japan	3,059,888	2,910,345	19.2
Canada	1,282,723	1,951,548	12.9
EU	1,755,263	1,588,862	10.5
China	1,419,517	1,340,115	8.9
Republic of Korea	1,092,653	1,178,879	7.8
Switzerland	316,724	304,341	2.0
Russian Federation	246,771	239,357	1.6
UK	215,279	223,906	1.5
Mexico	177,904	200,619	1.3
Others	1,517,622	1,569,149	10.4
<b>Total</b>	<b>14,409,033</b>	<b>15,127,315</b>	<b>100.0</b>

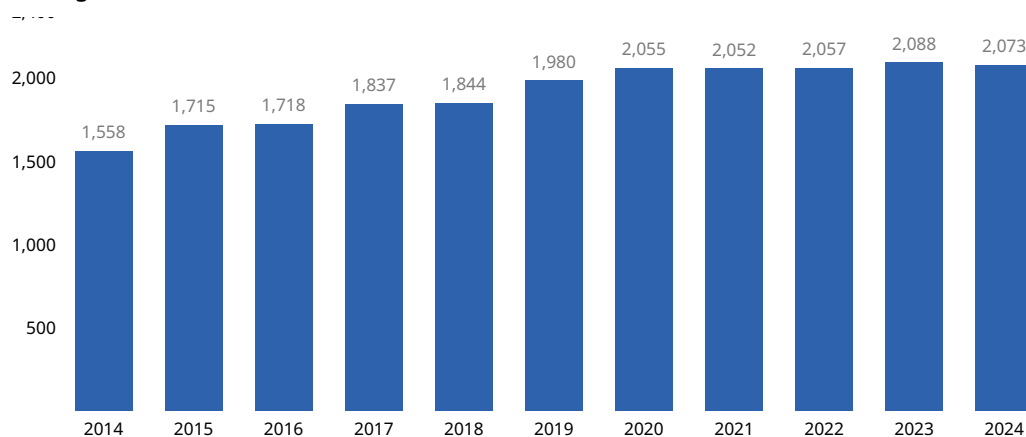
Source: WIPO Statistics Database, March 2025.

#### Applicants paid an average CHF 2,073 per international registration through the Hague System in 2024

In 2024, the average fee for a Hague international registration was CHF 2,073, which was CHF 15 less than the previous year (see figure 11). Over the past five years, the average registration fee has remained relatively stable, ranging from CHF 2,052 in 2021 to CHF 2,088 in 2023. In 2024, the fee per registration ranged from between CHF 456 for five single-design registrations to CHF 43,949 for a single registration originating from Germany that contained 32 designs and designated 11 Hague members. Around 70% of registrations cost less than the CHF 2,073 average fee, while only 3.4% of registrations cost more than CHF 5,000 per registration.

*In 2024, the average fee per registration was CHF 2,073, marking a slight decrease on the previous year.*

#### 11. Registration fees, 2014–2024



Source: WIPO Statistics Database, March 2025.

