



Madrid
Yearly
Review
2026



Madrid Yearly Review 2026

Executive Summary

This executive brief identifies key trends in the use of the WIPO-administered Madrid System.

For fuller statistics, see the *Madrid Yearly Review 2026*—available in English at www.wipo.int/web/ip-statistics

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Key numbers for 2025

64,150 (-1.5%)
Madrid international
applications¹

450,580 (-0.8%)
Designations in
international applications

63,001 (+0.9%)
Madrid international
registrations²

68,264 (+2.5%)
Subsequent designations in
international registrations

43,049 (+7%)
Renewals of international
registrations

943,743 (+2.4%)
Active (in force)
international registrations

7,522,669 (+0.6%)
Designations in active
international registrations

116 (+1 member)
Contracting Parties
(Madrid members)

132 (+1 country)
Countries covered

1 Due to a time lag in transmittal of applications from offices of origin to the International Bureau (IB) of WIPO, total Madrid applications are estimated.

2 Due to a time lag in the transmittal of applications from offices of origin to the IB of WIPO, total designations in Madrid applications are estimated.

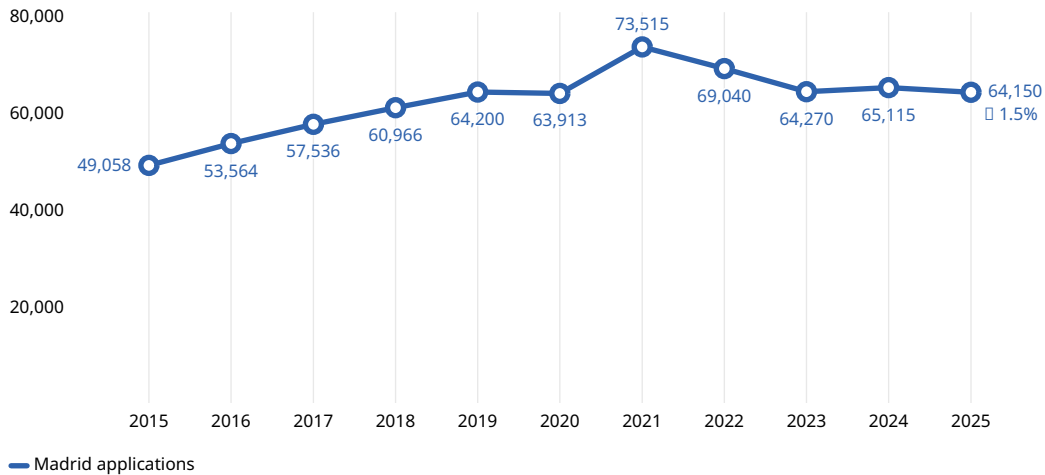
Statistics on Madrid international applications

International trademark applications filed through the Madrid System declined 1.5% in 2025, reversing the 1.3% growth seen the previous year

In 2025, an estimated 64,150 international trademark applications were filed through WIPO's Madrid System by trademark holders seeking protection for their brands abroad – representing a decrease of 1.5%, or 965 fewer applications than in 2024 (figure 1).

The total number of international trademark applications filed under WIPO's Madrid System declined by 1.5% in 2025, totaling 64,150 applications.

1. Trend in international applications, 2015–2025



Note: This figure presents the numbers and annual growth rates of international applications filed via the Madrid System. Data for 2025 are WIPO estimates.
Source: WIPO Statistics Database, March 2026.

Grenada's accession to the Madrid System in 2025 brought total membership to 116 members, collectively spanning 132 countries

Grenada joined the Madrid System in 2025 as the 10th member from the Latin America and Caribbean (LAC) region, bringing total membership to 116 as of December 31, 2025. With Grenada's inclusion, trademark holders can now seek protection for their branded products and services across 132 countries through the System. Madrid members collectively represent 68% of all countries worldwide, 82% of the global population and roughly 90% of global GDP, with the potential for future expansion as membership continues to grow.³

Where were the biggest users of the Madrid System based in 2025?

In 2025, applicants located in the United States of America (US) (10,997) filed the highest number of international trademark applications despite a decrease of 2.5% compared with 2024. Once again, they were followed by applicants based in Germany (6,106), which saw 5.3% fewer applications than in the previous year. Applicants residing in China (5,636) continued to hold the third spot in the ranking, filing 4.9% fewer applications than in 2024. The three top origins were followed by applicants located in France (4,026) and the United Kingdom (UK) (3,871). Like the top three, France also saw an on-year decline represented by 4.4% fewer applications. In contrast, the UK was the only origin among the top five to have recorded an increase, with its applicants filing 3.7% more applications than in 2024 (figure 2).⁴

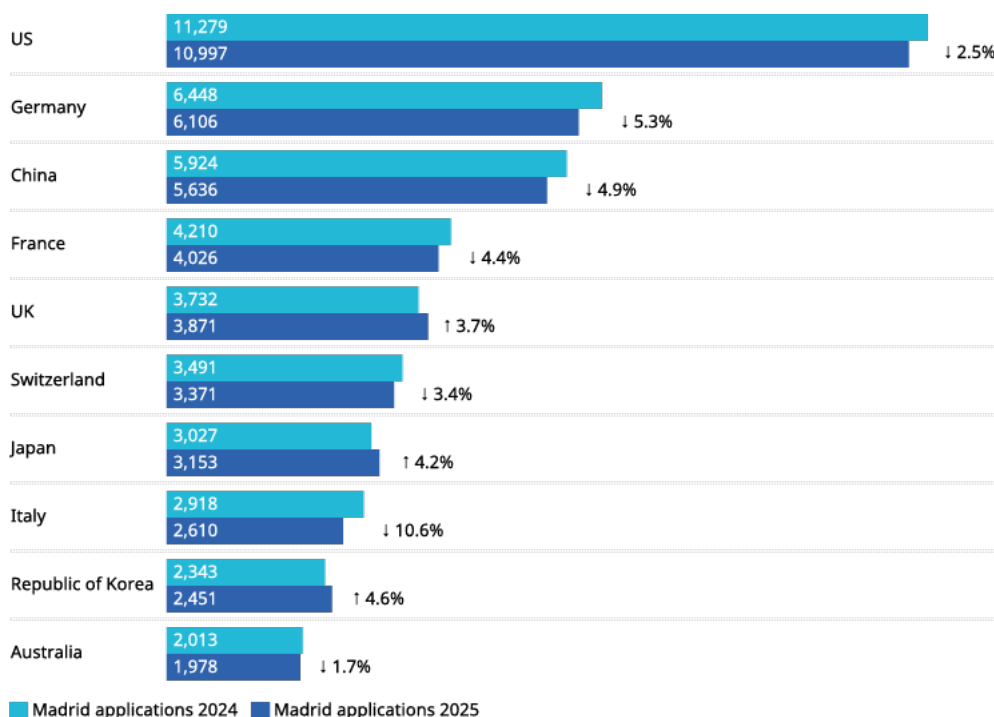
Among the top 10 countries of origin, seven recorded declines from 2024 to 2025. Of these, eighth-ranked Italy saw the sharpest decrease of 10.6%. In contrast, the two other top origins that, like the UK, recorded on-year growth were Japan (+4.2%) and the Republic of Korea (+4.6%).

