



Multi-year Expert Meeting on Enhancing the Enabling Economic Environment
at All Levels in Support of Inclusive and Sustainable Development, and the
Promotion of Economic Integration and Cooperation, seventh session
28 November 2024

**World Intangible
Investment
Highlights**
Better Data for
Better Policy



Intangible Investment in the Global Economy: Better Data for Better Policy

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Intangible assets in the global economy

What are intangible assets?

Examples: R&D, know-how, software and data, design, brands and reputation, organizational or supply-chain expertise

Why they matter?

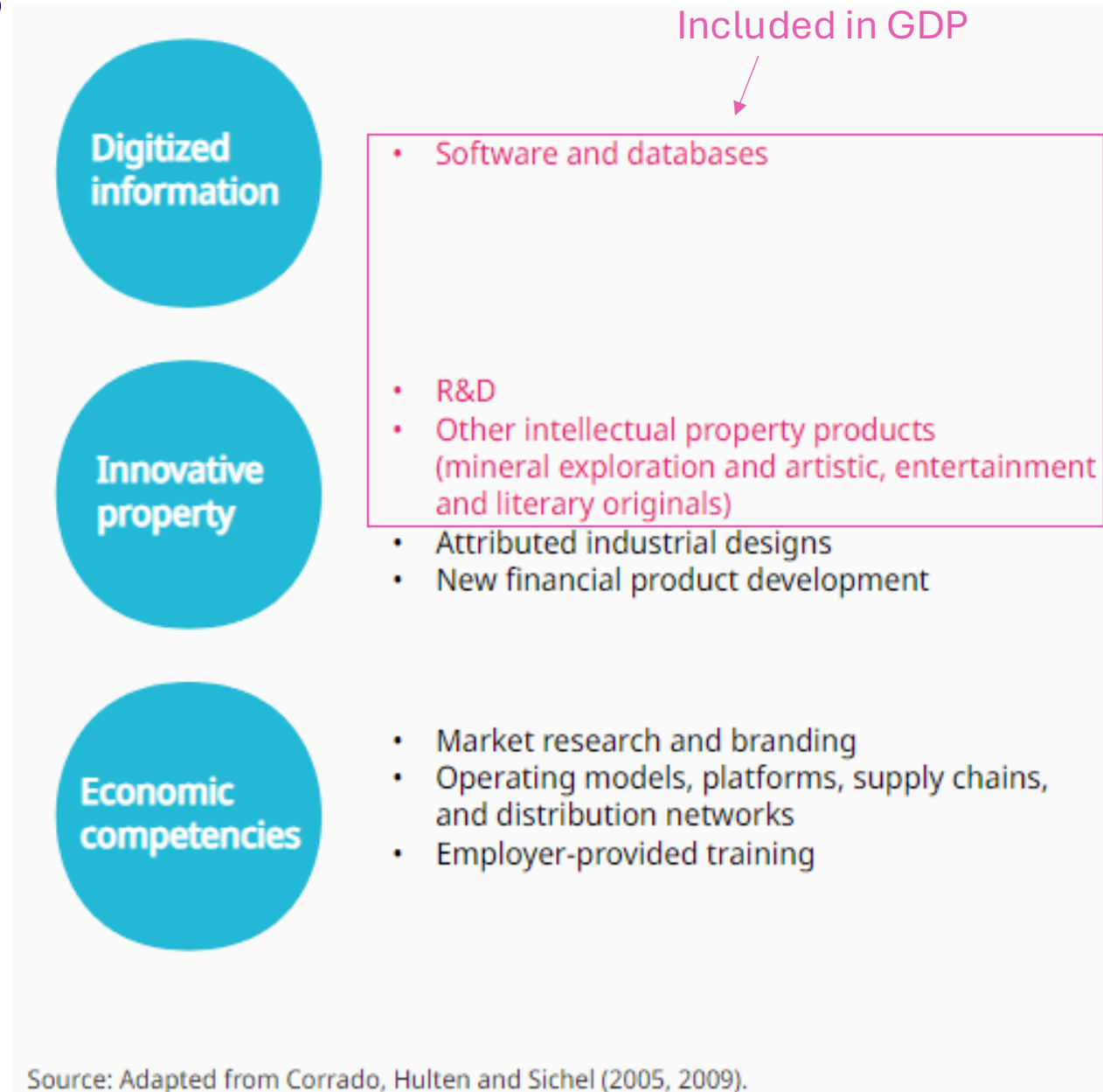
Key drivers of innovation, competitiveness and economic growth

