

World Intangible Investment Highlights 2026

Intangible Economy Profile

Key indicators

Hungary

Intangible investment

USD 40.8B

2.8% year-on-year growth

Growth in intangibles

4.2%

10-year CAGR

Intangible intensity

9.3%

Share of GDP

Software & databases

10.1%

Fastest-growing asset type
10-year CAGR

Key insights

- Intangible investment in Hungary reached USD 40.8 billion in 2025.
- In the last year (2024–2025), intangible investment grew at 2.8 percent while tangible investment contracted by 2.6 percent.
- Over the past decade (2015–2025), intangible investment in Hungary grew at a real rate of 4.2 percent per year, compared to 1 percent recorded for tangible investment.
- Intangible investment in Hungary makes up 9.3 percent of GDP in 2025, while tangible investment makes up 17.9 percent.
- Hungary's fastest-growing intangible asset type was software & databases, growing at 10.1 percent between 2013–2023 in real terms, followed by brands (7 percent) and design (6.7 percent).
- Investment in organizational capital makes up the largest share (34 percent) of Hungary's total intangible investment in 2023, followed by software & databases (18 percent) and design (16 percent).
- 70.2 percent of Hungary's total intangible investment goes unmeasured in official statistics, as of 2025.

Figure 1: Investment intensity over time (Hungary)

Share of GDP, 1995–2025

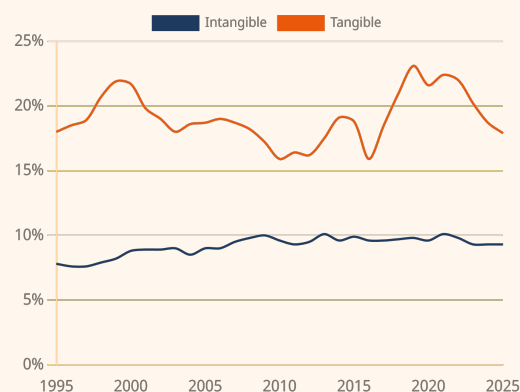


Figure 2: Intangible versus tangible investment growth (Hungary)

Indexed 2015 = 100, latest 10-year period available

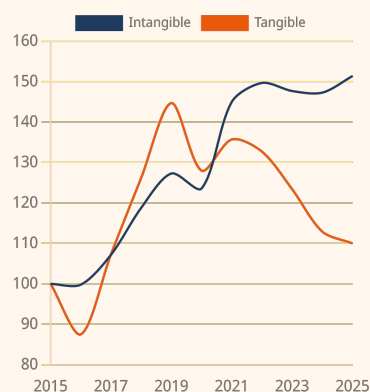


Figure 3: Real growth of intangible & tangible investment (Hungary)

10-year CAGR, 2015–2025

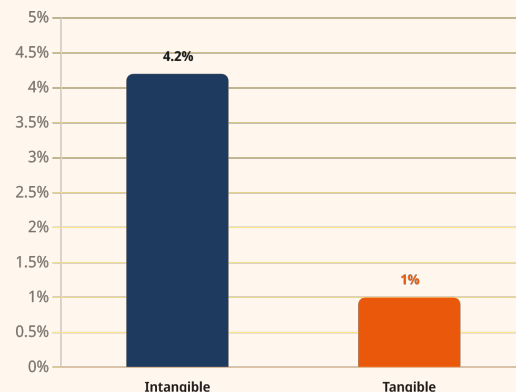


Figure 4: Real growth by asset type (Hungary)

10-year CAGR, 2013–2023

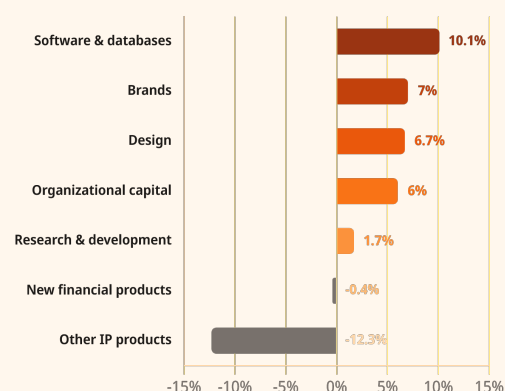


Figure 5: Intangible asset composition (Hungary)

