



2024

Trademark Data Report



Kangxin IP Platform

Kangxin Partners P.C.

In 2024, the global economy is gradually recovering, with technological innovation emerging as a key driving force. Continuous breakthroughs—especially in fields such as artificial intelligence—are accelerating industrial upgrades and the adjustment of economic structures. Trademarks are crucial identifiers and competitive assets for enterprises worldwide, both in their home markets and in international activities.

Leveraging global trademark big data and AI technology, the Kangxin IP Platform (<https://eservice.kangxin.com>) provides a 2024 overview of global trademark data from multiple dimensions (for example, trademark application volumes by country, the stock of valid trademarks, the distribution of goods/services classes, major applicants, and the constituent elements and graphical features of granted trademarks). We hope this data will be helpful to brand owners, trademark attorneys, and trademark agents in various countries.

We also invite readers who are interested in global trademark data to log in to the Kangxin IP Platform (<https://eservice.kangxin.com>). In the “Data Application > Statistical Analysis” module, you can view multi-dimensional trademark data charts for any country/region over any chosen period.

I. Trademark Application Volumes by Country/Region

Among the 43 countries/regions included in this survey, Mainland China, the United States, India, Brazil, and South Korea rank in the top five for trademark application volumes. Nineteen countries/regions saw an increase in trademark applications, with Macao (China) showing the largest growth at 13.23%. Meanwhile, 24 countries experienced a decline in trademark applications, with Japan recording the biggest drop at 37.23%.

Trademark Application Volumes by Country/Region in 2023 and 2024

(Ranked by 2024 Application Volume)

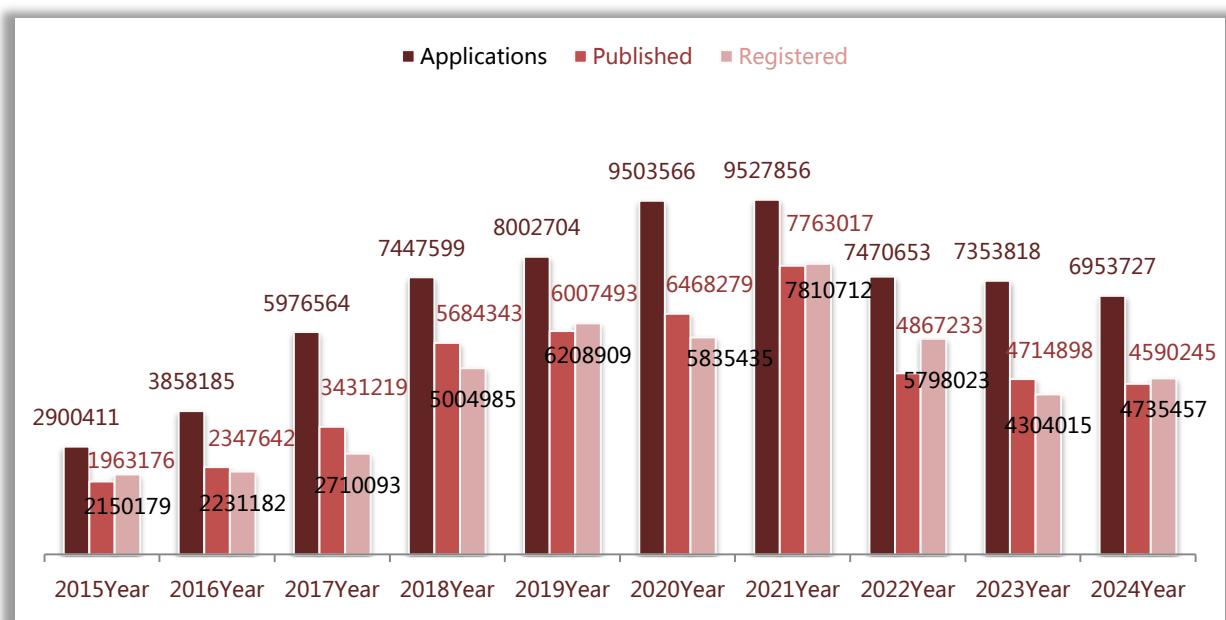
RANKING	COUNTRY/REGION	2023	2024	GROWTH RATE
1	Mainland China	7353818	6953305	-5.45%
2	United States	547330	576541	5.34%
3	India	491389	524388	6.72%
4	Brazil	400315	414749	3.61%

5	Korea	231218	230694	-0.23%
6	Mexico	209413	206447	-1.42%
7	Japan	277400	174132	-37.23%
8	Turkey	186261	162499	-12.76%
9	European Union	146088	152342	4.28%
10	United Kingdom	131991	144021	9.11%
11	Russia	131212	139641	6.42%
12	Indonesia	153398	137119	-10.61%
13	Argentina	115846	127185	9.79%
14	Taiwan	91574	89380	-2.40%
15	France	92682	87081	-6.04%
16	Australia	83492	82376	-1.34%
17	Germany	74980	75288	0.41%
18	Italy	63327	64859	2.42%
19	Canada	71702	63895	-10.89%
20	Spain	63756	59875	-6.09%
21	Madrid	62889	50426	-19.82%
22	Thailand	46317	48738	5.23%
23	Chile	46080	42287	-8.23%
24	South Africa	37349	39235	5.05%
25	Malaysia	36057	37702	4.56%
26	Philippines	35356	37611	6.38%
27	Hong Kong	30220	30485	0.88%
28	Singapore	28502	28409	-0.33%
29	New Zealand	25732	25923	0.74%
30	Portugal	20924	21274	1.67%
31	Benelux	20419	20088	-1.62%
32	United Arab Emirates	19203	18352	-4.43%
33	Switzerland	17021	18231	7.11%
34	Macao	13360	15127	13.23%
35	Norway	15854	14648	-7.61%
36	Greece	6462	6377	-1.32%
37	Sweden	6441	6372	-1.07%
38	Austria	4694	4384	-6.60%
39	Iceland	4048	3804	-6.03%
40	Hungary	3668	3690	0.60%

