

World Intangible Investment Highlights 2026

Intangible Economy Profile

Key indicators

Brazil

Intangible investment

USD 312.3B

2.8% year-on-year growth

Growth in intangibles

2.8%

10-year CAGR

Intangible intensity

7.6%

Share of GDP

New financial products

6%

Fastest-growing asset type
10-year CAGR

Key insights

- Intangible investment in Brazil reached USD 312.3 billion in 2023.
- In the last year (2022–2023), intangible investment grew at 2.8 percent, while tangible investment grew at 8.5 percent in the most recent year available (2020–2021).
- Over the past decade for which data are available (2013–2023), intangible investment in Brazil grew at a real rate of 2.8 percent per year, compared to a contraction of 1.5 percent recorded for tangible investment over 2011–2021, the most recent decade for which tangible investment data are available.
- Intangible investment in Brazil makes up 7.6 percent of GDP in 2023, while tangible investment makes up 13.8 percent.
- Brazil's fastest-growing intangible asset type was new financial products, growing at 6 percent between 2013–2023 in real terms, followed by software & databases (4.9 percent) and organizational capital (4.4 percent).
- Investment in organizational capital makes up the largest share (29 percent) of Brazil's total intangible investment in 2023, followed by brands (25 percent) and software & databases (20 percent).
- 71.5 percent of Brazil's total intangible investment goes unmeasured in official statistics, as of 2023.

Figure 1: Investment intensity over time (Brazil)
Share of GDP, 2010–2023

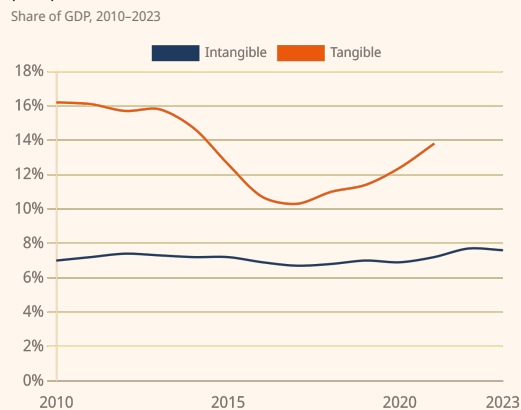


Figure 2: Intangible versus tangible investment growth (Brazil)
Indexed 2011 = 100, latest 10-year period available

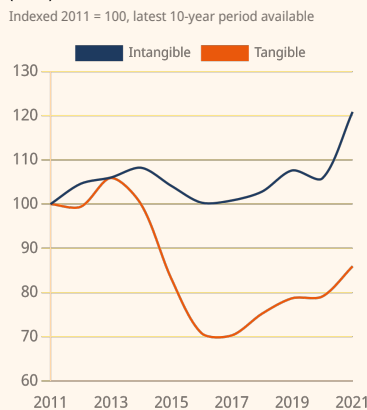


Figure 3: Real growth of intangible & tangible investment (Brazil)
10-year CAGR, 2011–2021

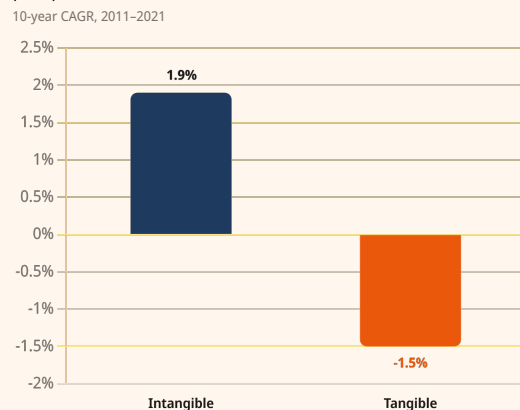


Figure 4: Real growth by asset type (Brazil)
10-year CAGR, 2013–2023

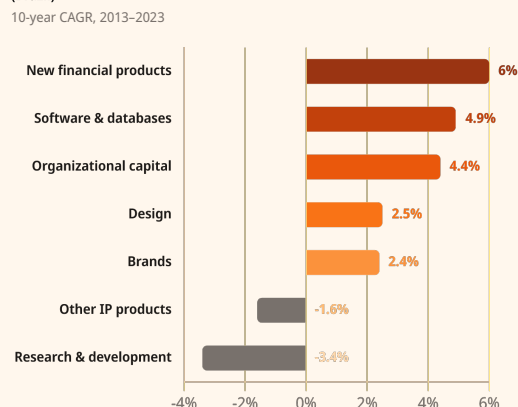


Figure 5: Intangible asset composition (Brazil)
Share of intangible investment, 2023