³ Complete World Bank gross domestic product (GDP) and population data are available only up until 2024.

⁴ Due to a time lag in the transmittal of applications from offices of origin to the IB of WIPO, Madrid applications by origin are estimated.

Despite having filed fewer applications than in the previous year, applicants based in the US, Germany and China remained the three most active Madrid System filers in 2025. The three top origins were followed by applicants located in France and the UK.

2. International applications for the top 10 origins, 2025



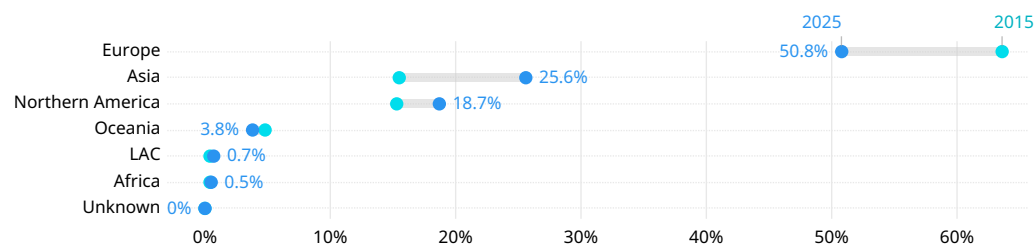
Note: Data for 2025 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Source: WIPO Statistics Database, March 2026.

The top 10 origins collectively accounted for 68.9% of Madrid applications filed in 2025, a share that has remained largely consistent over the past decade. The composition and ranking of the top 10 origins in 2025 remained unchanged from 2024.

In 2025, applicants based in Madrid member countries in Europe continued to file the majority (50.8%) of Madrid applications. However, this represents a decline of about 13 percentage points compared with their combined share of 63.6% a decade earlier in 2015. While just over half of all Madrid applications still originated in Europe in 2025, a quarter (25.6%) came from Asia, marking an increased share for that region of about 10 percentage points from 2015, when it was only 15.5%. Northern America also expanded its share, reaching 18.7% of applications in 2025 compared with 15.3% in 2015 – a shift partly attributable to Canada joining the Madrid System in 2019, which added a significant source of filings alongside the longstanding US membership (figure 3).

Applicants based in Asia filed a quarter (25.6%) of all Madrid applications in 2025, which is about 10 percentage points more than in 2015 (15.5%) and the biggest percentage point increase across all geographical regions over the past decade..

3. International applications by region, 2015 and 2025



Note: Data for 2025 are WIPO estimates. Origin data are based on the country or territory of the applicant's address. Madrid applications filed in 2025 came from applicants domiciled in a total of 129 countries or territories of origin. Each geographical region included the following number of countries or territories: Africa (20), Asia (38), Europe (44), Latin America and the Caribbean (LAC) (18), Northern America (3) and Oceania (6).

Source: WIPO Statistics Database, March 2026.

While US applicants filed the highest number of Madrid applications in 2025, applicants based in China made the most designations (76,530) in applications, representing an increase of 1.5% on 2024, retaining their position as the top origin for designations for expanding the geographical scope of protection for marks for the second consecutive year. Designations from the US (73,087) held steady, edging up just 0.1% from 2024 and amounting to about 3,440 fewer than those from China. Rounding out the top five origins of designations were Germany (36,568), France (25,869) and Switzerland (21,319).⁵ In contrast to China and the US, designations from France (-4.6%), Germany (-4.7%) and Switzerland (-16.7%) decreased from 2024 to 2025.

Among the top 20 origins of designations, nine recorded an on-year increase in 2025, with Belgium (+20.2%), Japan (+13.3%), the Kingdom of the Netherlands (+12.5%) and Sweden (+23.8%) having recorded particularly high growth. In contrast, 11 of these top origins saw a decline compared with 2024. Similar to Switzerland's notable decrease, India (-14.5%), the Russian Federation (-20.1%) and Türkiye (-12.5%) also recorded double-digit declines.

China's higher number of total designations relative to Madrid applications filed is attributable to the fact that applicants based in China designated an average of almost 14 Madrid members per application filed in 2025. Applicants residing in Bulgaria designated an average of about 21 Madrid members per application in 2025; the highest average number among the top 20 origins of designations and considerably higher than the average of approximately five designations per application filed by applicants located, for example, in Australia, Canada, Spain and the UK. In 2025, the average number of designations made in Madrid applications filed by all origins combined was seven, an average that has remained almost unchanged for over a decade.

L'Oréal of France maintained its leading position for a fifth consecutive year, having filed 274 Madrid applications in 2025

L'Oréal of France filed 274 Madrid applications in 2025, the highest number filed by any individual applicant that year. Games company Light & Wonder (105 applications) of the US climbed 38 spots to become the second top filer, followed by pharmaceutical company Krka (101) of Slovenia. Rounding out the top fourth and fifth spots were China-based technology company Huawei Technologies (97) and pharmaceutical company Merck Sharp & Dohme (95) of the Kingdom of the Netherlands (figure 4).

The top 10 Madrid applicants that recorded the highest increases in applications filed between 2024 and 2025 included Light & Wonder (+70 applications), 10th-ranked pharmaceutical company Glaxo Group (+61) of the UK, Merck Sharp & Dohme (+56) and Krka (+52). In contrast, Euro Games Technology of Hungary, which held third spot in 2024, filed 47 fewer Madrid applications in 2025 compared with the previous year, dropping down to sixth place. Similarly, Japanese beauty and cosmetics producer Shiseido Company filed 46 fewer Madrid applications over the same period, resulting in its ranking dropping from fourth-top applicant in 2024 to eighth in 2025. Having ranked among the top five Madrid applicants since 2006, Novartis of Switzerland filed 126 fewer Madrid applications in 2025, resulting in its ranking dropping from the second-top applicant in 2024 to 13th in 2025.

