

World Intangible Investment Highlights 2025 Better Data for Better Policy



Key
findings

What are intangible assets?
Assets that have value – such as brands, skills, design, software, and data – but that you cannot physically touch.

**U Can't
Touch This**

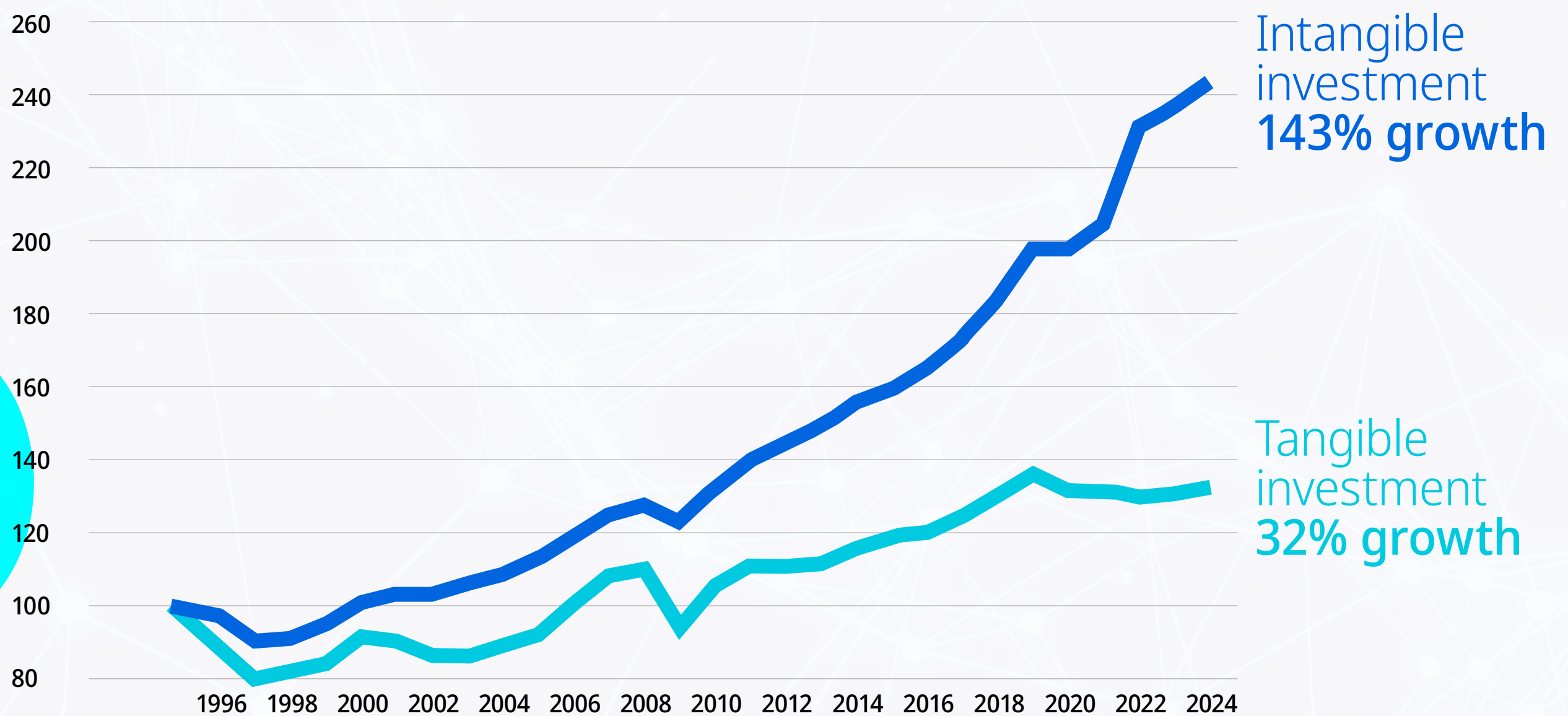
Investment in intangible assets has grown to...

**USD 7.6
trillion**
in 2024

**3x
faster**

than investments in physical assets (such as factories and machinery) between 2008-2024.