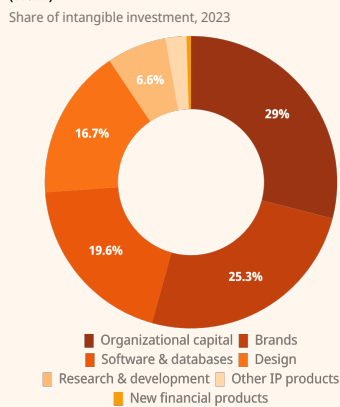
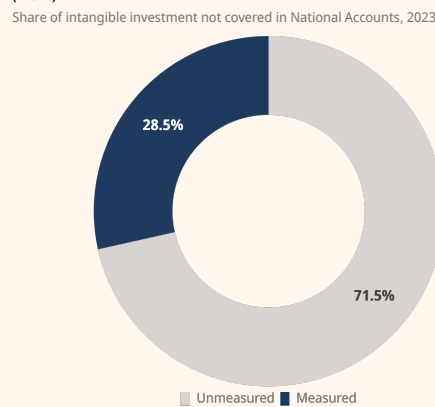


Figure 6: Measured versus unmeasured intangible investment (Brazil)
Share of intangible investment not covered in National Accounts, 2023



Cross-country comparison

Figure 7: Top 5 economies by intangible investment
Absolute levels, latest available year for all countries (2025), except JP (2024) — in USD billions

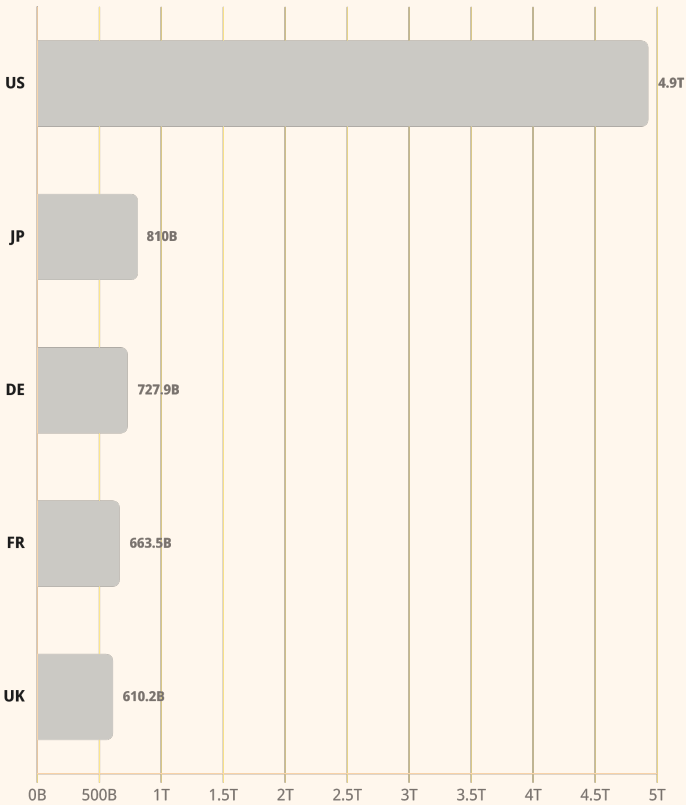


Figure 8: Remaining economies by intangible investment
Absolute levels, latest available year for all countries (2025), except BR (2023), CA (2024), IND (2023), and PHL (2022) — in USD billions