L'Oréal of France retained its position as the Madrid System's top filer in 2025 for the fifth year running, with 274 Madrid applications. Light & Wonder, Inc. of the US (105) moved up 38 places to become the second top filer, followed by Krka of Slovenia (101), China's Huawei Technologies (97), Merck Sharp & Dohme (95) of the Kingdom of the Netherlands and Euro Games Technology (94) of Bulgaria.

⁵ Due to a time lag in the transmittal of applications from offices of origin to the IB of WIPO, designations in Madrid applications by origin are estimated.

4. Top Madrid applicants, 2023–2025

Ranking (2025)	Madrid applicant	Origin	Madrid applications 2023	Madrid applications 2024	Madrid applications 2025
1	L'Oréal	France	199	244	274
2	Light & Wonder, Inc.	US	33	35	105
3	Krka, Tovarna Zdravil, D.D., Novo Mesto	Slovenia	45	49	101
4	Huawei Technologies Co., Ltd.	China	78	86	97
5	Merck Sharp & Dohme B.V.	Netherlands	54	39	95
6	Euro Games Technology Ltd.	Bulgaria	118	141	94
7	Richter Gedeon Nyrt.	Hungary	64	58	89
8	Renault S.A.S.	France	37	59	78
8	Shiseido Company, Ltd	Japan	103	124	78
10	Glaxo Group Limited	UK	50	12	73

Note: "Netherlands" is the Kingdom of the Netherlands.

Source: WIPO Statistics Database, March 2026.

Among the top approximately 60 Madrid applicants, 14 were companies operating in the health sector, such as in the production of pharmaceuticals, healthcare products or medical equipment, eight were automotive manufacturers, and there were six technology companies, six companies active in producing personal care or beauty products, and six companies that manufacture clothing, footwear, sportswear or sporting goods. Five companies operate within the gaming industry and five in producing food and drinks or confectionery goods. The remaining top applicants were active in industries spanning consumer goods, electrical appliances, luxury goods, retail and video games, to name a few. Over half, or 33 of the top 63 applicants in 2025, were companies based in Europe. A further 16 were located in Asia and 14 in Northern America. Widening the scope to include the top approximately 100 Madrid applicants reveals that about 54% were based in Europe, about 26% in Asia, 20% in Northern America and 1% in the Oceania region, while there were no top applicants based in Africa or the LAC region among the top filers. Among them, these top applicants accounted for 4,183 applications. However, this constitutes just under 7% of all Madrid applications filed in 2025, highlighting the widespread use of the Madrid System by many different applicants.

Companies located in 28 countries – including Bulgaria, Canada, China, France, Germany, Ireland, Italy, Japan, Malaysia, New Zealand, the Republic of Korea, the Russian Federation, Singapore, Switzerland, the UK and the US – filed at least 20 Madrid applications in 2025, thereby ranking among the approximately 100 top Madrid applicants. For a fourth consecutive year, companies based in the US (19) were the most represented among top applicants. They were followed by top applicants based in Germany (14), Japan (11), Switzerland (9), the Republic of Korea (6) and China, France and the UK with five each.

For which goods and services did trademark holders most seek protection?

Nice Classification statistics enable the kinds of goods and services most frequently covered by Madrid international trademark applications to be ranked. Over the past 15 years, Madrid applicants have specified, on average, between two and three Nice goods and services classes per application. In contrast to the decrease in Madrid applications, the total number of classes specified in applications actually increased slightly by 0.6% to 160,494 in 2025.

Since 1985, the most specified of the 45 Nice classes has been goods class 9, which includes computer hardware and software and other electrical or electronic apparatus of a scientific nature (figure 5). Similar to in 2024, class 9 alone accounted for slightly more than a 10th (10.8%) of all classes specified in applications filed in 2025. The other most specified classes were class 35 (8.5% of the total), which covers services such as office functions, advertising and business management; class 42 (7.9%), which includes services provided by, for example, scientific, industrial or technological engineers and computer specialists; class 41 (5.3%), which mainly covers services in the areas of education, training, entertainment, sporting and cultural activities; goods class 5 (4.4%), which covers pharmaceuticals and other preparations for medical purposes; goods class 3 (4.2%), which covers cleaning and toiletry preparations; and goods class 25 (4%), which relates to clothing and apparel. Three of the five most specified classes were services classes. Among the top 10 Nice classes specified in Madrid applications, five decreased in 2025. Eighth-ranked goods class 7, which includes machines, machine tools, motors and engines, fell the most – by 4% – in 2025. It was followed by goods class 25 with an annual decrease of 3.5%, and by goods class 30, which covers mainly foodstuffs of plant origin and which ranked ninth in 2025, with an on-year drop of 1.2%. In contrast, class 5 increased by 0.4%, followed by class 16 (+0.2%), covering mainly paper and paper goods, and by class 42 (+0.1%), which both increased only marginally compared with 2024. Expanding to include all 45 Nice classes, 24 saw a decrease compared with 2024, the largest being for goods class 33 (-12.3%), which covers alcoholic beverages, beers excluded.

In 2025, goods class 9 – covering computers, electronics and software – remained the most frequently specified class in Madrid applications. It was followed by services class 35, which includes business services, and services class 42, relating to scientific and technological services.

5. Classes specified in international applications, 2025

Class covers/includes	2025	Growth (%), 2024-2025	Share of total (%), 2025
Class 9: Computer hardware and software and other electrical or electronic apparatus of a scientific nature	17,390	-0.5	10.8
Class 35: Services such as office functions, advertising and business management	13,630	0	8.5
Class 42: Services provided by, for example, scientific, industrial or technological engineers and computer specialists	12,649	0.1	7.9
Class 41: Services in the area of education, training, entertainment, sporting and cultural activities	8,524	-0.1	5.3
Class 5: Mainly pharmaceuticals and other preparations for medical purposes	7,137	0.4	4.4
Class 3: Mainly cleaning preparations and toiletry preparations	6,672	0	4.2
Class 25: Clothing, footwear and headgear	6,459	-3.5	4
Class 7: Mainly machines, machine tools, motors and engines	4,533	-4	2.8
Class 30: Mainly foodstuffs of plant origin, prepared for consumption or conservation as well as auxiliaries intended for improving the flavor of food	4,062	-1.2	2.5
Class 16: Mainly paper, goods made from that material and office requisites	3,911	0.2	2.4

Note: For full class definitions see: www.wipo.int/en/web/classification-nice.