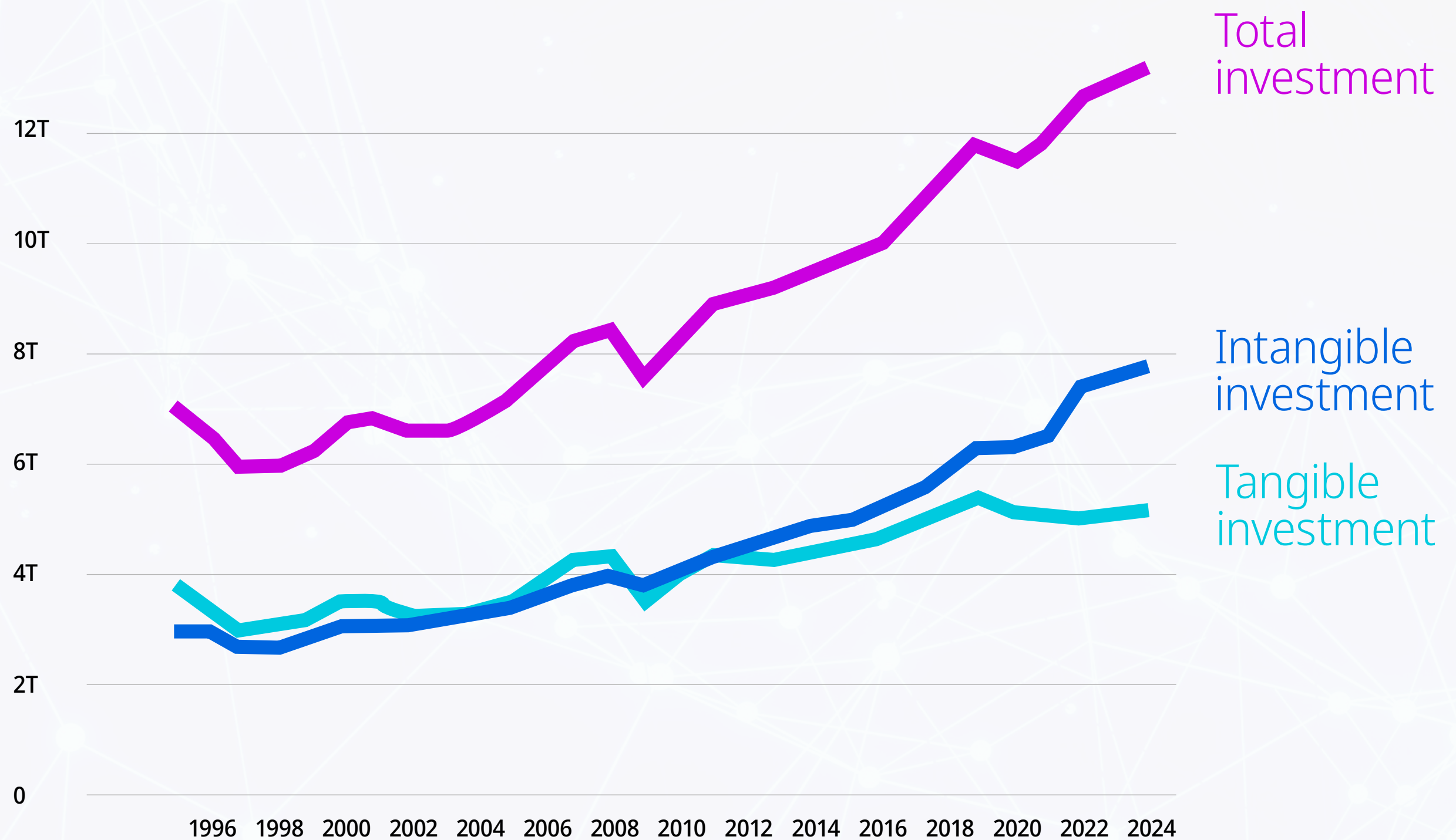
The gap between intangible investment and tangible investment is widening (1995–2024*)



* Indexed (1995=100)

Intangible investment is driving overall investment growth

Trend in intangible, tangible and total investment (1995-2024, PPP\$ trillions)



Intangible investment share

Top 5 economies
(Share of GDP, 2024)

Sweden

16%

USA

15.6%

France

15.6%

Finland

15.3%

UK

14.2%

Intangible investment level:

Top 5 economies
(PPP\$ trillions, 2024)