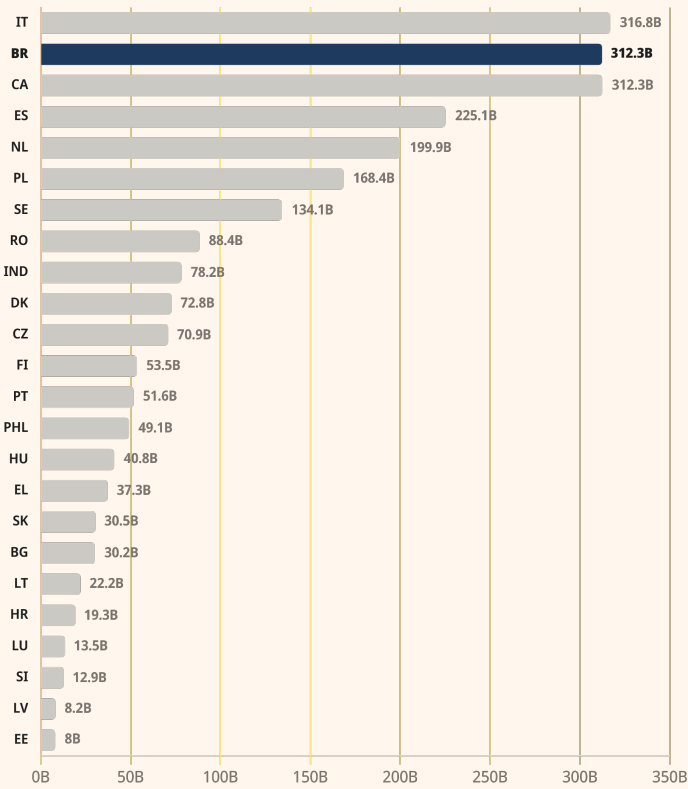


Figure 9: Intangible investment intensity
Share of GDP, latest available year

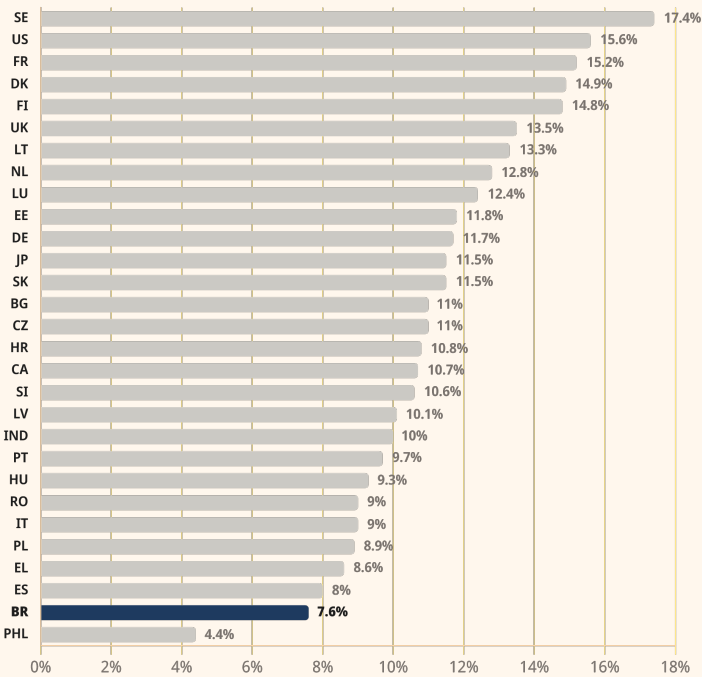
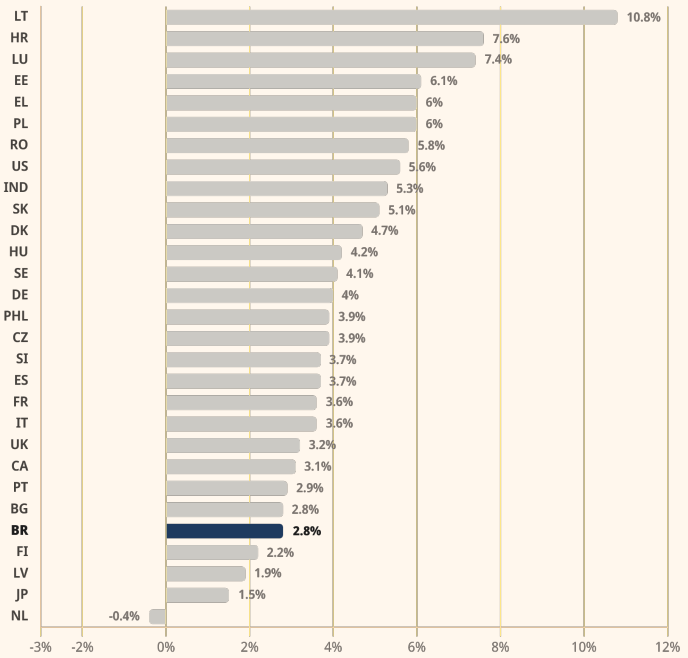


Figure 10: Real growth of intangible investment
CAGR for 2015–2025 for all economies, except BR (2013–2023), CA (2014–2024), IND (2013–2023), JP (2014–2024), and PHL (2012–2022)



Source: WIPO-LBS Global INTAN-Invest Database, July 2026.

Notes: All estimates are based on the most recent data available—2025 for all economies, with the exception of Brazil (2023), Canada (2024), India (2023), Japan (2024) and the Philippines (2022). All investment levels are expressed in purchasing power parity-adjusted current prices. Compound annual growth rates (CAGRs) in Figures 3, 4 and 10 are computed using investment data in chain-linked volume terms to reflect real growth. For Brazil, growth rates in Figure 3 are reported for 2011–2021 to ensure comparability between intangible and tangible investment, as tangible investment data are available only through 2021, while intangible investment data extend through 2023. Investment intensities in Figures 1 and 9 are measured as a share of GDP, where GDP is proxied by “adjusted” value-added i.e. taking into account the full set of intangibles. In Figure 9, the share for India is based on formal sector GDP only; comparable estimates for Brazil and the Philippines are not yet available and are under development for future editions. Country codes in Figures 7-10 refer to the following economies: BG: Bulgaria; BR: Brazil; CA: Canada; CZ: Czech Republic; DE: Germany; DK: Denmark; EE: Estonia; EL: Greece; ES: Spain; FI: Finland; FR: France; HR: Croatia; HU: Hungary; IND: India; IT: Italy; JP: Japan; LT: Lithuania; LU: Luxembourg; LV: Latvia; NL: Kingdom of the Netherlands; PHL: Philippines; PL: Poland; PT: Portugal; RO: Romania; SE: Sweden; SI: Slovenia; SK: Slovakia; UK: United Kingdom; US: United States of America.