Source: WIPO Statistics Database, March 2026.

Services classes specified in Madrid applications filed in 2025 represented 36.3% of all the classes specified in these applications

The first 34 of the 45 Nice classes cover goods, whereas the remaining 11 cover services. In every year since 2018, over a third of all classes specified in Madrid applications have been services classes. In 2022, this share reached an all-time high of 38.8% but has since decreased to 36.3% in 2025. This is almost six percentage points higher than the combined share of 30.8% recorded a decade and a half earlier in 2011 and reflects a general growth in the global services industry. However, goods and services class shares do differ across origins. For example, among selected origins, Australia (40%), France (38.4%), Switzerland (45.2%), the UK (42.9%) and the US (41.5%) had the largest proportions of services-related classes in Madrid applications filed in 2025, accounting for about 38% or more of all classes specified by applicants based in these five countries. Other countries, such as Colombia, Germany, India, Türkiye and Viet Nam, also recorded relatively high shares of service-related classes in applications, ranging from about 34% to 37%, suggesting a developed services sector. Conversely, China (16.7%), Egypt (12.2%), the Islamic Republic of Iran (23.8%) and the Russian Federation (24.3%) had services class

shares below 25%. Among the 20 selected origins, six saw their services class shares decrease compared with a decade earlier, with Egypt (-26.7 percentage points), the Islamic Republic of Iran (-13.3) and the Russian Federation (-4.8) showing the largest declines.

Research and technology remains the sector to receive the largest share of trademark protection via the Madrid System, accounting for 22.2% of all classes specified in Madrid applications

For the purpose of statistical reporting, the 45 Nice classes are grouped into 10 industry sectors. The scientific research, information and communication technology sector (abbreviated to research and technology), which includes top Nice classes 9 and 42, among others, continued to account for the largest share (22.2%) of all classes specified in Madrid applications filed in 2025. It was followed by pharmaceuticals, health and cosmetics (abbreviated to health) (12.8% of total filing), business services (11.1%), and leisure and education (10.6%). Clothing and accessories (10.3%) was the fifth placed industry sector, while agriculture (9.6%) occupied sixth spot. As in previous years, chemicals (3.3%), construction (7.1%), household equipment (6.7%) and transportation (6.4%) were the four sectors to receive the lowest shares of total filing.

The top three sectors for Madrid applications vary across origins. Research and technology was the top sector for nine of the top 10 origins (figure 6). The exception was the Republic of Korea, which counted health as its applicants' top sector. In addition, the health sector was either the second or third ranked sector for four of the top origins, and leisure and education ranked third or fourth. Business services was the second placed sector for applicants based in Australia and the UK, and ranked third for those based in Switzerland and the US. Clothing and accessories featured as the second or third ranked sector for applicants based in Italy, Japan and the Republic of Korea; and agriculture was the second placed sector for Italy. China was the only origin for which household equipment and transportation were among its applicants' top three sectors. Similarly, Germany was the only origin for which the construction sector featured among its top three.

In 2025, research and technology was the top industry sector for Madrid applications from nine of the top 10 origins, the exception being the Republic of Korea, for which health was the top sector. In addition, the health sector was either the second or third ranked sector for four of the top 10 origins.

6. International applications by top three sectors for the top 10 origins, 2025



Note: Origin data are based on the country of the Madrid registration holder's address. Industry sectors based on class groups are those defined by Edital®. Some industry sectors are abbreviated. For full class definitions, visit www.wipo.int/en/web/classification-nice.

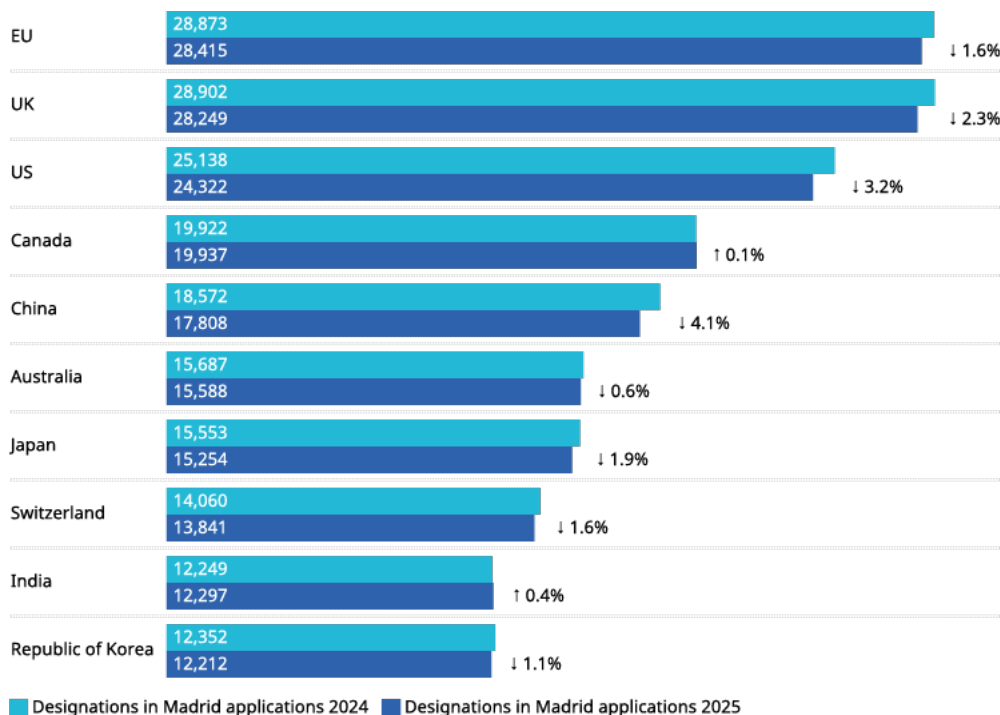
Source: WIPO Statistics Database, March 2026.

Where do Madrid applicants seek international trademark protection?