Why do we need better measurement of intangibles?

- Limited data on their size, composition and impact due to various measurement challenges
- Poor measurement leads to undervaluation, resource misallocation and impaired decision-making by policymakers, especially in low- & middle-income economies

Measurement challenges

- Intrinsically hard to measure and report due to “non-physical” nature
- Crucial **gaps in coverage** beyond advanced economies
- Even for advanced economies, data often available with **lags**
- About 60% of IA investment goes unmeasured
 - Certain IA types not recognized as “investment” → **potential mismeasurement of GDP**



WIPO's World Intangible Investment Highlights

- Co-published with Luiss Business School to [address the knowledge gaps](#) in measurement of global intangible investment, facilitating [well-informed policymaking](#)
- Key reference publication for the [latest statistics on global investment](#) in intangible assets
- Drawing on the latest release of the [Global INTAN-Invest Database \(June 2024\)](#)

Luiss
Business
School



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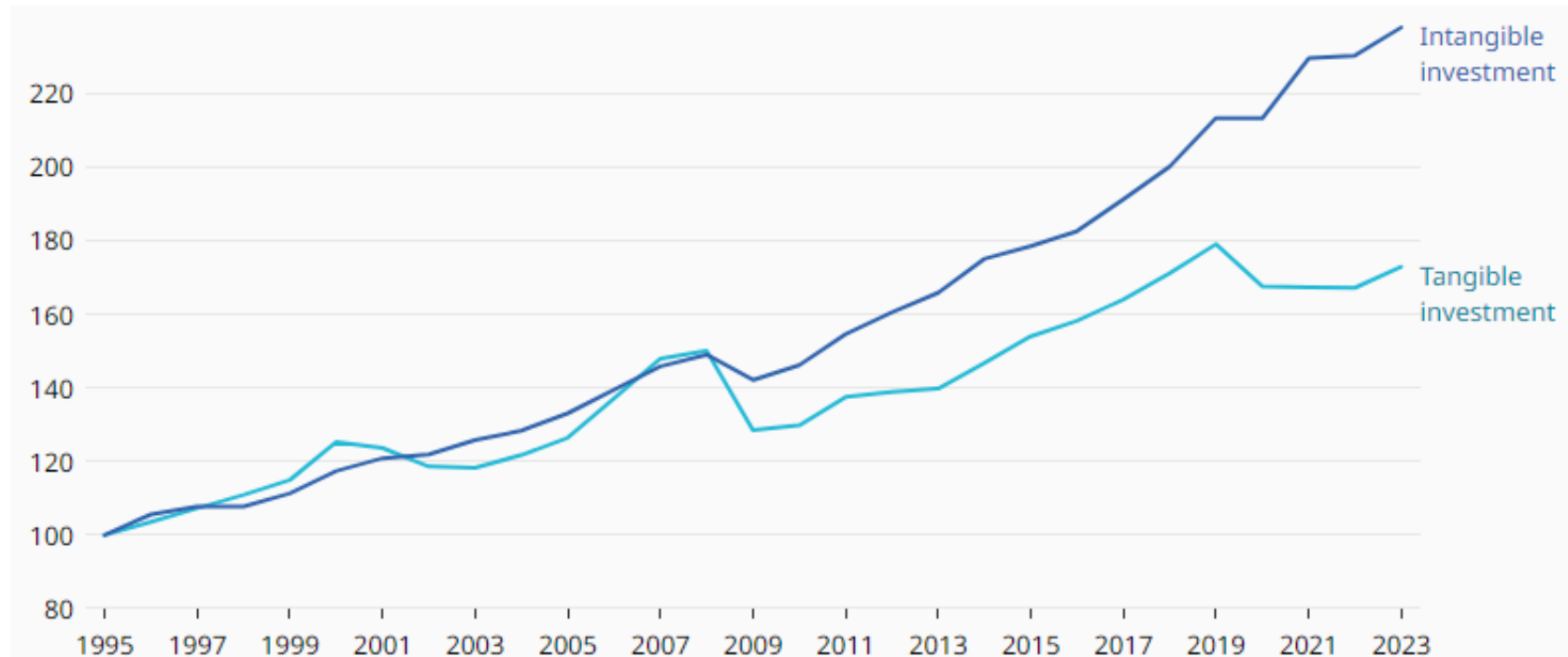
Scan this code
for the full report

