

Global Nonfinancial Intangible Assets Market Size study, By Type (Trademark, Patent, Brand Name, Franchise Agreement), and By Mode (Online and Offline), and Regional Forecasts 2022-2028

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Abstracts

Global Nonfinancial Intangible Assets Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

The Nonfinancial Intangible Assets comprised of trademarks, patents, brand names, franchise agreements for which a royalty payment or licensing fee is paid to the asset holder by entities such as organizations, sole proprietorships, and partnerships. These assets can be used as collateral when securing credit from financial institutions. The rising adoption of leasing as a source of revenue and Financing and increasing inclination towards patent leasing as well as recent Strategic initiatives from leading market players are factors that are accelerating the global market demand. For instance, in July 2021, Government of China released an Intellectual Property Pledge Financing Plan. Under this new plan the country would roll out intellectual property (IP) pledge financing in over 100 industrial parks and would also offer IP pledge financing to 10,000 micro, small and medium-sized firms by 2023. In addition, as per China National Intellectual Property Administration - In 2020, the total amount of patent and trademark pledge financing reached USD 32.33 billion, witnessing a year-over-year growth of 43.9%. Moreover, recent strategic partnership between leading market players would influence the growth of Nonfinancial Intangible Assets Market in the forecast period. For instance, in May 2021, Ericsson and Samsung have entered in a multi-year agreement on global patent licenses for patents relating to all cellular technologies. The new agreement covers sales of network infrastructure and handsets. Also, growing digitalization in Finance Sector coupled with lower market risk associated with intangible

assets are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, higher fluctuation based on market sentiment impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Nonfinancial Intangible Assets Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing utilization of leasing as source of revenue and presence of leading market players in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as the rising awareness towards non-financial intangible assets and increasing penetration of leading market players in the region, would create lucrative growth prospects for the Nonfinancial Intangible Assets Market across the Asia Pacific region.

Major market players included in this report are:

IBM
Microsoft
Tencent
Ericsson
Nokia
Apple
Aramco
Alphabet
Alibaba
Tesla

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type
Trademark
Patent

Brand Name

Franchise Agreement

By Mode

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Nonfinancial Intangible Assets Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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