In 2025, the European Union (EU) (28,415) became the most designated Madrid member after surpassing the UK (28,249), which had held the top spot for the previous four years. The EU and the UK were followed by the US (24,322), Canada (19,937) and China (17,808) (figure 7).⁶

In 2025, the EU became the most designated Madrid member after surpassing the UK, which had held the top spot for the previous four years. The EU and the UK were followed by the US, Canada and China.

7. Designations in international applications for the top 10 designated Madrid members, 2025



Note: Data for 2025 are WIPO estimates.

Source: WIPO Statistics Database, March 2026.

The 20 most designated Madrid members, combined, received 62.5% of all designations made in Madrid applications filed in 2025, virtually unchanged from their combined share in 2024. Including China, nine of the top 20 designated Madrid members were middle-income countries: namely, Brazil (10,910), India (12,297), Indonesia (8,943), Malaysia (8,763), Mexico (11,869), Thailand (9,149), Türkiye (8,423) and Viet Nam (9,093). Among the top 20 destinations for international trademark registration via the Madrid System, 10 saw an increase on 2024 designations, with the United Arab Emirates (+14.5%), Thailand (+4.4%) and Malaysia (+3.6%) seeing the strongest growth. In contrast, the remaining 10 designated Madrid members saw on-year decreases, with China (-4.1%), the US (-3.2%), the UK (-2.3%) and Japan (-1.9%) recording the largest declines.

⁶ Due to a time lag in the transmittal of applications from offices of origin to the IB of WIPO, designations in Madrid applications by designated Madrid member are estimated.

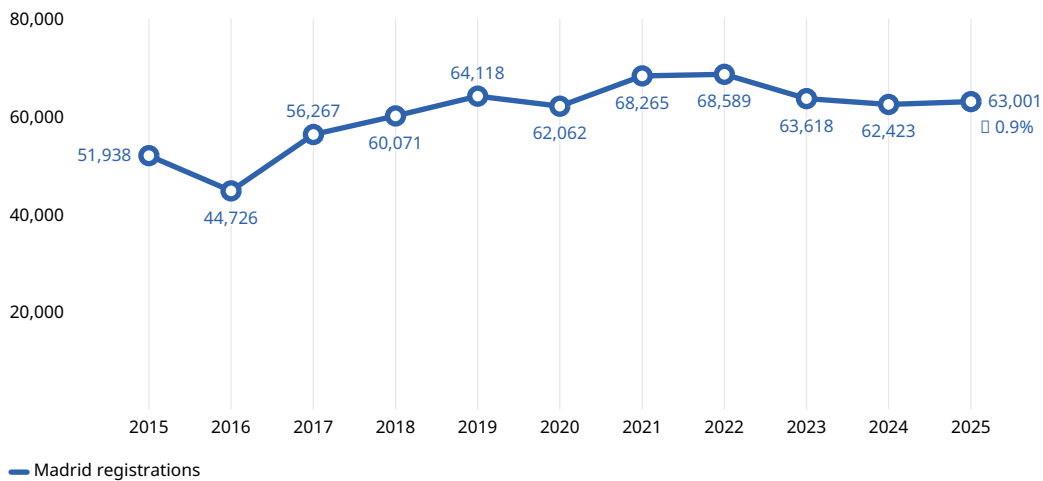
Statistics on Madrid international registrations, renewals and active registrations

Trademark holders worldwide obtained 63,001 Madrid international registrations in 2025, representing a slight increase of 0.9% compared with 2024

In 2025, WIPO recorded 63,001 Madrid registrations in 2025 – around 580 more than in the previous year (figure 8). Over the long term, the trend in Madrid registrations broadly mirrors that of Madrid applications. However, year-to-year changes tend to be more pronounced for registrations than for applications. Such fluctuations can arise for several reasons, including the time required for Madrid applications to be processed by offices of origin before being transmitted to the International Bureau (IB) of WIPO, as well as the processing time at the IB itself. This includes any irregularities procedure and time limits within which applicants and offices can remedy such irregularities.

In 2025, trademark holders received a total of 63,001 Madrid registrations, a slight increase of 0.9% compared with 2024.

8. Trend in international registrations, 2015–2025



Note: The significant decrease in 2016 was mainly due to the deployment of a new back-end IT system that year, which resulted in a temporary reduction in the production capacity of the IB.
Source: WIPO Statistics Database, March 2026.

How has the trend in subsequent designations evolved over time?

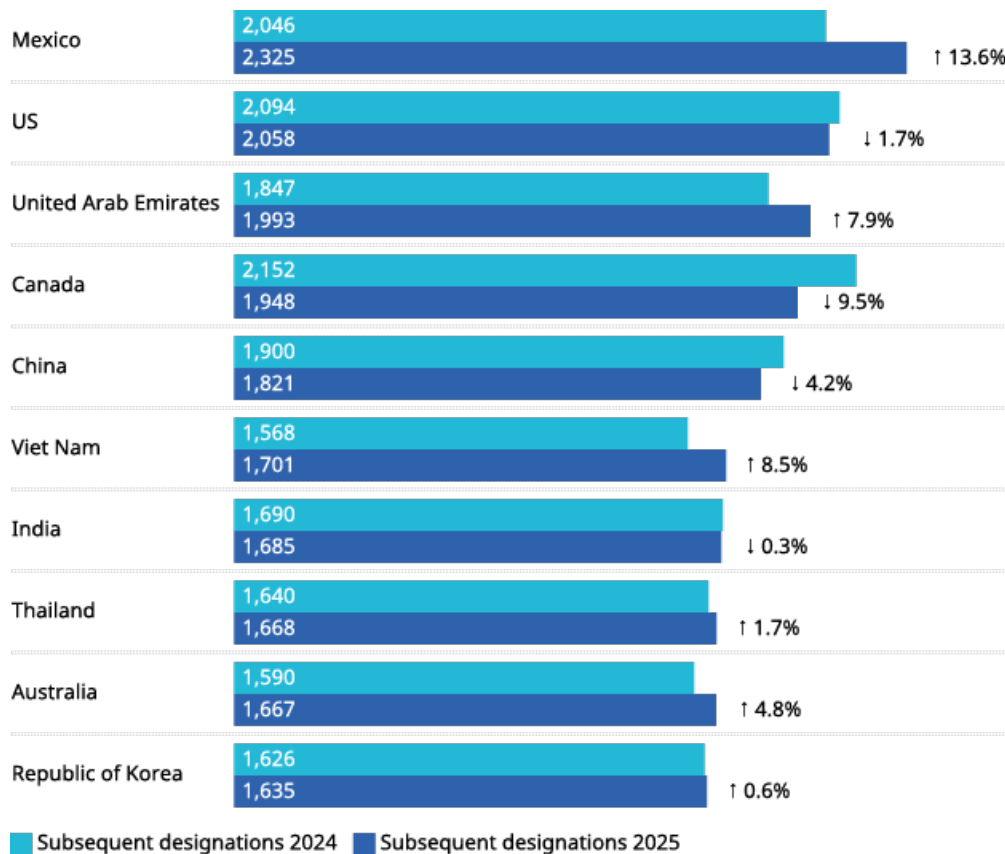
Subsequent designations are requests by trademark holders to extend protection for existing Madrid registrations to cover new markets. Their use has grown steadily, rising from approximately 43,400 a decade and a half earlier in 2011 to 68,264 in 2025 – an increase of 57%. This growth reflects not only the accession of new members to the Madrid System and the incentive for registration holders to extend protection to include the jurisdictions of new Madrid members, but also a broader strategic push by holders to expand commercial activities into long-established Madrid member markets. There were 2.5% more subsequent designations made in Madrid registrations in 2025 than in 2024, marking a third year of growth after a decline in 2022. Although most requests for subsequent designations are submitted by holders directly to the IB, fluctuations in the number submitted via Madrid member offices year-on-year can be significant for the reasons given for international registrations.