Share of intangible investment, 2023

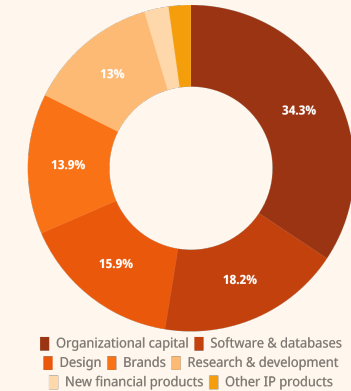
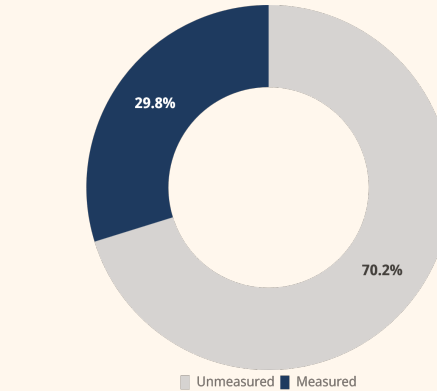


Figure 6: Measured versus unmeasured intangible investment (Hungary)

Share of intangible investment not covered in National Accounts, 2025



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

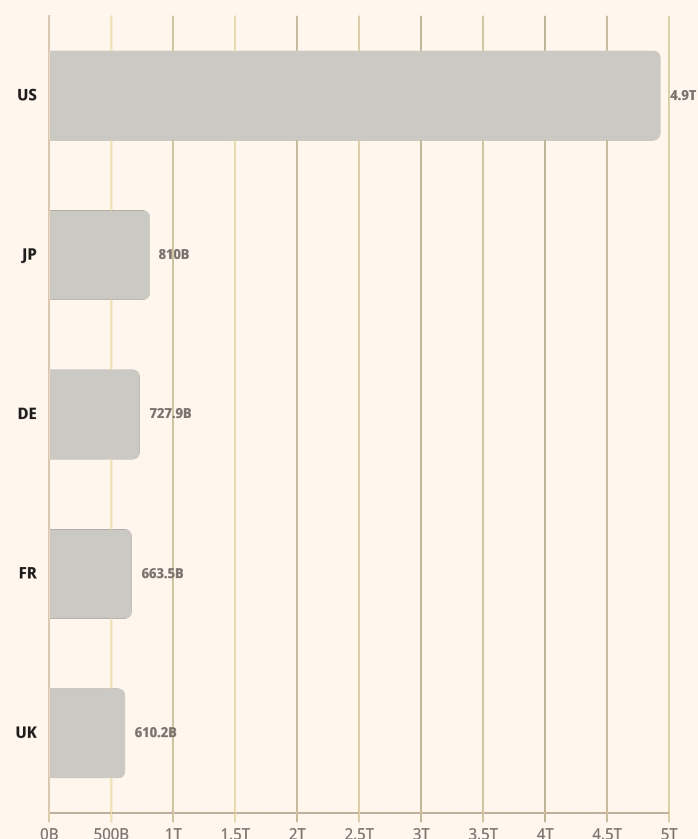


Figure 8: Remaining economies by intangible investment

Absolute levels, latest available year for all countries (2025), except BR (2023), CA (2024), IND (2023), and PHL (2022) — in USD billions