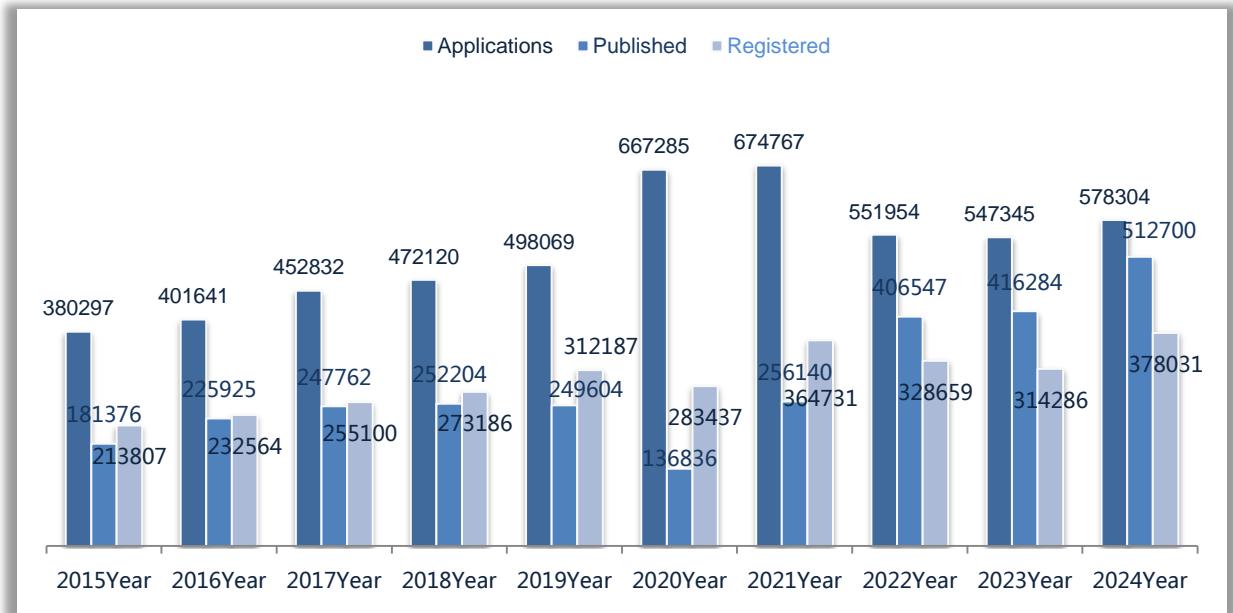
41	Finland	3361	2943	-12.44%
42	Ireland	3000	2713	-9.57%
43	Denmark	2276	2035	-10.59%

To gain a deeper understanding of the development and changing trends in major trademark application countries or regions in recent years, the following charts present the application, preliminary examination publication, and registration volumes in Mainland China, the United States, Japan, South Korea, the European Union, India, and Brazil over the past decade (2015 to 2024).