How did trademark holders extend protection for their marks into additional export markets in 2025 through subsequent designations?

Driven by a strong annual growth rate of 13.6%, Mexico (2,325) overtook Canada (1,948) and the US (2,058) – which had ranked first and second, respectively, in 2024 – to become the Madrid System member receiving the highest number of subsequent designations in 2025 (figure 9). The United Arab Emirates (1,993), ranked fifth in 2024, rose to third place in 2025. China (1,821), which had been the most subsequently designated country each year from 2004 to 2022, slipped to fifth position in 2025, down from fourth in 2024.

Driven by a strong annual growth rate of 13.6%, Mexico surpassed Canada and the US to become the Madrid System member which received the highest number of subsequent designations in 2025. Following the US in second place, the United Arab Emirates ranked third, ahead of Canada, which slipped from first in 2024 to fourth in 2025.

9. Subsequent designations in international registrations for the top 10 designated Madrid members, 2025



Source: WIPO Statistics Database, March 2026.

In 2025, the 20 most designated Madrid member countries received close to half (47.9%) of all subsequent designations, a proportion comparable to that recorded in 2024. Of these top member countries, 14 saw an increase in subsequent designations compared with the previous year. Similar to Mexico, the United Arab Emirates (+7.9%) and Viet Nam (+8.5%) recorded considerable on-year growth. Viet Nam, in particular, climbed from 11th position in 2024 to sixth in 2025 among the most subsequently designated Madrid members. In contrast, Canada (-9.5%), China (-4.2%) and Indonesia (-5.5%) recorded the largest declines. Meanwhile, Brazil's 5.9% growth rate propelled it from 24th place in 2024 into the top 20 in 2025, where it ranked 20th overall.

Of the top 20 subsequently designated Madrid members in 2025, 10 were in the middle-income category, and five of these were among the top 10, demonstrating the widespread appeal of developing markets to Madrid registration holders looking to extend protection for their marks.

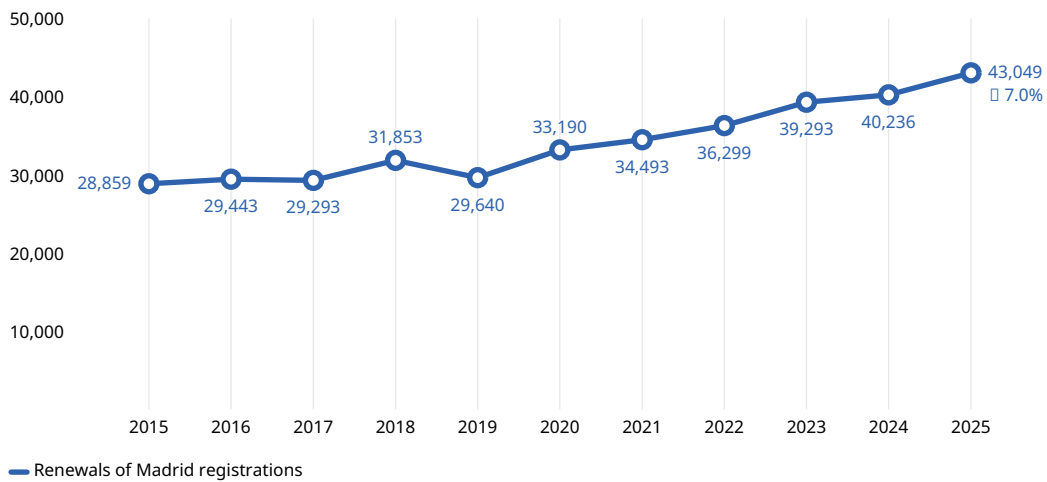
In 2025, nine of the top 15 designated Madrid members received their largest shares of subsequent designations from both Germany and the US, compared with 12 in 2024. Holders from Japan made this country the top origin of subsequent designations in the Philippines and Thailand and the second top origin of subsequent designations in India, Indonesia, Malaysia and the US. China was the third-largest origin of subsequent designations in Japan, the Philippines, Thailand, Türkiye and the United Arab Emirates. France was the third-largest origin for Canada, China and the Republic of Korea, and Italy was the third-largest origin for the US.

Holders renewed 43,049 Madrid international registrations in 2025

Renewals of Madrid international registrations rose 7% in 2025, with holders renewing a total of 43,049 registrations over the course of the year. The number of renewals in any given year depends on both the number of Madrid registrations and the number of renewals recorded 10 years prior. Therefore, the trend seen in figure 10 is only a partial reflection of the trend in registrations with a 10-year lag. Renewals in 2025 were almost twice the number recorded a decade and half earlier in 2011 and have since trended upward, despite a modest decline in 2017, and a more considerable drop of 6.9% in 2019.

In 2025, renewals of Madrid registrations increased by 7% to reach 43,049. Renewals have overall trended upward over the past decade, despite having decreased in two of the years presented.