WIPO's World Intangible Investment Highlights

- The latest June 2024 release offers:
 - **annual and quarterly estimates** of intangible investment
 - coherent with national accounts framework (Corrado, Hulten and Sichel 2005)
 - **disaggregated by type of asset**
 - asset boundary expanded to **include non-national accounts intangibles**
- Current coverage:
 - **31 economies** (EU-27, India, Japan, UK, US)
 - from **1995 to 2023**
- Brazil to be added in 2025 edition; Philippines, China under evaluation for future editions

Key findings: Despite multiple crises and rising interest rates, intangible investment has grown **3x faster** than tangible investment between 2008–2023

Total intangible and tangible investment, indexed (1995=100)



Note: Intangible and tangible investment have been aggregated over the sample countries: EU-22, India, Japan, the United Kingdom and the United States. Estimates are in terms of chain-linked volumes (reference year 2015). The EU-22 economies are Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, the Kingdom of the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

Source: WIPO-LBS Global INTAN-Invest Database, June 2024. • [Get the data](#)

Fastest-growing
types of intangible
assets:

Software and data,
brands,

both growing about
3x faster than R&D

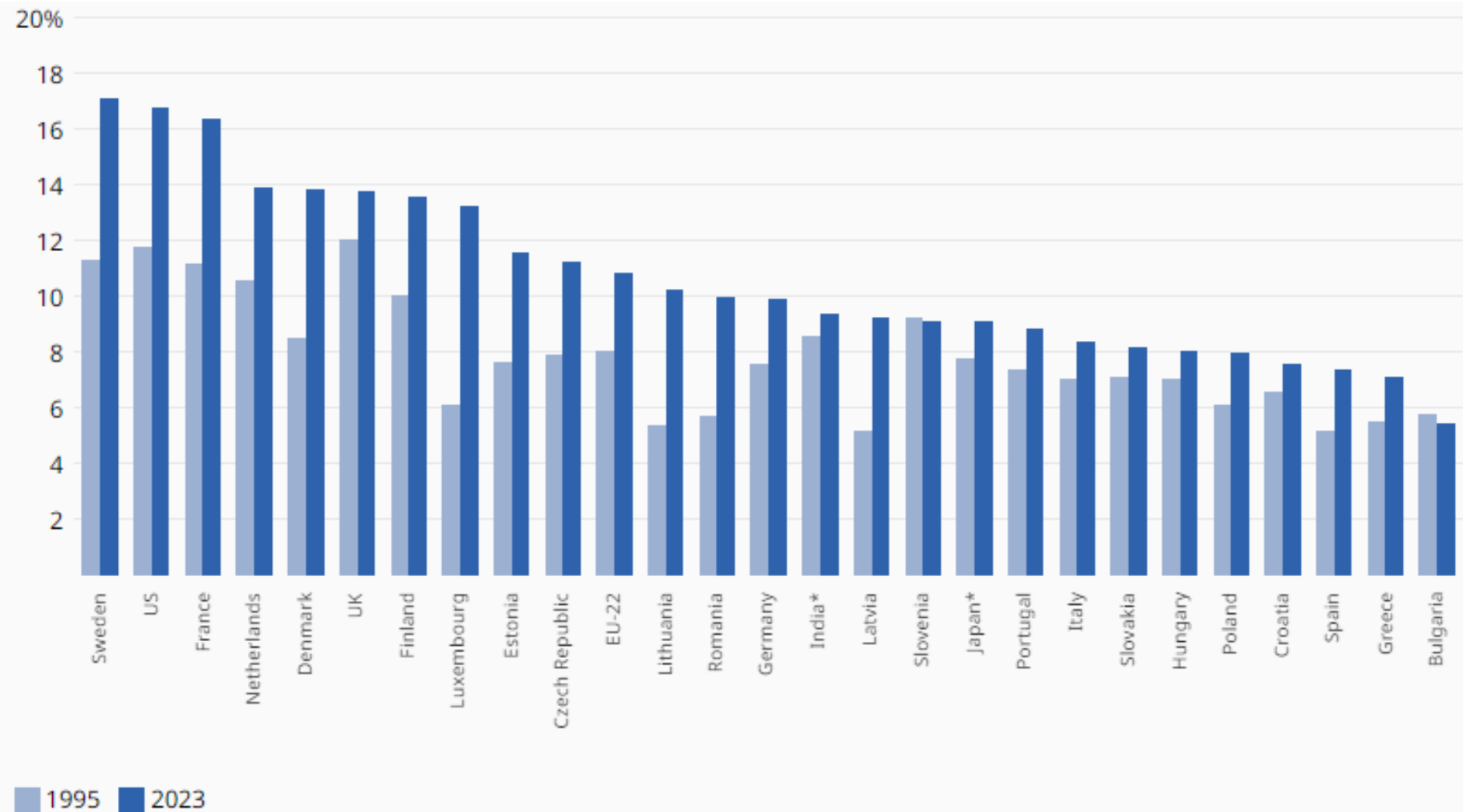
Compound annual growth rate, %, 2011-2021



Intangible investment as a share of GDP (%), 1995 vs 2023

In terms of
intangible
asset intensity,
top-ranked
economies are:

Sweden,
US,
France



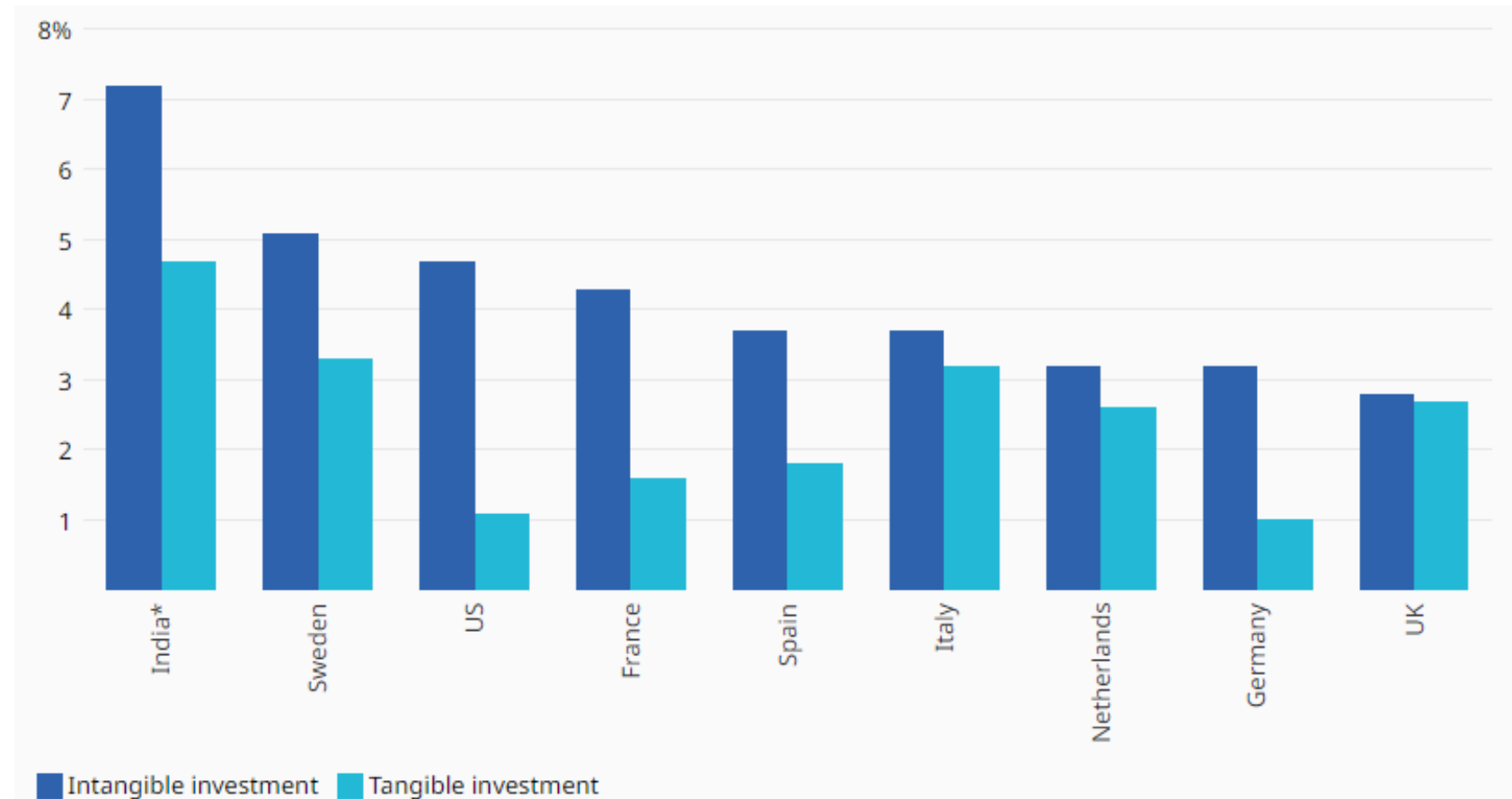
Notes: *For India, shares are for the years 2011 and 2020, respectively, owing to the unavailability of data before 2011 and beyond 2020. Data for India exclude the informal sector. For Japan, shares are for the years 1995 and 2021, respectively, owing to the unavailability of data beyond 2021. See note of Figure 1 for definition of EU-22.

Source: WIPO-LBS Global INTAN-Invest Database, June 2024 • [Get the data](#)

In terms of **growth**,
top-ranked
economies are:

India*,
Sweden,
US

Compound annual growth rate (%), 2013–2023



Notes: * For India, the growth rate is for the period 2011–2020. Japan and Poland are excluded from this chart owing to missing data for inflation-adjusted levels of tangible investment. Data for Austria, Belgium and the Republic of Ireland are not yet available in the Global INTAN-Invest Database (June 2024).

