

Working Group on the Legal Development of the Madrid System for the International Registration of Marks

Twenty-Third Session
Geneva, September 22 to 26, 2025

UPDATED STATISTICS CONCERNING DOCUMENT MM/LD/WG/22/6 REV.

Document prepared by the International Bureau

BACKGROUND

1. At its twenty-second session, held in Geneva from October 7 to 11, 2024, the Working Group on the Legal Development of the Madrid System for the International Registration of Marks (hereinafter referred to as “the Working Group” and “the Madrid System”) discussed document [MM/LD/WG/22/6 Rev.](#) “Update on Developments and Statistics Concerning Paragraphs 88 to 101 of Document MM/LD/WG/21/7”.
2. The Working Group requested that the International Bureau prepare, for its twenty-third session, among others, a document providing updated statistics concerning document MM/LD/WG/22/6 Rev.

UPDATED STATISTICS

3. Document [MM/LD/WG/21/7](#) presented relevant statistical information on criteria to support delegations in their deliberations concerning the introduction of new languages into the Madrid System¹. These criteria included the number of Madrid international applications, the number of Madrid designations, the number of direct applications filed abroad, the Madrid Market Share and the official languages of the United Nations (UN).

¹ Document [MM/LD/WG/17/7 Rev.](#) “Possible Options for the Introduction of New Languages into the Madrid System”.

4. The document suggested that the Working Group consider the said statistical information in its deliberations and noted that some languages ranked high on all the criteria, a consideration that might be relevant in the context of a gradual and staged approach to the introduction of new languages. Such approach could take the form of introducing one or more of the requested languages as a new Madrid System language, while continuing discussions on the introduction of the other requested languages.

5. The statistical information presented in document MM/LD/WG/21/7 covered the five-year period between the years 2017 and 2021. Document MM/LD/WG/22/6 Rev. covered the five-year period between the years 2018 and 2022. The current document presents the same statistical information updated to cover the five-year period between the years 2019 and 2023.

NUMBER OF MADRID (INTERNATIONAL) APPLICATIONS

6. This information concerns the number of Madrid (international) applications considering the language used in the jurisdiction of the applicant. For jurisdictions where more than one language is used, international applications were allocated in proportion to the percentage of the population speaking each language.

7. For example, according to the Swiss Federal Statistical Office, the linguistic distribution of the Swiss population is as follows: 61.4 per cent primarily speak German, 22.6 per cent speak French, 7.7 per cent speak Italian, 0.5 per cent speak Romansch, and 7.4 per cent speak other languages. International applications filed by Swiss residents were similarly distributed among these languages².

8. Table I shows the top 10 languages used by international applicants, excluding English, French and Spanish, listed from highest to lowest. Table II shows the top 13 languages used by international applicants, including English, French and Spanish.

9. The ranking of the top 10 languages used by international applicants, excluding English, French and Spanish, has not changed.

Table I: Number of Madrid International Applications, Top 10 Languages Excluding English, French and Spanish

Language	Madrid Applications
German	54,844
Chinese	28,685
Italian	16,215
Japanese	15,431
Dutch	10,400
Turkish	10,207
Russian	9,381
Korean	9,124
Swedish	5,090
Danish	3,409

² Source: <https://www.bfs.admin.ch/bfs/en/home/statistics/population/languages-religions/languages.html>, accessed in February 2025.

Table II: Number of Madrid International Applications, Top 13 Languages

Language	Madrid Applications
English	100,494
German	54,844
French	32,579
Chinese	28,685
Italian	16,215
Japanese	15,431
Dutch	10,400
Turkish	10,207
Russian	9,381
Korean	9,124
Spanish	8,527
Swedish	5,090
Danish	3,409

NUMBER OF MADRID DESIGNATIONS

10. The information presented below concerns the number of designations under the Madrid System, per language of publication in the designated Contracting Parties. For Contracting Parties that publish in the language in which they receive communications from the International Bureau and in other languages, only the language of communication was considered.

11. For example, while the European Union Intellectual Property Office (EUIPO) publishes in the 23 European Union (EU) official languages³, only English is considered for designations of the EU because it is the language in which WIPO formally sends communications under the Madrid System to the EUIPO⁴.

12. Table III shows the top 10 languages of publication, excluding English, French and Spanish, listed from highest to lowest. Table IV shows the top 13 languages of publication, including English, French and Spanish.