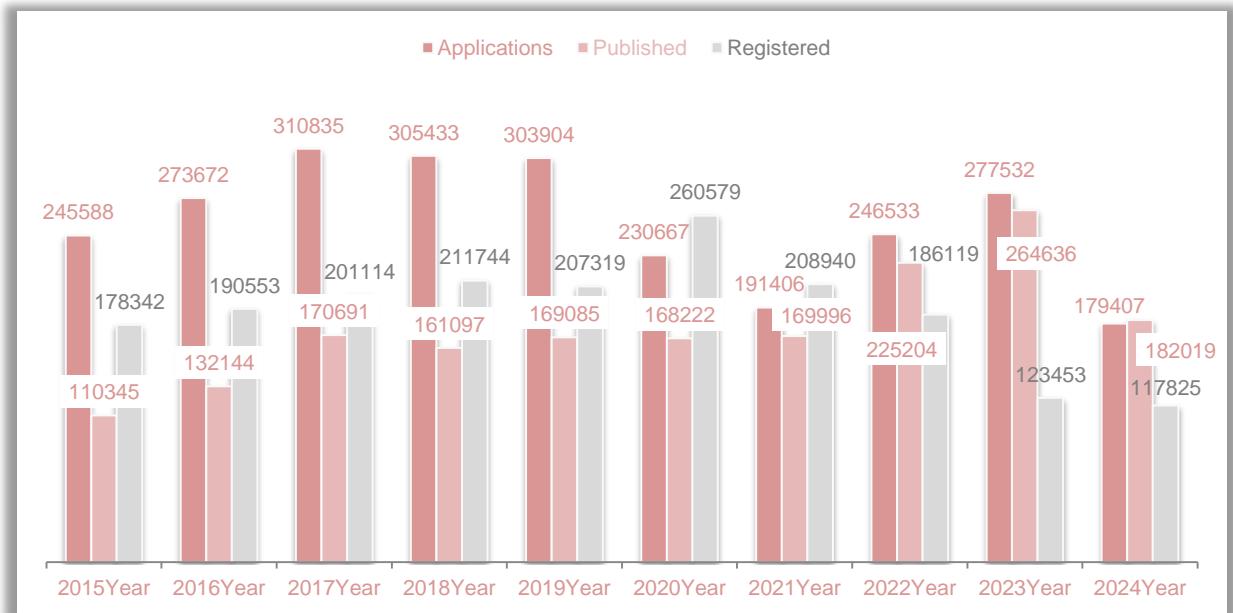
Mainland China



United States



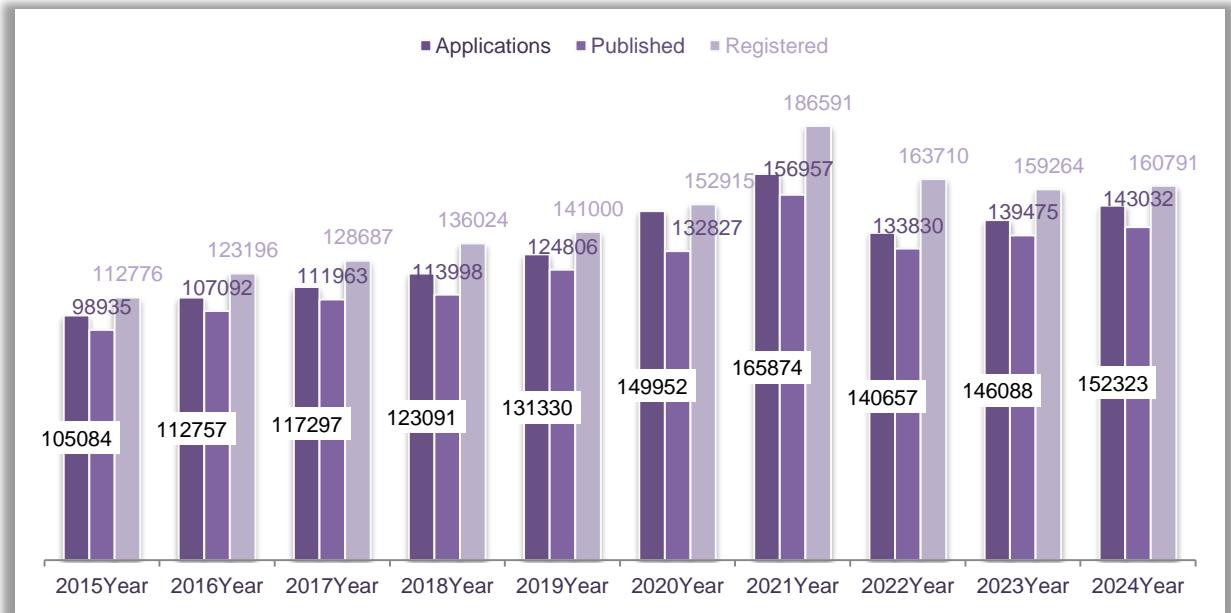
Japan



Korea



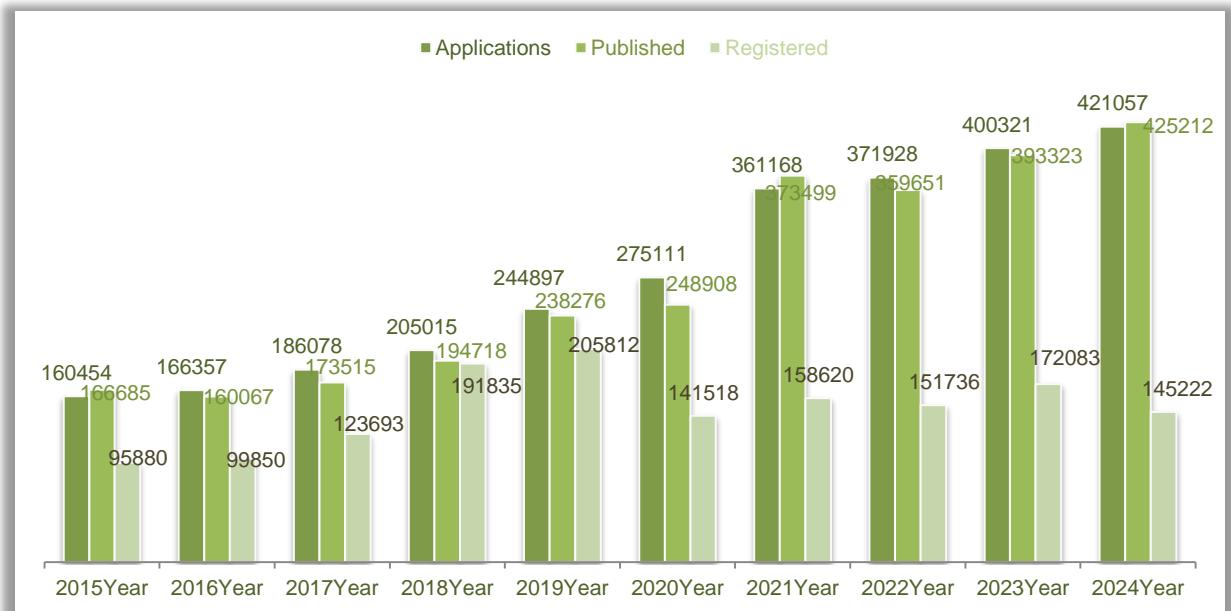
EU



India



Brazil



II. Inventory of Active Trademarks by Country/Region

The inventory of active trademarks refers to the total number of trademarks with valid registrations under the legal status of a given country or region. This excludes trademarks that are pending examination, rejected, invalidated or canceled after registration, not renewed in time, or officially canceled.

On one hand, the inventory of active trademarks reflects the cumulative results of trademark applications and registrations in previous years in that country or region. On the other hand, it also indicates the potential number of prior rights obstacles that new trademark applications may face in the future.

The inventory of active registered trademarks in each country/region as of

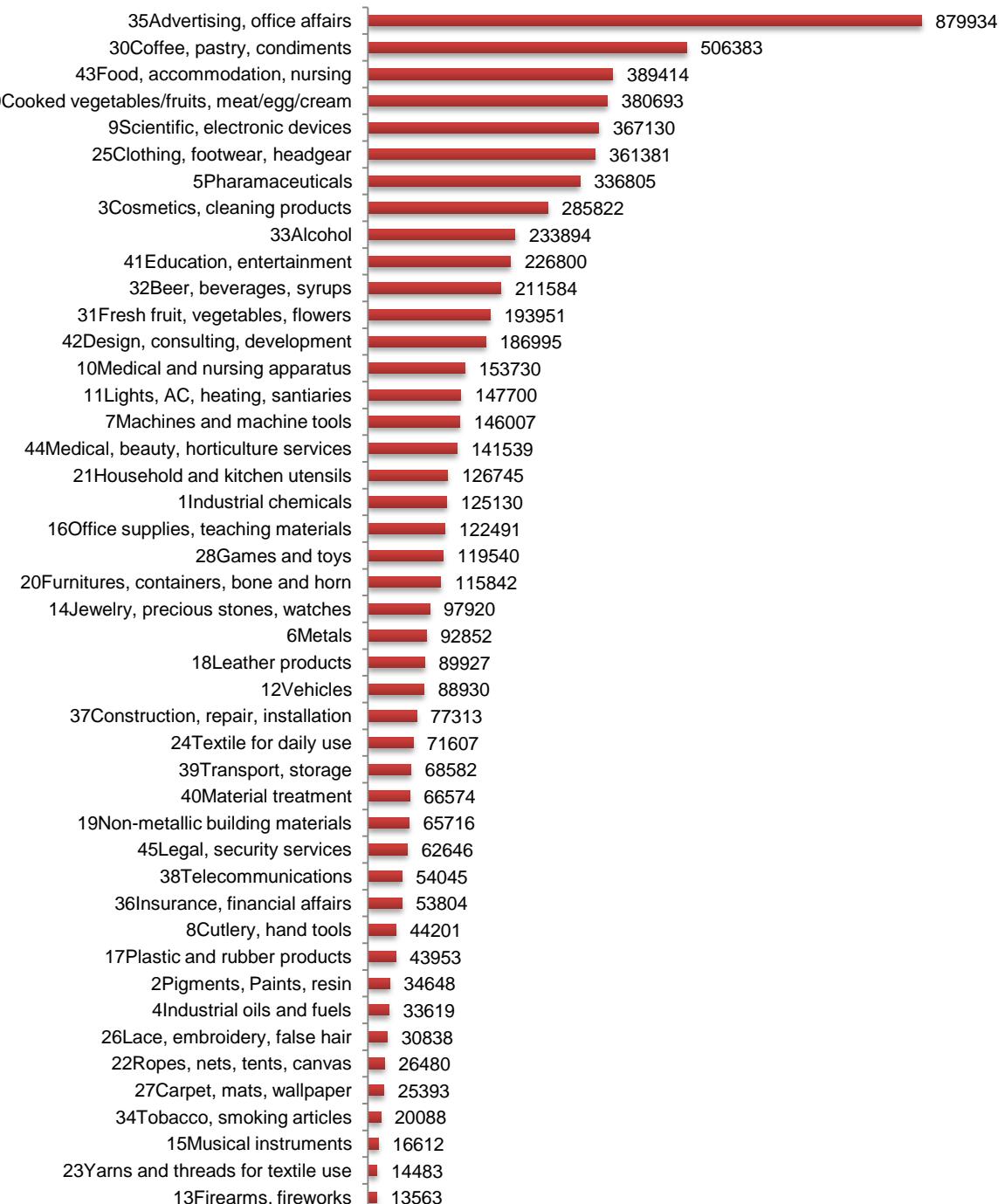
December 31, 2024.