USA

4.72

France

0.63

Germany

0.60

Japan*

0.59

UK

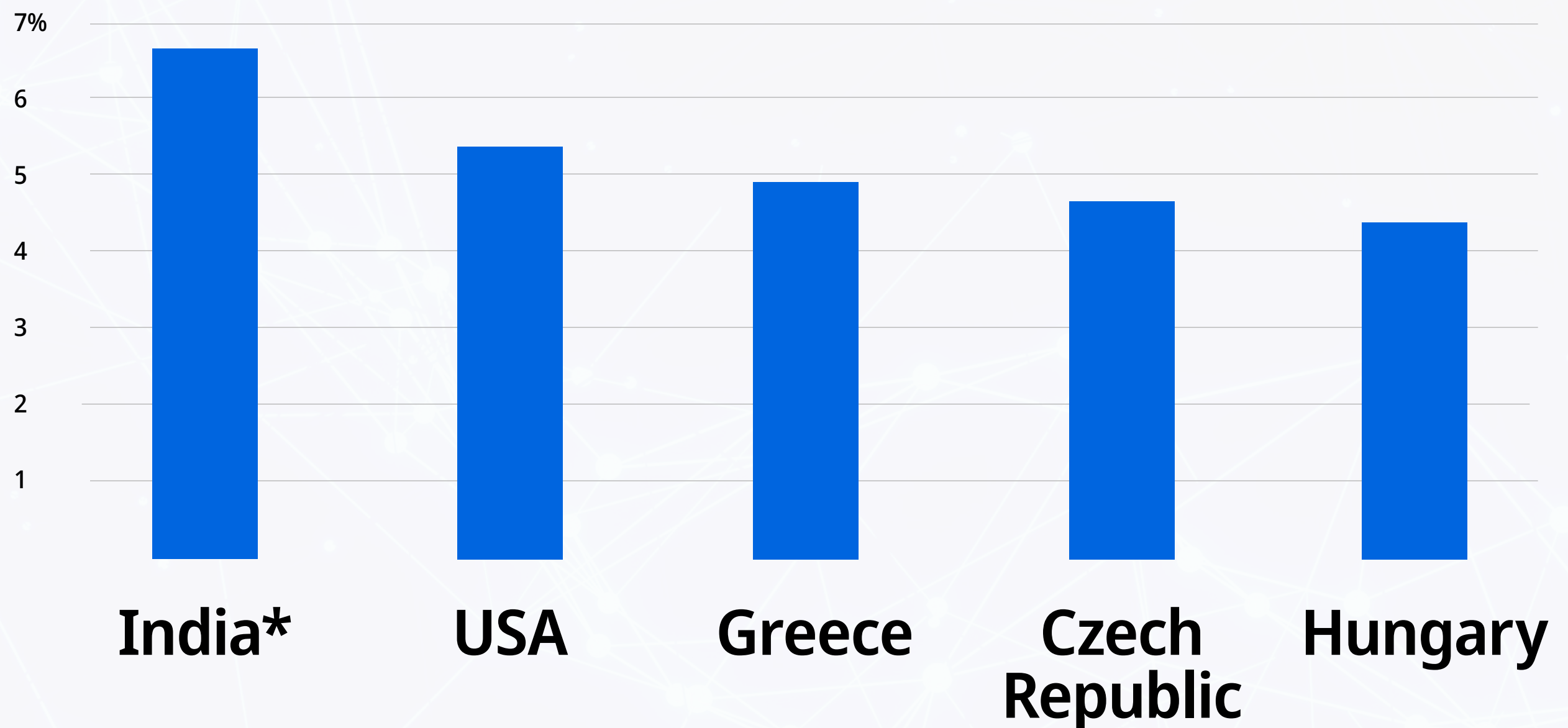
0.58

* 2023

Intangible investment growth:

Top 5 economies

(compound annual growth rate, 2014-24*)



Compound annual growth rate is based on investment data in constant 2020 prices, showing real growth from 2014 to 2024. * The growth rate for India is for the period 2011- and Indian data sources refer to the fiscal year from July to June. Therefore, 2011 stands for July 2011 to June 2012, and so on.

Fastest-growing types of intangible assets (2013-2022*)

- Software and databases: 7.4%
- New financial products: 6.7%
- R&D: 6%
- Design: 6%
- Brands: 6%

* Nominal compound annual growth rate

Data sources

Luiss Business School

WIPO-LBS Global INTAN-Invest Database

Luiss
Business
School





WIPO