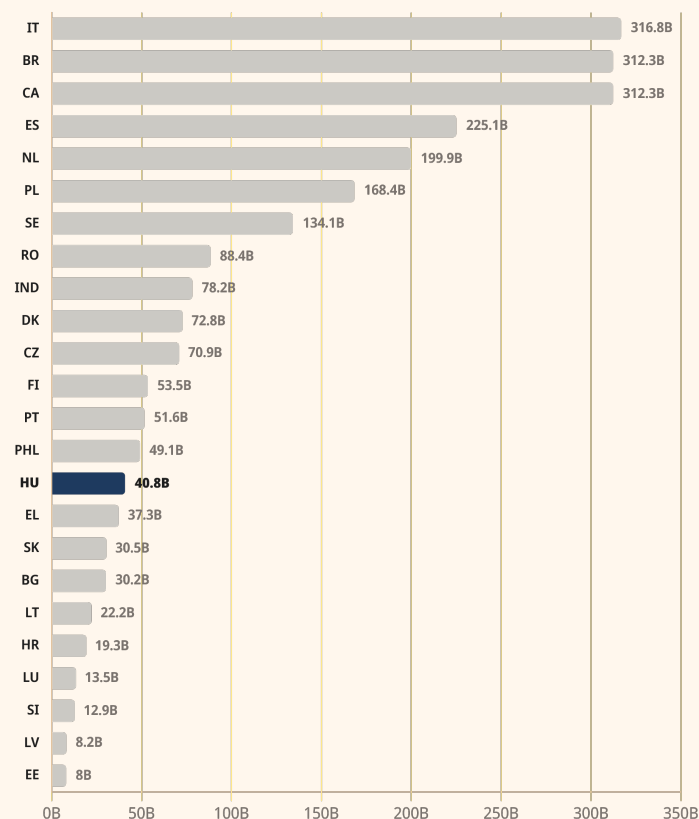


Figure 9: Intangible investment intensity

Share of GDP, latest available year

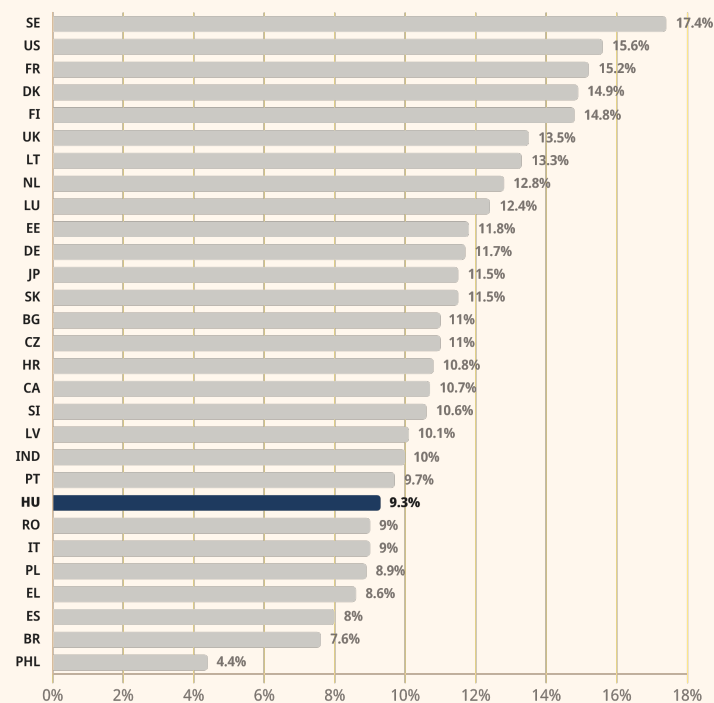
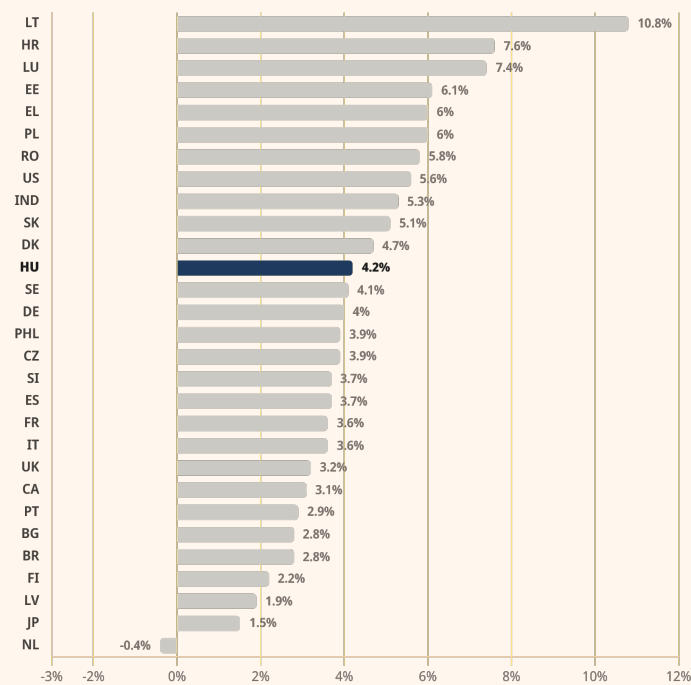


Figure 10: Real growth of intangible investment

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. 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, shares for India are 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.