Ranking	Country/Region	Registration
1	Mainland China	51,190,688
2	United States	3,348,377
3	India	3,104,694
4	United Kingdom	2,425,275
5	European Union	1,964,384
6	Mexico	1,898,760
7	Korea	1,864,472
8	Brazil	1,862,318
9	Turkey	1,767,308
10	Taiwan	1,316,665
11	Japan	1,259,355
12	France	1,241,685
13	Indonesia	10,309,170
14	Spain	10,177,740
15	Argentina	979,795
16	Australia	910,713
17	Germany	898,302

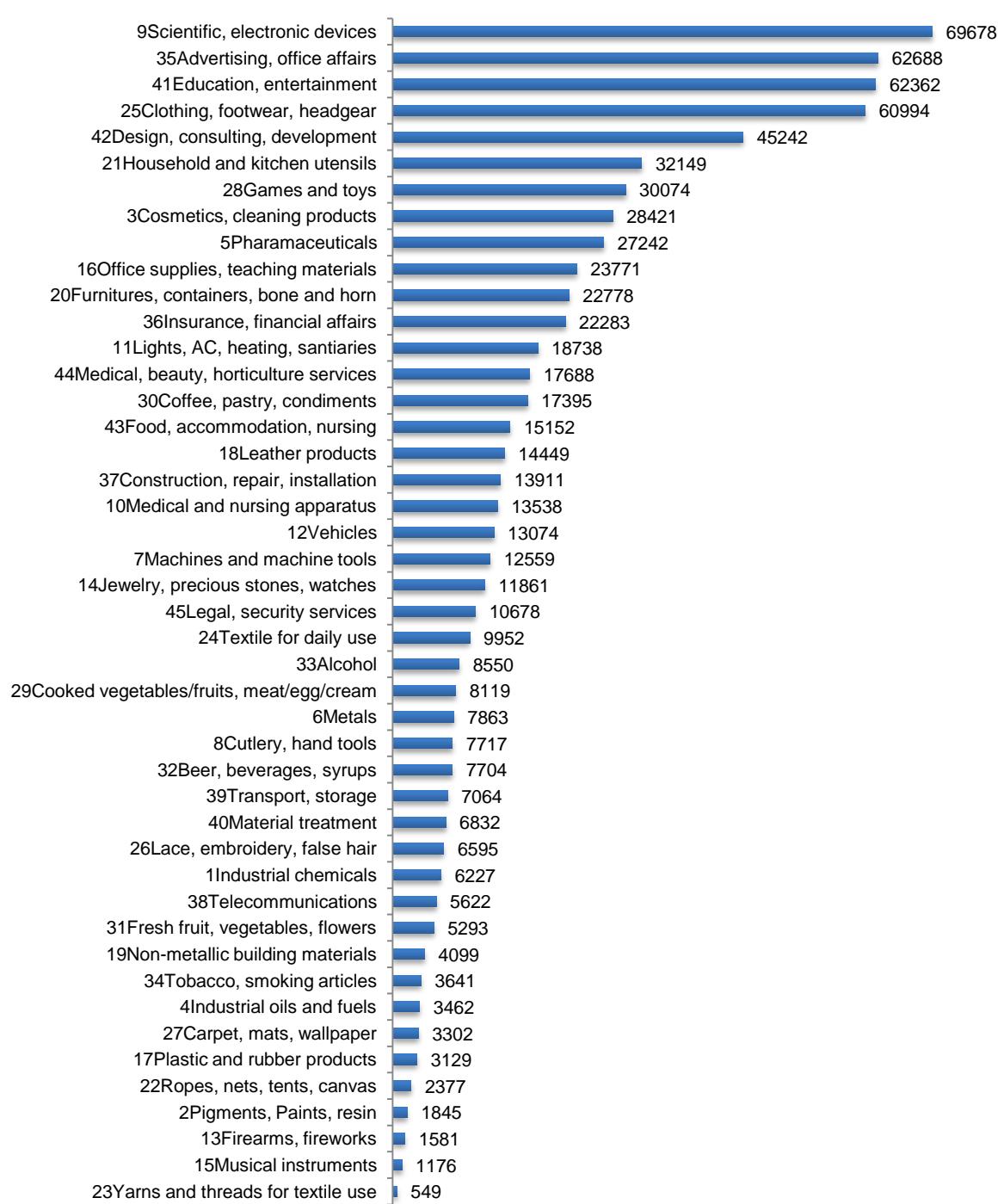
18	Canada	772,771
19	Russia	680,991
20	Thailand	603,068
21	Italy	574,339
22	Hong Kong	497,271
23	Malaysia	458,504
24	South Africa	452,724
25	Singapore	442,396
26	Chile	438,497
27	Philippines	365,336
28	New Zealand	350,030
29	Benelux Economic Union	329,225
30	United Arab Emirates	282,139
31	Portugal	280,124
32	Switzerland	276,516
33	Austria	275,644
34	Norway	229,910
35	Greece	198,504
36	Macao	168,696
37	Sweden	118,741
38	Finland	88,071
39	Iceland	83,319
40	Denmark	70,376
41	Ireland	69,629
42	Hungary	41,100