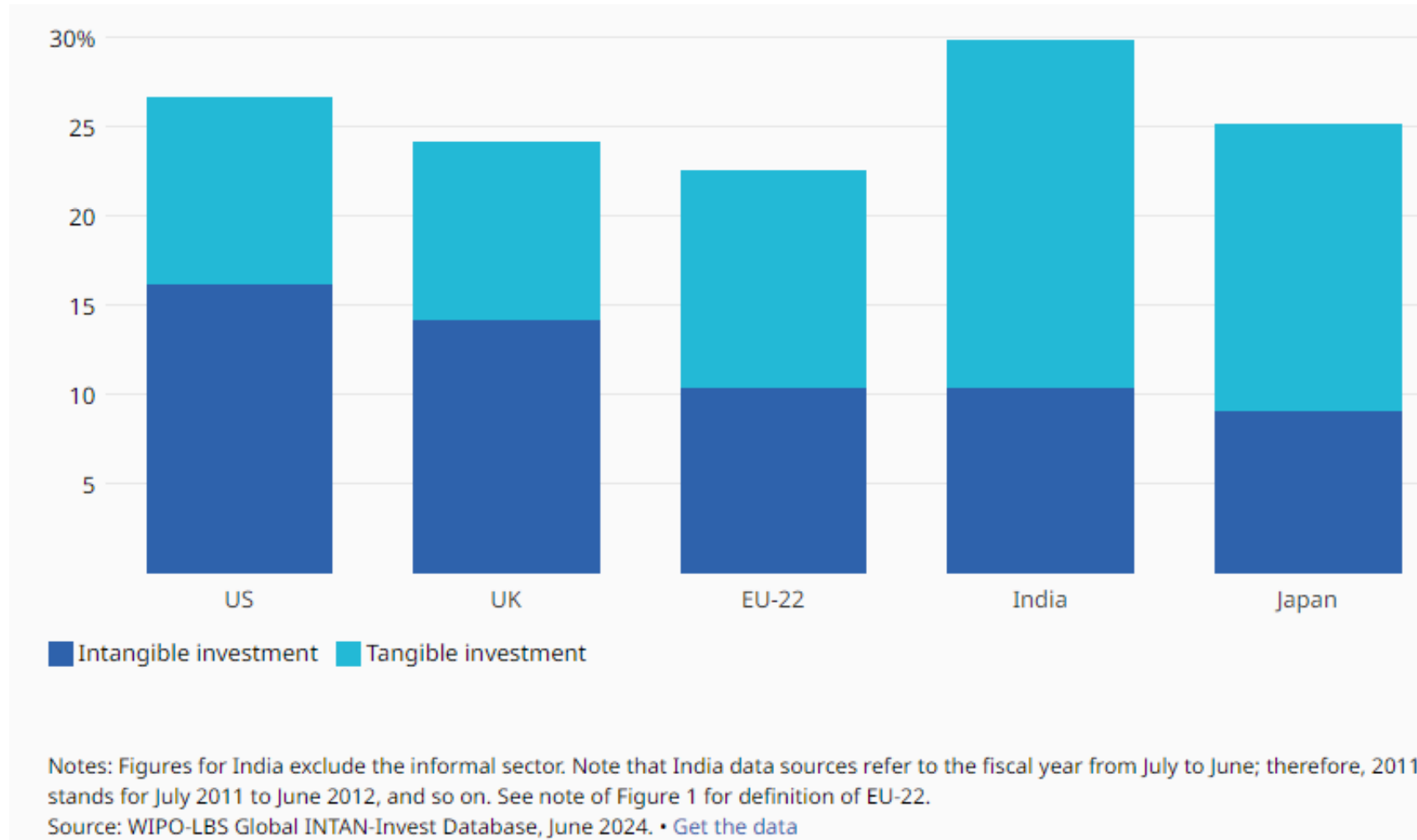
Source: WIPO–LBS Global INTAN-Invest Database, June 2024. • [Get the data](#)

Evidence for middle-income economies: India

Excluding the informal sector, India's intangible investment intensity stood at 10%