10. Trend in renewals of international registrations, 2015–2025



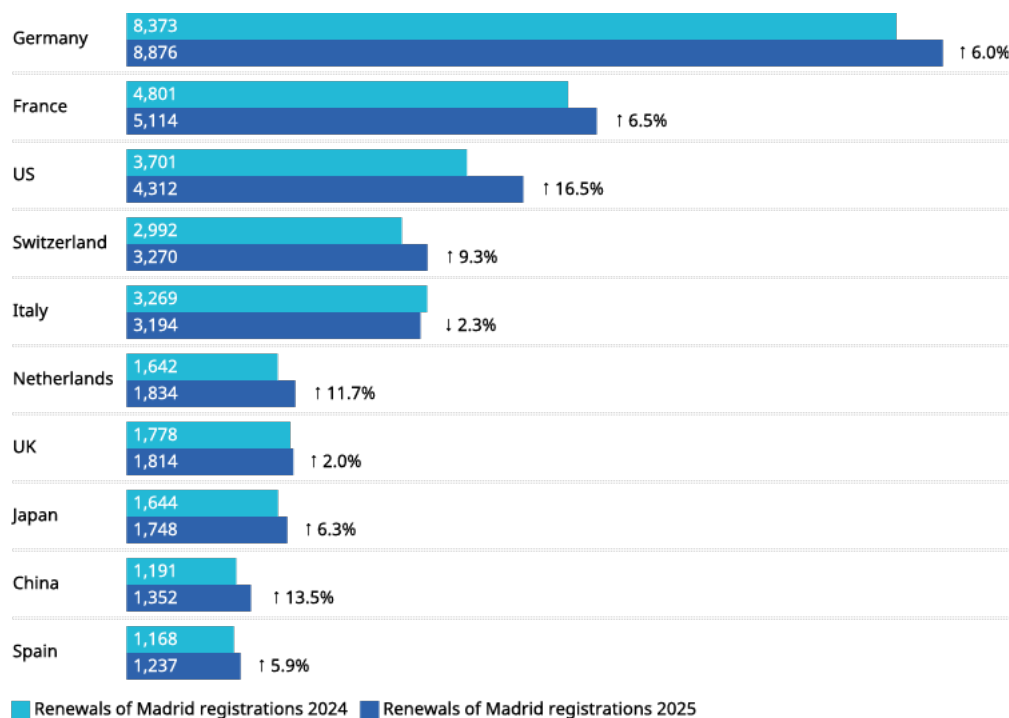
Source: WIPO Statistics Database, March 2026.

The highest number of renewals in 2025 were recorded by holders from Germany, France, the US, Switzerland and Italy

Holders from Germany (8,876), France (5,114), the US (4,312), Switzerland (3,270) and Italy (3,194) recorded the highest number of Madrid registration renewals in 2025 (figure 11). With respect to Germany, France, Italy and Switzerland, this reflects their long-standing membership of the Madrid System. Switzerland's high growth rate of 9.3% moved it ahead of fifth-ranked Italy to the number four spot, with renewals from Italy having fallen by 2.3%. Together, the top five origins of renewals accounted for over half (57.5%) of all renewals in 2025; and their holders' stocks of international registrations have often been maintained for many decades. Holders domiciled in top 10 origins China (+13.5%), the Kingdom of the Netherlands (+11.7%) and the US (+16.5%) recorded double-digit growth in renewals in 2025.

Together, the top five origins of renewals accounted for over half (57.5%) of all renewals in 2025. Holders domiciled in the top 10 countries of origin China (+13.5%), the Kingdom of the Netherlands (+11.7%) and the US (+16.5%) recorded double-digit growth in renewals in 2025.

11. Renewals of international registrations for the top 10 origins, 2025



Note: "Netherlands" is the Kingdom of the Netherlands.

Source: WIPO Statistics Database, March 2026.

Half of all international registrations recorded since the Madrid System was established in 1891 remain active

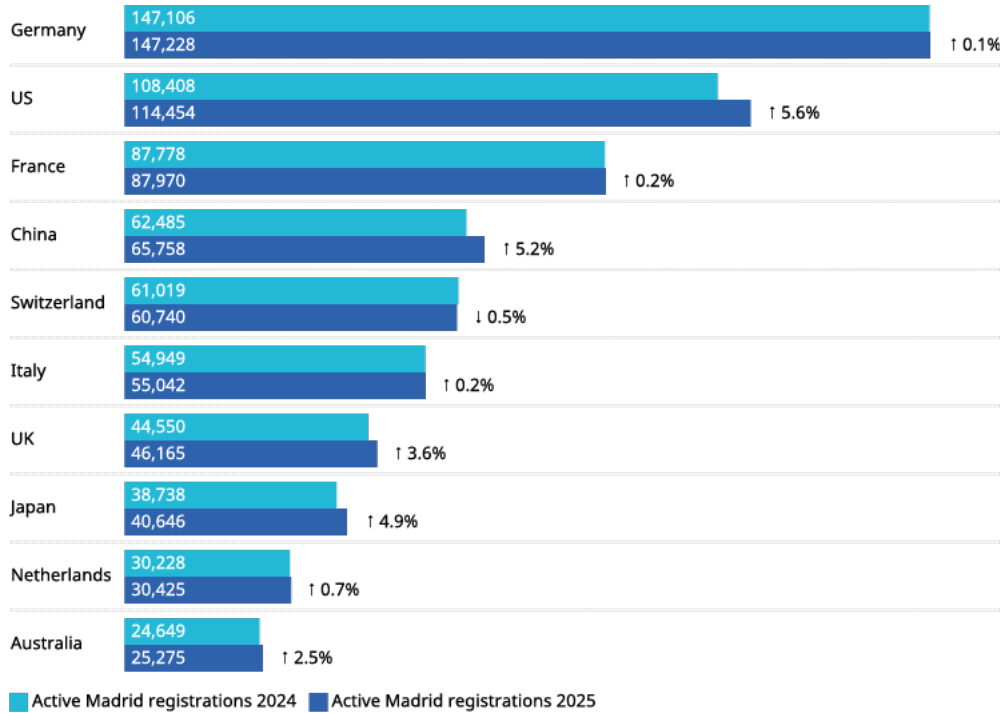
Of the approximately 1.89 million international registrations recorded since the creation of the Madrid System, about half (943,743) remained active – that is, in force – in 2025. Totalling about 558,390 in 2011, active Madrid registrations have increased by between about 2% and 5% each subsequent year. In 2025, the total number of active Madrid registrations grew by 2.4%.