III. Distribution of Trademark Categories

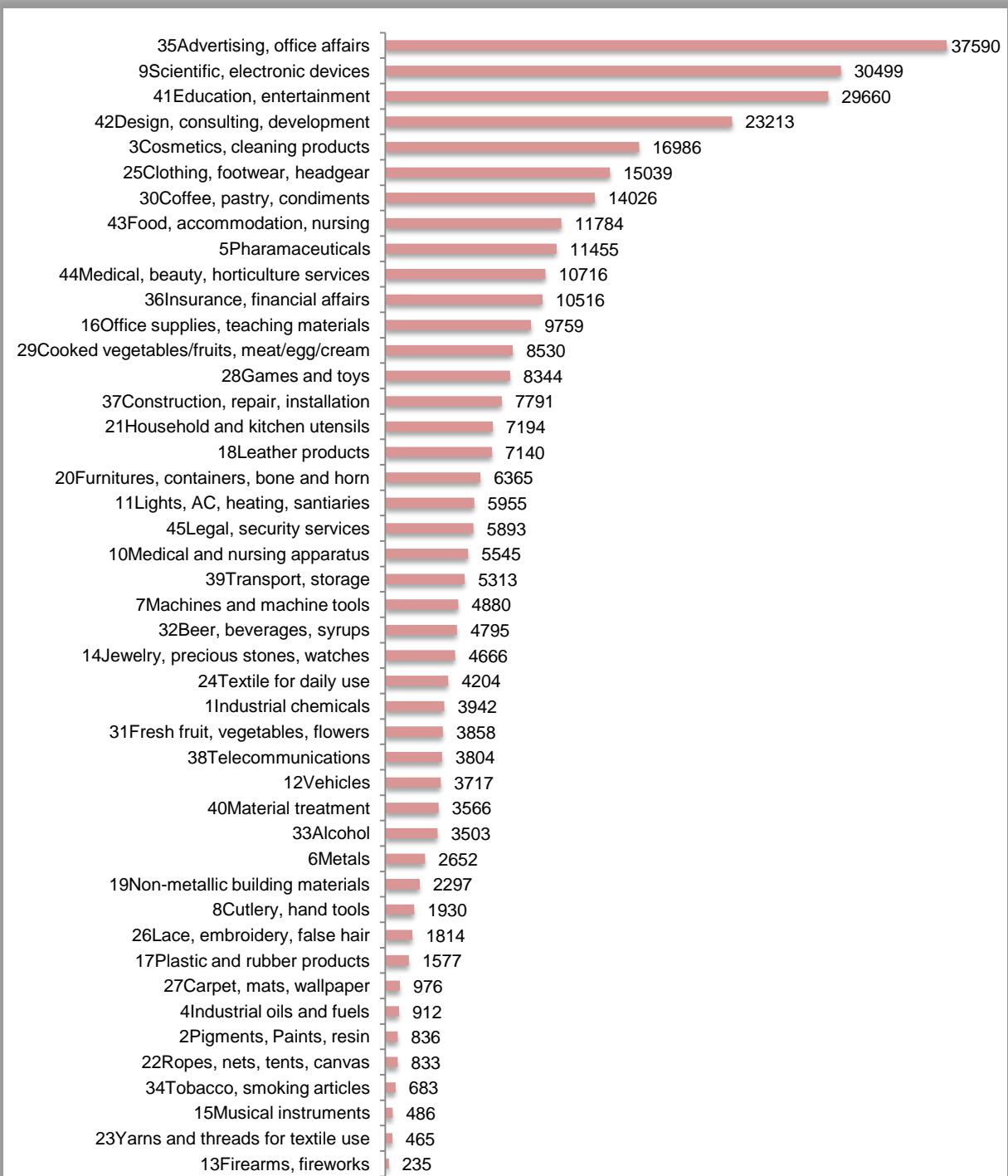
The distribution of goods/services classes for new trademark applications in 2024, using Mainland China, the United States, Japan, South Korea, the European Union, and WIPO as examples.

