Multi-year Expert Meeting on Trade, Services and Development, 11th session

Creative Economy Outlook 2024

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Global trends

- The creative economy is a rapidly growing sector that contributes to economic development, jobs, and international trade
- Key trends include digitalization, cross-country collaborations and gamification
- Creative industry trends:
  - Advertising
  - Architecture
  - Audiovisual
  - Music
  - Publishing
  - Videogames
  - Visual arts
Creative goods and services constitute 3% and 19% of total merchandise and services exports, respectively.

Creative goods and services exports have decoupled in the past few years, driven by a robust increase in software and research and development services exports.

A few product groups and key countries account for a significant portion of trade in creative goods and services.

UNCTADStat provides an updated database about international trade in creative goods (from 2002) and services (from 2010)

Several economies, especially developing economies, would benefit from more detailed services data to calculate creative services exports.
Thematic areas covered

- Digitalization and artificial intelligence in the creative economy
  - Digital tools and artificial intelligence (AI) transform the way creative services are produced, distributed and consumed.
- Market concentration and competition in the creative economy
  - Some creative industries are highly concentrated, leading to market concentration and hindering fair competition. Digitalization raises new concerns.
- Sustainable business practices for inclusion and decarbonization
  - Opportunities for inclusion and environmental sustainability. Sustainable business practices not only shape creative industries but also contribute to a more sustainable and prosperous society.
Survey on the creative economy

- 36 countries participated in our recent survey, mostly developing economies
- The report includes their inputs on:
  - Government oversight for the creative economy
  - National strategies
  - Economic impact and assessment
  - Export promotion strategies
  - Digitalization and AI strategies and policies
  - Sustainability initiatives
Thank you