Comparable to the EU-22 average and Japan

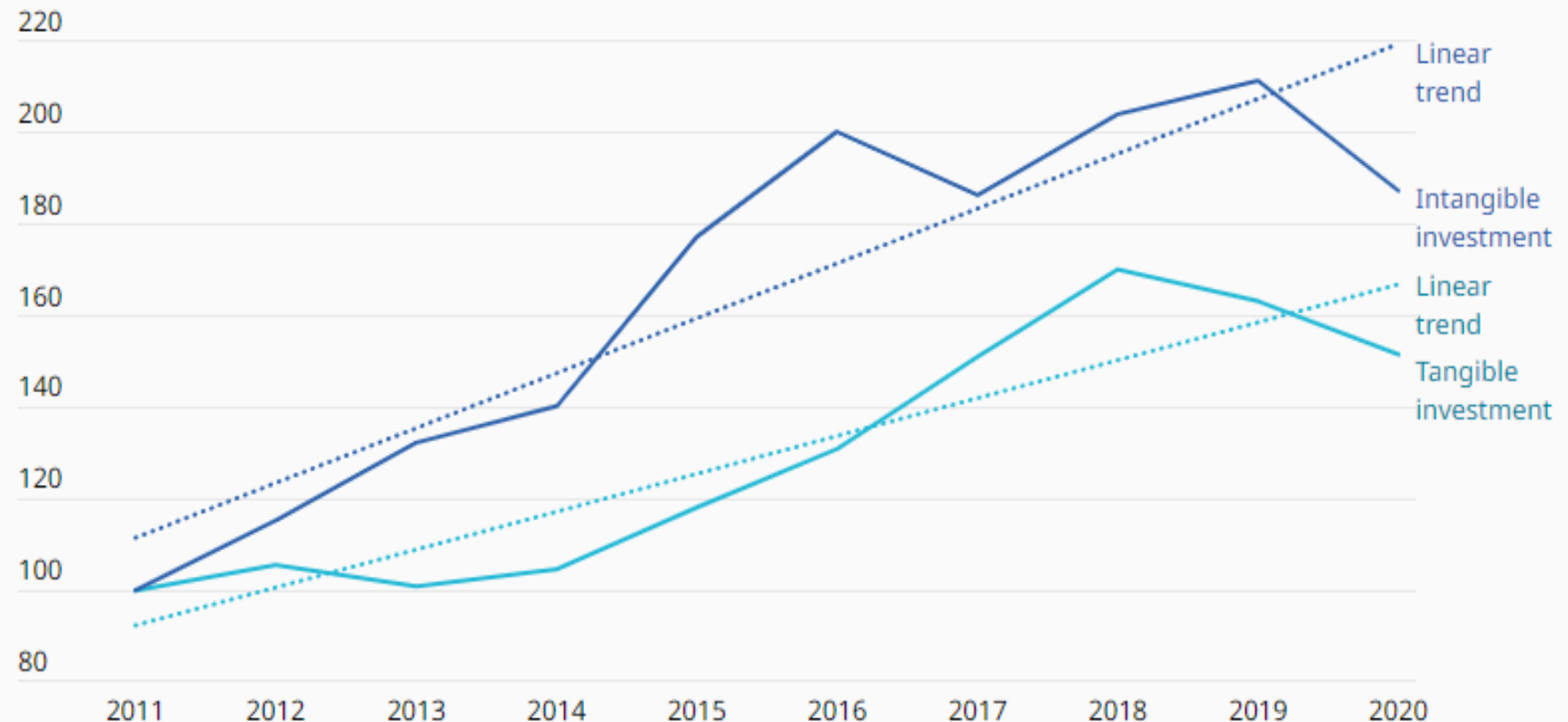
Investment as a share of GDP (%), 2019



Evidence for middle-income economies: India

Investment in India, 2011–2020, indexed (2011=100)