Mainland China

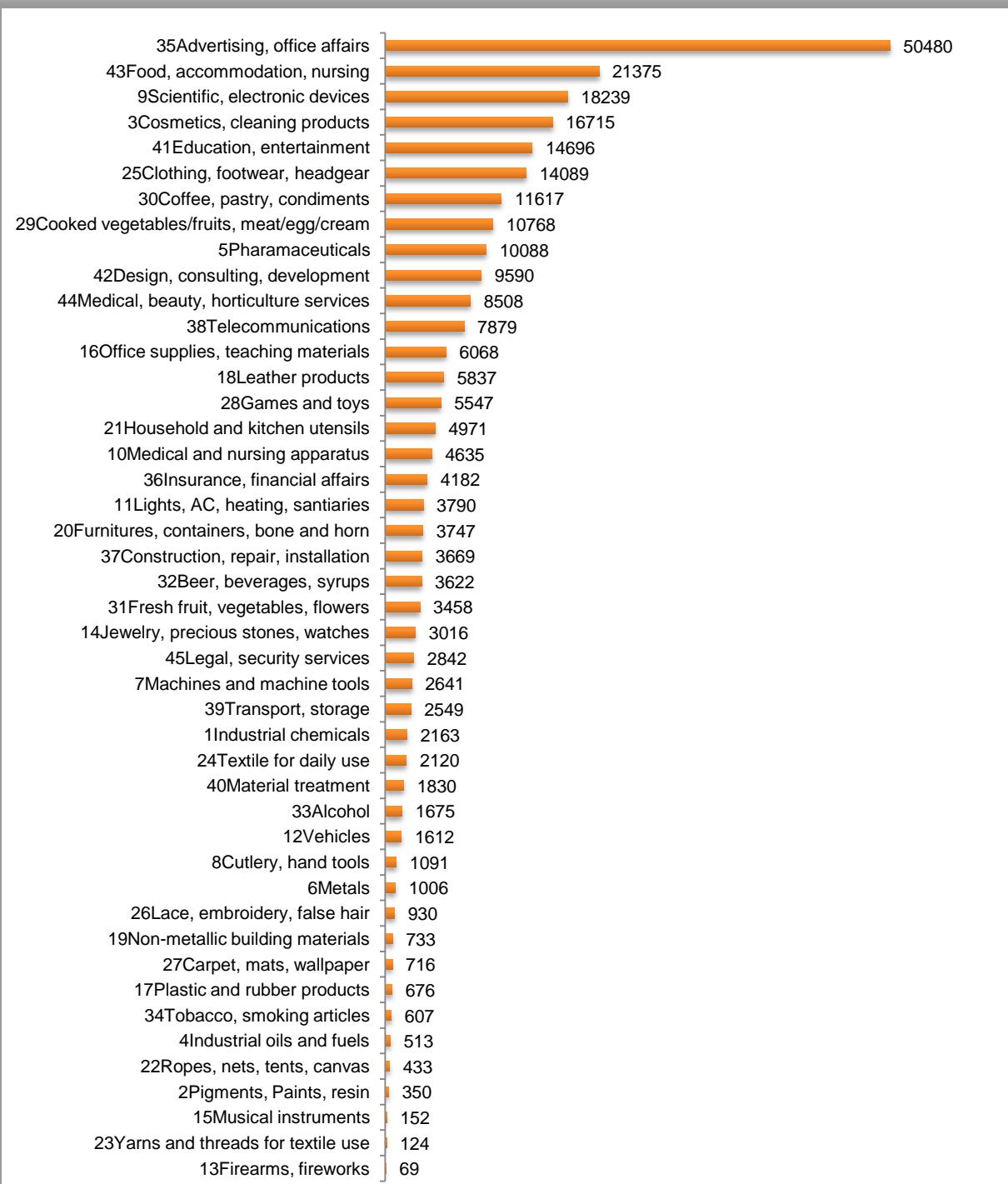
United States



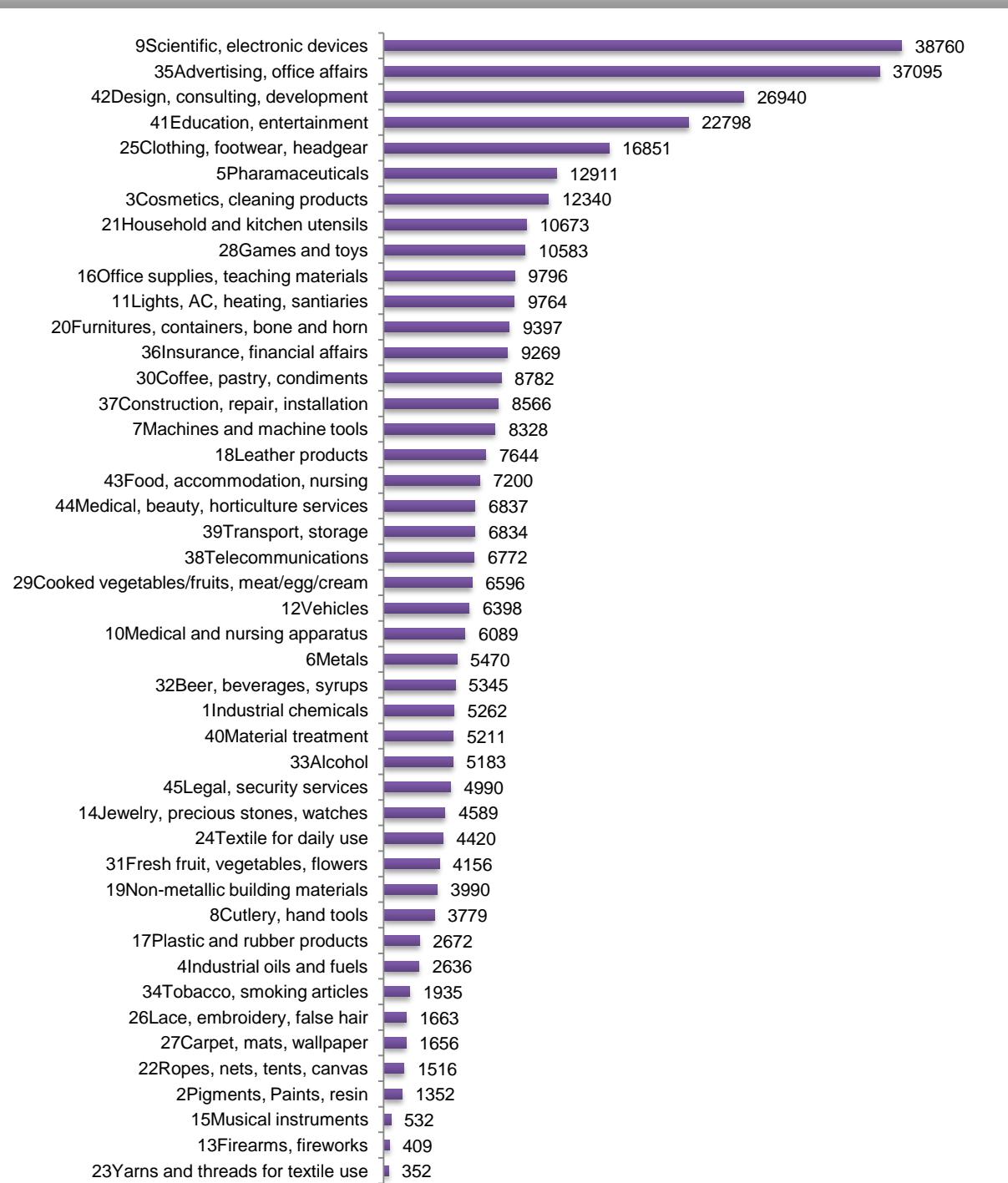
Japan



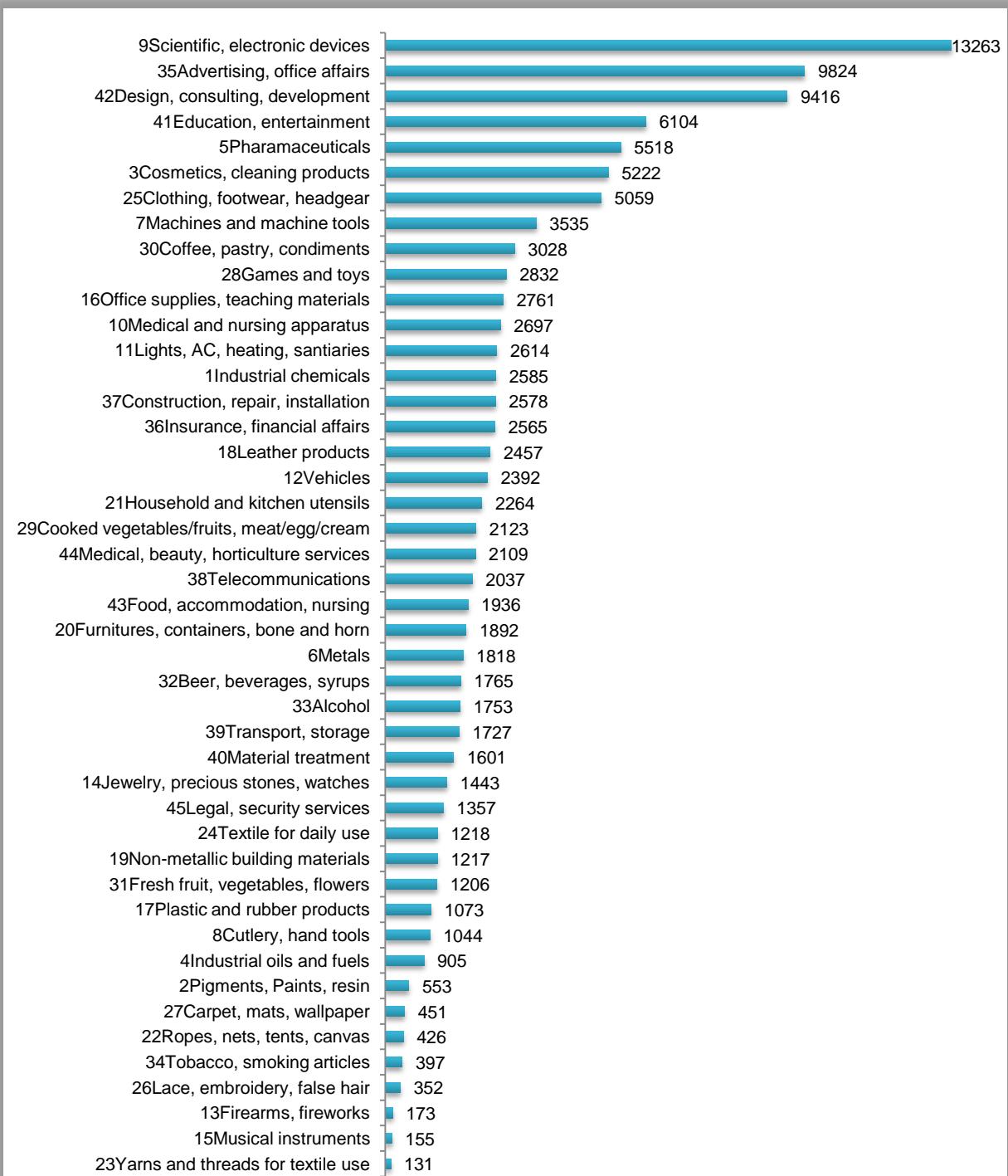
Korea



EU



WIPO



IV . Ranking of Trademark Applicants

The 2024 ranking of applicants in Mainland China, the United States, Japan, South Korea, the European Union, and WIPO (sorted by the number of trademark applications).