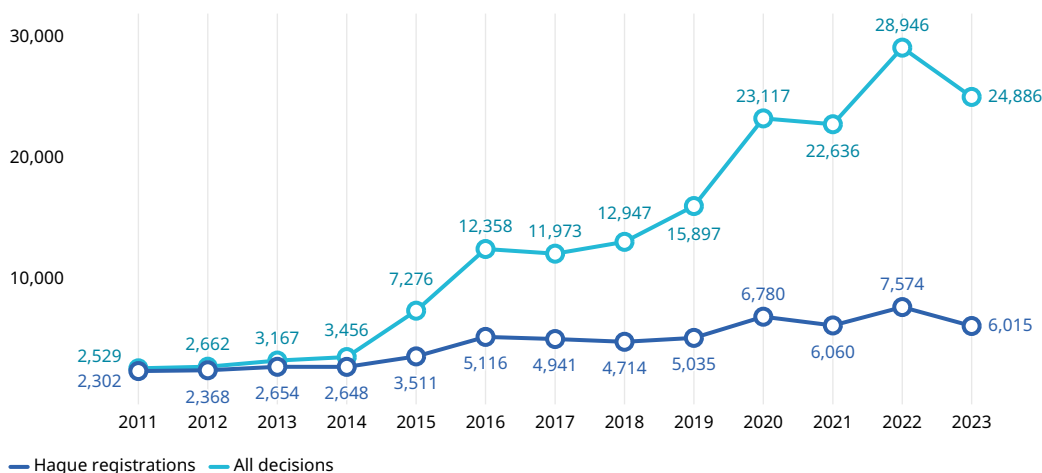
## Statistics on decisions

### Decisions conveyed by designated offices to the IB have increased significantly since 2010

Between 2011 and 2023, the number of decisions communicated to the IB by designated offices regarding international registrations far outpaced the number of registrations. In 2011, designated offices communicated 2,529 decisions to the IB, whereas in 2023, they communicated 24,886 decisions. However, the total number of decisions in 2023 was 14% below the peak of 2022, when approximately 28,900 decisions were communicated. Over the same period, the number of registrations increased from 2,302 to 6,015. Consequently, the ratio of decisions per registration increased from 1.1 in 2011 to 4.1 in 2023 (see figure 12). In 2023, the EU communicated the largest share of decisions to the IB, accounting for 31.2% of the total. This was followed by the US (21.9%), Japan (7.7%), the Republic of Korea (7.3%) and Canada (6.5%) (see figure 13). The combined share of these top five offices in 2023 was 74.6%, similar to their combined share in 2022.

*In 2023, an average of 4.1 decisions were made per international registration, which is considerably higher than in any previous year.*

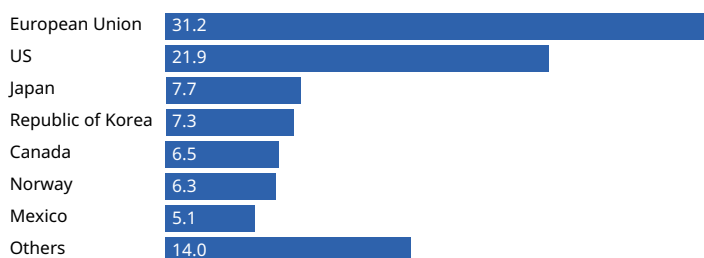
#### 12. International registrations and decisions, 2011–2023



Source: WIPO Statistics Database, March 2025.

*The EU and the US together accounted for over half (53.1%) of the decisions communicated to the IB in 2023.*

#### 13. Share of decisions communicated to the IB by the top designated offices, 2023



Source: WIPO Statistics Database, March 2025.

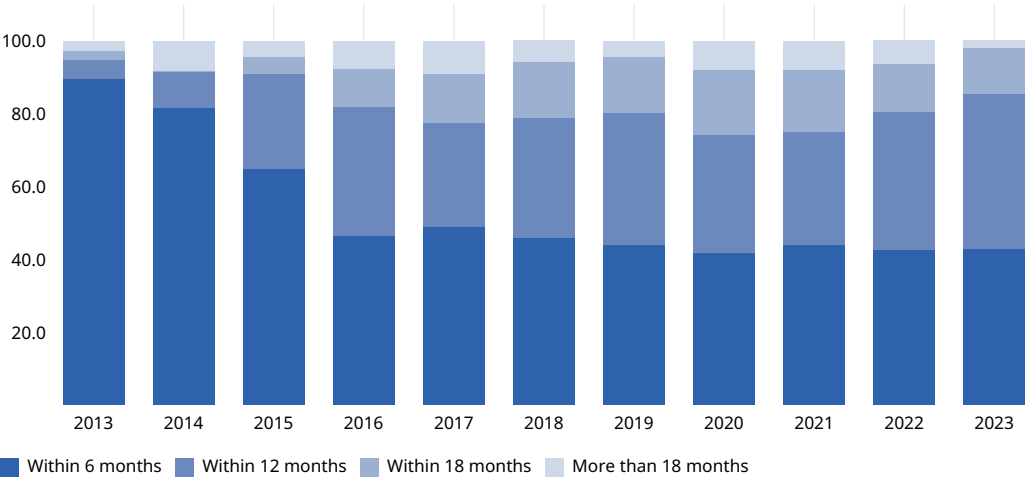
#### In 2023, around 85% of all decisions were transmitted to the IB within 12 months

The proportion of decisions transmitted to the IB exceeding the 12-month timelimit gradually increased from approximately 1.6% in 2011 to approximately 25.9% in 2020. Nonetheless, the proportion has since declined, falling to 14.6% by 2023. In 2023, around 85% of all decisions were transmitted to the IB within 12 months, and another 12.6% within 18 months (see figure 14).

Roughly, 2% of all decisions took more than 18 months from the publication date to be conveyed to the IB. Timelines for decisions vary significantly across designated offices, depending on the type of decision.

*In 2023, more than 85% of all decisions were transmitted within 12 months of the publication date.*

**14. Timelines for decisions by all designated offices, 2011–2023**



Source: WIPO Statistics Database, March 2025.