Holders from just five countries – Germany, the US, France, China and Switzerland – owned approximately half (50.4%) of all Madrid registrations active in 2025

Madrid registration holders domiciled in Germany (147,228) owned the highest number of active registrations in 2025, followed by holders in the US (114,454), France (87,970), China (65,758) and Switzerland (60,740) (figure 12). Together, holders domiciled in the top 20 countries of origin owned about 87% of all active Madrid registrations in 2025. Holders based in top origins China (+5.2%), the Republic of Korea (+11.3%), Singapore (+7.8%) and the US (+5.6%) saw their stocks of active Madrid registrations grow the most between 2024 and 2025.

In 2025, holders from Germany continued to own the highest number of active Madrid registrations, followed by holders from the US, France, China and Switzerland.

12. Active international registrations for the top 10 origins, 2025



Note: "Netherlands" is the Kingdom of the Netherlands.

Source: WIPO Statistics Database, March 2026.

Statistics on administration, revenue and fees

The shift toward submitting Madrid applications digitally to the IB has been striking. Where paper once dominated a decade and a half earlier in 2011 (with only 44.6% submitted digitally), the digital share has since risen to 91.6% in 2025

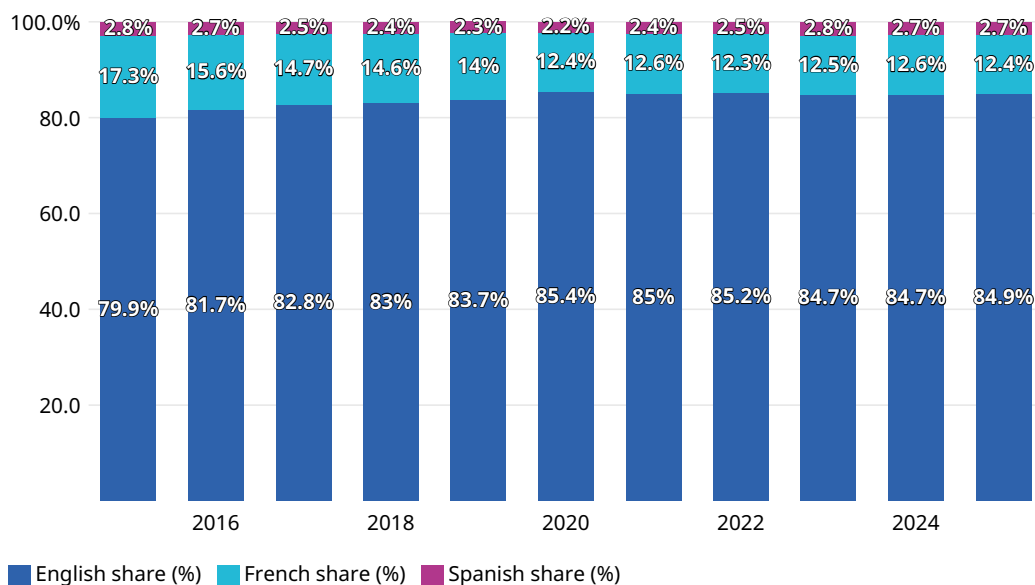
Electronic transmission was introduced in 1998, when it accounted for just 0.2% of total transmissions to the International Bureau (IB) of WIPO that year. Since then, the proportion of Madrid applications received electronically by the IB has grown considerably. In 2025, 91.6% of all Madrid applications were submitted to the IB electronically, up from 44.6% a decade and a half earlier.

The vast majority of Madrid applications continue to be submitted in English

English has long been the dominant language of Madrid applications, with 84.9% submitted in English in 2025, compared with 12.4% in French and 2.7% in Spanish (figure 13). This pattern has held steady since 2014, with roughly four in five applications submitted in English each year. The modest share of Spanish-language applications – despite Spanish becoming an official Madrid language in 2004 – reflects the System's limited reach among Spanish-speaking countries. Currently, only six such countries are covered – Chile, Colombia, Cuba, Equatorial Guinea (via the African Intellectual Property Organization OAPI), Mexico and Spain – of which Spain is the only one that ranks among the top 20 origins of Madrid applications.

Over the last decade, roughly four out of every five Madrid applications were submitted in English.

13. Trend in applications by filing language, 2015–2025



Source: WIPO Statistics Database, March 2026.

In 2025, 56.3% of Madrid applications received by the IB satisfied all formal requirements

The IB considers irregular any Madrid application that fails to meet all formal requirements, including the classification of goods and services in accordance with the International Nice Classification. In such cases, the IB informs both the Madrid member's office of origin and the applicant of the irregularities. Responsibility for remedying them lies with either the office of origin or the applicant, depending on the nature of the irregularity. In 2025, 56.3% of Madrid applications met all formal requirements. This means that 43.7% of all Madrid applications contained irregularities, a considerable proportion of which were classification irregularities. The proportion of Madrid applications containing irregularities has consistently exceeded one in three each year over the past decade and a half.

In 2025, 84.2% of subsequent designations were submitted directly to WIPO by holders of Madrid registrations, consistent with the share recorded in the preceding two years

Holders of a Madrid registration can request subsequent designation of Madrid members via their respective office or directly with the IB itself. Since 2017, holders have submitted about 80% to 84% of requests for subsequent designation directly to the IB without going via their national or regional office. Requests by holders choosing this route have grown from about 47% in 2011 to 84.2% of the total in 2025.

The recording of changes in ownership of Madrid registrations continues to occur at relatively low levels

An international registration may change ownership following either assignment of a mark, the merger of one or more companies, a court decision or for other reasons. Such a change is subject to the new owner being recorded as the new holder of the registration in the International Register. Any new holder must meet the requirements necessary for holding an international registration. They include having entitlement; that is, the required connection to a Madrid member, which means either being a national of, domiciled in, or having a real and effective industrial or commercial establishment in a Madrid member's jurisdiction.

In 2025, the IB recorded 24,830 changes in ownership of international registrations. This is about 1,960 or 8.6% more than in 2024. The proportion of active registrations changing ownership every year is small and has remained relatively stable over time, amounting to no more than 2% to about 3% of all active Madrid registrations a year.