No	Mainland China	United States	Japan	Korea	EU	WIPO
1	Douyin Vision Co., Ltd. (2034)	GAMES GLOBAL USA INC. (245)	Kose Inc (759)	LG HOUSEHOLD & HEALTH CARE LTD (725)	L'OREAL (289)	L'OREAL (224)
2	Tencent Technology (Shenzhen) Co., Ltd. (1930)	L'OREAL USA S/D, INC. (208)	Kao Corporation (714)	MUSINSA Co, Ltd (571)	World Wrestling Entertainment, LLC (179)	NOVARTIS AG (186)
3	Huawei Technologies Co., Ltd. (1847)	Novartis AG (175)	SHISEIDO COMPANY, LTD (526)	AMORE PACIFIC (470)	Amusnet Interactive (124)	Shiseido Company, Limited (103)
4	Xiaomi Technology Co., Ltd. (1442)	Mattel, Inc. (161)	KOBAYASHI PHARMACEUTICAL CO ,LTD (398)	CHO GI HUN (447)	Kronoplus Limited (124)	Boehringer Ingelheim International GmbH (98)
5	Inner Mongolia Yili Industrial Group Co., Ltd. (1332)	LIGHT & WONDER, INC. (156)	COSME COMPANY LIMITED (334)	YANOLJA CO, LTD (428)	ZITRO LABORATORY S.L.U. (117)	Euro Games Technology Ltd (93)
6	Innovative Advanced Technology Co., Ltd. (1145)	L'Oreal (154)	Biyo Trading Co , Ltd (265)	Seoul Metropolitan Government (369)	Huawei Technologies Co., Ltd. (115)	AMOREPACIFIC CORPORATION (91)
7	Hangzhou Yunxuan Technology Co., Ltd. (1126)	Aristocrat Technologies, Inc. (150)	Japan Menard Cosmetics Co , Ltd (259)	NEXON CORPORATION (353)	UPL Mauritius Limited (100)	Egis Gyógyszergyár Zrt (81)
8	Beijing Li Auto Co., Ltd. (945)	E. & J. Gallo Winery (149)	Snow Brand Seed Co (251)	Giaretti Italia Co , Ltd (343)	Play'n GO Marks Ltd (98)	Huawei Technologies Co , Ltd (74)

9	Tongfu Group Co., Ltd. (916)	Kennedy, Randolph Dennis (149)	Suntory Holdings Co , Ltd (231)	YANG HONG SUN (301)	IGT, a Nevada Corporation (95)	O'Reilly Automotive Stores, Inc (63)
10	Li Wei (834)	GARAN SERVICES CORP. (138)	TAKARATOMY CORPORATIO N (225)	JOO, JIYOUN (250)	PHILIP MORRIS PRODUCTS S.A. (95)	BYD COMPANY LIMITED (57)

Among the 60 applicants on the list, U.S. companies account for 10%, Chinese companies for 16.67%, Japanese companies for 10%, South Korean companies for 11.67%, and European companies for 15%. The industries primarily covered by these applicants include electronics, internet, cosmetics, automotive, pharmaceuticals, and gaming, indicating that enterprises in these fields are more active in brand strategy and protection.

V. Trademark Components

Trademark components typically include text, graphics, text and graphic combinations, and other non-traditional trademarks (e.g., 3D shapes, sounds, scents), which are relatively rare. The following statistics illustrate the proportion of different trademark component types among newly registered trademarks approved in 2023 and 2024, reflecting the preferences in trademark applications and examinations across countries or regions, as well as dynamic changes over the past two years.

Country	Components	2023 Approval Rate	2024 Approval Rate
Mainland China	Word Trademarks	71.67%	83.84%
	Graphic Trademarks	9.92%	8.74%
	Word + Graphic Trademarks and Others	18.41%	7.42%
United States	Word Trademarks	78.46%	74.65%
	Graphic Trademarks	3.39%	16.91%

	Word + Graphic Trademarks and Others	18.15%	8.44%
European Union	Word Trademarks	49.21%	59.24%
	Graphic Trademarks	12.43%	24.38%
	Word + Graphic Trademarks and Others	38.36%	16.38%
Japan	Word Trademarks	53.12%	30.50%
	Graphic Trademarks	5.27%	4.90%
	Word + Graphic Trademarks and Others	41.61%	64.60%
South Korea	Word Trademarks	56.70%	51.68%
	Graphic Trademarks	5.41%	5.08%
	Word + Graphic Trademarks and Others	37.89%	43.24%

VI. Trademark Text Component

The text component of a trademark is usually the most distinctive and recognizable part. The length of the text component in approved trademarks (number of letters or Chinese characters) reflects, to some extent, brand owners' preferences when designing their brands. It also indicates the number and complexity of prior obstacles encountered during trademark examination and the difficulty in overcoming them. The following statistics show the changes in the length of text components in trademarks approved for registration in various countries or regions in 2023 and 2024.

Country	Analysis Data	2023 Approval Rate	2024 Approval Rate
China	Average Number of Chinese Characters	2.73	2.85
	Average Number of Letters	3.14	2.69
United States	Average Number of Letters	11.33	11.32
European Union	Average Number of Letters	10.85	10.01
Japan	Average Number of Letters	6.05	6.86
South Korea	Average Number of Letters	9.76	8.95

VII . Graphic Component of Trademarks

The graphic component of trademarks plays an increasingly important role in modern brand design. It not only enhances visual appeal but also conveys the brand's philosophy and style, leaving a stronger impression on consumers. The following statistics show the top ten graphic elements in trademarks approved in 2023 and 2024 across various countries and regions.

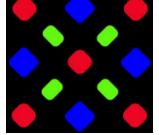
A brief overview of the top ten graphic elements in trademarks approved for registration in Mainland China, the United States, Japan, South Korea, and the European Union in 2023 and 2024.