India's **intangible investment** growing **faster** than tangible investment

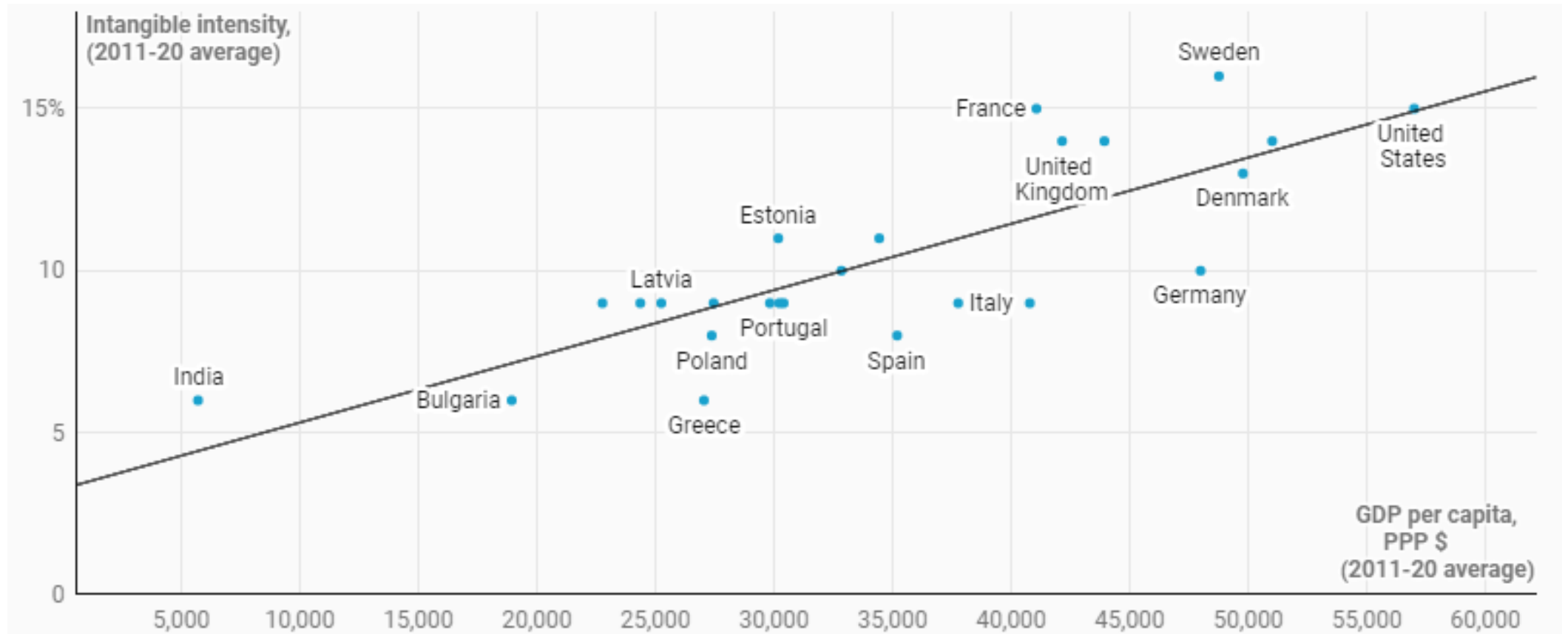


Notes: Data for India are available for the period 2011–2020. Estimates are in terms of chain-linked volumes (reference year 2015). Note that India data sources refer to the fiscal year from July to June; therefore, 2011 stands for July 2011 to June 2012, and so on.

Source: WIPO-LBS Global INTAN-Invest Database, June 2024. • [Get the data](#)

Intangibles and economic growth: Positive relationship

between intangible investment intensity and GDP per capita, 2011–2020



Notes: GDP & investment figures for India exclude the informal sector. Intangible intensity refers to intangible investment as a share of adjusted value-added (%). GDP per capita is measured in PPP \$ (in constant 2015 prices).

Source: WIPO-LBS Global INTAN-Invest Database, June 2024. • [Get the data](#)

Key takeaways

- Tremendous scope for growth and innovation powered by intangible investment
- Investment in brands, design, workforce skills & supply chains can bolster competitiveness, enhance productivity & spur economic growth
- Policy priorities: Need for reliable & up-to-date data to identify investment gaps and facilitate well-informed policymaking via
 - Improvements in measurement frameworks
 - Better data collection & capacity-building at the country-level
 - Expanding coverage to low- & middle-income economies





Thank you



Scan to learn more about WIPO's
work on intangible investment