13. The ranking of the top 10 languages concerning designations, excluding English, French and Spanish, remains largely unchanged, with the exception of Portuguese that has moved from the ninth position to the seventh position due to an increasing number of designations of Brazil.

³ Source: <https://www.euiipo.europa.eu/en/info/language-policy>, accessed in February 2025.

⁴ WIPO also shares with the EUIPO the French and Spanish versions of notifications of international registrations and recordings that concern the EU.

Table III: Number of Madrid Designations, Top 10 Languages Excluding English, French and Spanish

Language	Madrid Applications
Russian	142,482
German	131,168
Chinese	124,676
Japanese	90,567
Korean	79,892
Arabic	71,912
Portuguese	56,872
Turkish	52,311
Norwegian	52,072
Vietnamese	47,722

Table IV: Number of Madrid Designations, Top 13 Languages

Language	Madrid Applications
English	928,447
Russian	142,482
German	131,168
Chinese	124,676
Spanish	113,348
French	95,741
Japanese	90,567
Korean	79,892
Arabic	71,912
Portuguese	56,872
Turkish	52,311
Norwegian	52,072
Vietnamese	47,722

NUMBER OF DIRECT APPLICATIONS FILED ABROAD

14. The following information concerns the number of direct applications filed abroad considering the language used in the jurisdiction of the applicant. For jurisdictions where more than one language is used, direct applications filed abroad were allocated in proportion to the percentage of the population speaking each language.

15. Table V shows the top 10 languages, excluding English, French and Spanish, listed from highest to lowest. Table VI shows the top 13 languages, including English, French and Spanish.

16. The ranking of the top 10 languages, excluding English, French and Spanish, remains largely unchanged, with the exception of Arabic and Swedish that have switched places.

Table V: Number of Direct Applications Filed Abroad, Top 10 Languages Excluding English, French and Spanish

Language	Direct Class Count
Chinese	1,495,960
German	681,567
Dutch	365,384
Japanese	259,663
Italian	253,459
Korean	194,569
Arabic	101,498
Swedish	95,517
Polish	86,676
Greek	55,339

Table VI: Number of Direct Applications Filed Abroad, Top 13 Languages

Language	Direct Class Count
English	1,918,991
Chinese	1,495,960
German	681,567
French	455,066
Dutch	365,384
Japanese	259,663
Spanish	258,446
Italian	253,459
Korean	194,569
Arabic	101,498
Swedish	95,517
Polish	86,676
Greek	55,339

MADRID MARKET SHARE

17. The information presented below focuses on the difference between the applications filed directly abroad and the designations made under the Madrid System, the so-called gap between direct applications and Madrid designations, considering the language used in the jurisdiction of the applicant. For jurisdictions where more than one language is used, applications and designations were allocated in proportion to the percentage of the population speaking each language.

18. Table VII shows the top 10 languages for which the gap between direct applications and Madrid designations is the widest, excluding English and Spanish. Table VIII shows the top 13 languages for which the gap between direct applications and Madrid designations is the widest, including English and Spanish.

19. The ranking of the top 10 languages for which the gap between direct applications and Madrid designations is the widest, excluding English and Spanish, remains largely unchanged, except for Arabic and Malay that have swapped places.

20. In Table VIII below, that includes English and Spanish, Dutch previously in the third position, now appears in the second while English is the third.

Table VII: Madrid Market Share, Gap Between Direct and Madrid Applications, Top 10 Languages Excluding English and Spanish

Language	Gap Direct-Madrid
Chinese	876,287
Dutch	191,353
Korean	59,117
Polish	44,123
Portuguese	26,296
Arabic	24,946
Malay	19,956
Thai	18,271
Romanian	16,231
Greek	15,622

Table VIII: Madrid Market Share, Gap Between Direct and Madrid Applications, Top 13 Languages

Language	Gap Direct-Madrid
Chinese	876,287
Dutch	191,353
English	177,587
Spanish	117,913
Korean	59,117
Polish	44,123
Portuguese	26,296
Arabic	24,946
Malay	19,956
Thai	18,271
Romanian	16,231
Greek	15,622
Estonian	9,284

21. The statistical information provided in documents MM/LD/WG/21/7, MM/LD/WG/22/6 Rev., and in the present document shows that, with minor variations, the order of the languages remains largely consistent across all criteria.

22. *The Working Group is invited to:*

(i) consider the contents of the present document; and

(ii) provide guidance to the International Bureau on a possible way forward on the proposals made for the introduction of new languages into the Madrid System.

[End of document]