Mainland China

Ranking	2023 Graphic Elements of Approved Trademarks	Example Trademark Design	2024 Graphic Elements of Approved Trademarks	Example Trademark Design
1	28.17: Ancient Characters		26.1.12A: A circle or oval composed of one or more other geometric shapes	
2	26.4.12: A quadrilateral containing one or more other geometric shapes		28.17: Ancient Characters	
3	4.5.3: Personified geometric or three-dimensional shapes, combinations of geometric or three-dimensional shapes depicted as human figures, *Abstract human.		5.3.1: Tobacco Leaf	
4	1.1.1: Star		1.15.11: Clouds, Fog, Vapor, Smoke	
5	25.1.9: Decorative Bands or Borders		2.9.4: Eye	
6	1.13.1: Armillary Sphere, Planetarium, Celestial Orbits, Atomic Model, Molecular Model		A1.1.9: Four-Pointed Star	
7	A1.13.5: Celestial Orbits		A1.13.5: Celestial Orbits	
8	1.15.15: Droplet		24.15.1: An Arrow	
9	6.1.2: Mountains, Mountain Scenery		26.4.12: A quadrilateral containing one or more other geometric shapes	

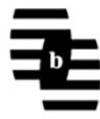
10	A1.1.2: A star		6.1.2: Mountains, Mountain Scenery	
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United States

Ranking	2023 Graphic Elements of Approved Trademarks	Example Trademark Design	2024 Graphic Elements of Approved Trademarks	Example Trademark Design
1	26.1.21: A circle or oval composed of letters, numbers, or punctuation marks		26.1.21 : A combination of a circle or oval with other shapes	
2	26.17.1: A circle or oval composed of letters		26.17.1 : Line	
3	26.17.5: A polygon composed of letters		26.17.5 : Wavy Line	
4	26.17.9: Other geometric shapes composed of letters		26.17.9 : Zigzag Line	
5	27.3.5: A triangle or polygon composed of letters		27.3.5 : A pattern formed by the repeated arrangement of letters or numbers	
6	26.1.2: Oval		27.3.1 : Single repeated arrangement of letters or numbers	
7	27.3.1: A circle or oval composed of letters		26.1.2 : Oval	
8	26.17.4: A circle or oval composed of numbers		26.11.21 : A combination of a rectangle or square with other shapes	

9	26.17.6: A polygon composed of numbers		26.17.6 : Curve	
10	26.11.21: Other geometric shapes composed of letters, numbers, or punctuation marks		26.17.4 : Diagonal Line	

Japan

Ranking	2023 Graphic Elements of Approved Trademarks	Example Trademark Design	2024 Graphic Elements of Approved Trademarks	Example Trademark Design
1	29.01.11: Gold		26.01.01 : Circle	
2	27.05.01: A star shape composed of letters		26.13.25 : Other Geometric Shapes	 BeinBein
3	27.05.19: Other geometric shapes composed of letters		26.04.04 : Diamond shape or combinations of diamonds	
4	29.01.08: Black		27.05.08 : Combinations of letters, numbers, or punctuation marks	
5	26.01.01: Circle		27.05.21 : Other combinations of letters, numbers, or punctuation marks	
6	26.13.25: Other Geometric Shapes		29.01.08 : Black	
7	26.04.04: Diamond shapes or combinations		29.01.11 : Gary	

	of diamonds			
8	27.05.08: 由字母组成的心形		26.11.25 : Other geometric shapes with shading or a three-dimensional effect	
9	26.04.18: Diamond shapes or combinations of diamonds composed of letters, numbers, or punctuation marks		27.05.19 : Other combinations of letters, numbers, or punctuation marks	
10	26.11.11: A rectangle or square composed of letters, numbers, or punctuation marks		26.04.18 : Other diamonds or combinations of diamonds	

Korea

Ranking	2023 Graphic Elements of Approved Trademarks	Example Trademark Design	2024 Graphic Elements of Approved Trademarks	Example Trademark Design
1	27.05.08: A heart shape composed of letters		27.05.08: A heart shape composed of letters	
2	26.11.25: Other geometric shapes composed of letters, numbers, or punctuation marks		26.11.25: Other geometric shapes composed of letters, numbers, or punctuation marks	
3	26.04.18: Diamond shapes or combinations of diamonds composed of letters, numbers, or punctuation marks		27.05.19: Other geometric shapes composed of letters	
4	26.11.12: Other geometric shapes composed of letters, numbers, or punctuation marks		26.04.18: Diamond shapes or combinations of diamonds composed of letters, numbers, or punctuation marks	
5	26.11.11: Rectangles or squares composed of letters, numbers, or punctuation marks		26.11.12: Other geometric shapes composed of letters, numbers, or punctuation marks	

6	27.05.19: Other geometric shapes composed of letters		26.11.11: Rectangles or squares composed of letters, numbers, or punctuation marks	
7	26.04.09: Diamond shapes or combinations of diamonds composed of letters, numbers, or punctuation marks		26.04.09: Diamond shapes or combinations of diamonds composed of letters, numbers, or punctuation marks.	
8	05.03.13: Other Plants		05.03.13: Other Plants	
9	27.09.01: Animal shapes composed of letters		27.09.01: Animal shapes composed of letters	
10	26.01.18: Other geometric shapes		26.01.18: Other geometric shapes	

EU

Ranking	2023 Graphic Elements of Approved Trademarks	Example Trademark Design	2024 Graphic Elements of Approved Trademarks	Example Trademark Design
1	27.05.01: Star shape composed of letters		27.05.25 : Other combinations of letters, numbers, or punctuation marks	
2	27.05.21: Other geometric shapes composed of letters		27.05.01 : Letters	
3	27.05.25: Other combinations composed of letters		27.05.21 : Other combinations of letters, numbers, or punctuation marks	
4	26.04.05: Diamond shapes or combinations of diamonds		26.04.05 : Diamond shapes or combinations of diamonds	

5	26.01.03: A set of concentric circles		29.01.04 : Blue	
6	29.01.04: Red or Pink		26.01.03 : Oval	
7	27.05.22: Other shapes composed of letters		27.05.22 : Other combinations of letters, numbers, or punctuation marks	
8	26.04.02: Combinations of squares or rectangles		29.01.01 : Red	
9	29.01.01: White, Gary, Silver		29.01.03 : Yellow	
10	26.11.12: Other geometric shapes composed of letters, numbers, or punctuation marks		26.04.02 : Diamond shapes or combinations of diamonds	

We hope the data statistics and analysis in this report are helpful to you. If you are interested in trademark data statistics for more countries or regions across various dimensions, please feel free to visit the Kangxin IP Platform (<https://eservice.kangxin.com>) and explore the "Data Application > Statistical Analysis" module for comprehensive charts and graphs of trademark data from any time frame for different countries/regions. Should you have any questions or suggestions, please do not hesitate to contact our customer service team.



Email: TM@kangxin.com

Report Date: January 23, 2025

*Note: The above data is for reference only. If you have any questions regarding the data, please contact us.