



Trademarks in Brazil: Key Developments and Trends

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Brazil | October 10 2025

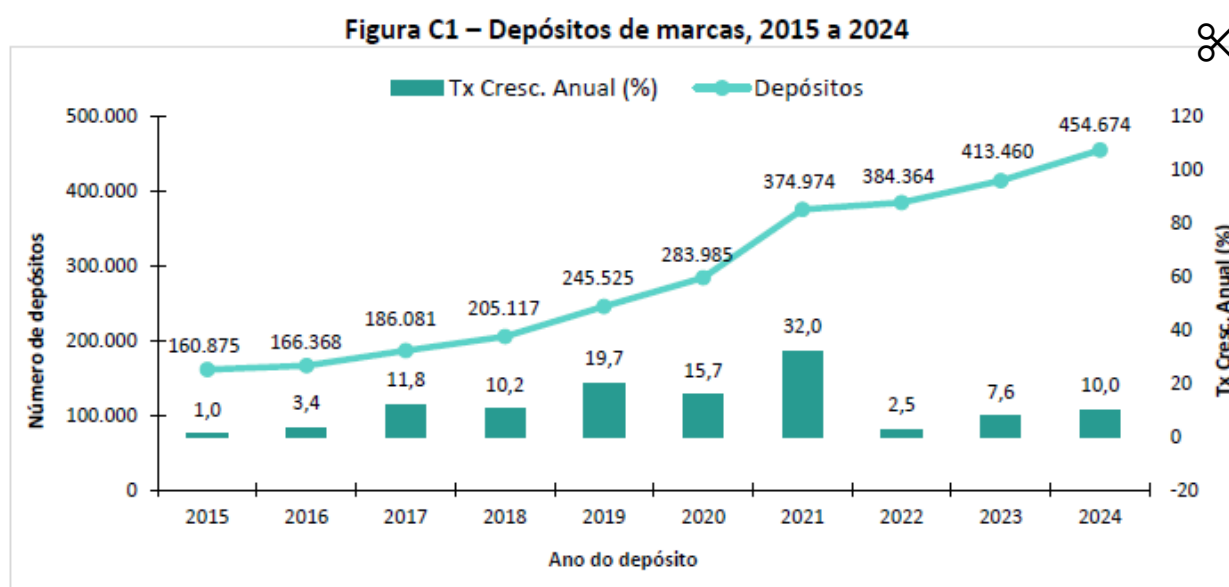
The 2024 BPTO Industrial Property Statistical Yearbook presents a comprehensive picture of the trademark landscape in Brazil, confirming that the demand for trademark protection continues to expand steadily. Trademarks remain the most dynamic and democratized segment of the Brazilian intellectual property system, reflecting the growing entrepreneurial activity and the significant role of trademarks in value creation and market differentiation.

Trademark Filings

In 2024, the BPTO received 454,674 trademark applications, representing a 10% increase compared to 2023. This is the highest level ever recorded, confirming an upward trend that has persisted since the last years. Over the decade 2015–2024, total filings increased 182,6%, driven mainly by domestic applicants whose participation grew from 82% to 94% of total filings.

This sustained growth indicates not only the expansion of business activity but also greater awareness among entrepreneurs, professionals, and creators about the strategic importance of trademark registration as a tool for securing exclusive rights and market positioning.

Trademark filings in Brazil, 2015–2024 - Figure C1 of the Yearbook



Filing Routes:

Trademark applications in Brazil are submitted predominantly through direct filings before the BPTO, which accounted for the vast majority of cases in 2024 and increased 10.2% over the previous year.

Filings submitted via international routes, such as the Madrid Protocol, represented a smaller portion of total applications (approximately 2–3%) and remained relatively stable. While not the main gateway to the Brazilian system, this route continues to serve as an option primarily used by non-resident applicants

Countries of Origin of Trademark Applicants

Brazil remains by far the main country of origin, with 425,944 applications (93.7% of the total). Among non-residents:

- United States: 7,627 filings (26.6% of non-resident total; 1.7% overall)
- China: 5,399 filings (18.8% of non-resident total; 1.2% overall) — marking an impressive 43.6% annual increase and 267% growth since 2015
- Germany and Switzerland ranked next, though both recorded slight decreases in activity compared to the previous year.

This distribution reflects the diverse international interest in the Brazilian market, particularly from technology, consumer goods, and luxury sectors, which increasingly rely on trademark protection to maintain competitive advantage and consumer recognition.

Top 10 countries of origin for trademark filings, 2024 - Figure C4 of the Yearbook

Figura C4 – Principais países de origem dos pedidos de marcas, em 2024

Posição	País	Quantidade de pedidos	Participação (%)		Variação (%)	
			Total não resid.	total pedidos	2024/2023	2024/2015
1º	Brasil	425.944	-	93,7%	10,0%	221,4%
2º	Estados Unidos	7.627	26,6%	1,7%	0,5%	-14,4%
3º	China	5.399	18,8%	1,2%	43,6%	267,0%
4º	Alemanha	1.331	4,6%	0,3%	-11,1%	-47,1%
5º	Suíça	1.211	4,2%	0,3%	13,4%	-24,1%
6º	França	1.092	3,8%	0,2%	-2,5%	-39,9%
7º	Japão	949	3,3%	0,2%	24,2%	-19,8%
8º	Itália	824	2,9%	0,2%	-3,5%	-18,3%
9º	Reino Unido	799	2,8%	0,2%	-18,4%	-45,6%
10º	Espanha	754	2,6%	0,2%	4,0%	20,3%
	Top10 países	445.930	-	98,1%	10,0%	191,2%
	Total de pedidos de não residentes	28.720	100%	6,3%	9,2%	1,4%
	Total de pedidos	454.674	-	100%	10,0%	182,6%

Main Classes and Economic Sectors

In 2024, the leading Nice Classes among resident applicants were:

- Class 35: Advertising, Business Management, and Retail Services – 24,7% of total filings
- Class 41: Education, Entertainment, and Cultural Activities - 13,6%
- Class 42: Scientific and technological services – 5,4%;
- Class 44: Medical and beauty services – 5,2%;
- Class 25: Clothing, footwear, and headwear – 4,9%.

These classes mirror the structure of the Brazilian economy, where service-oriented and consumer-facing activities dominate. In terms of economic activity (CNAE), retail and wholesale trade accounted for nearly 15% of filings, followed by education, personal care, and health services.

This composition underscores the role of trademarks as a key intangible asset for market identification, customer loyalty, and reputation building—particularly for smaller enterprises seeking to formalize their trademarks and increase competitiveness.

When grouped by economic activity (CNAE), the most dynamic sectors were:

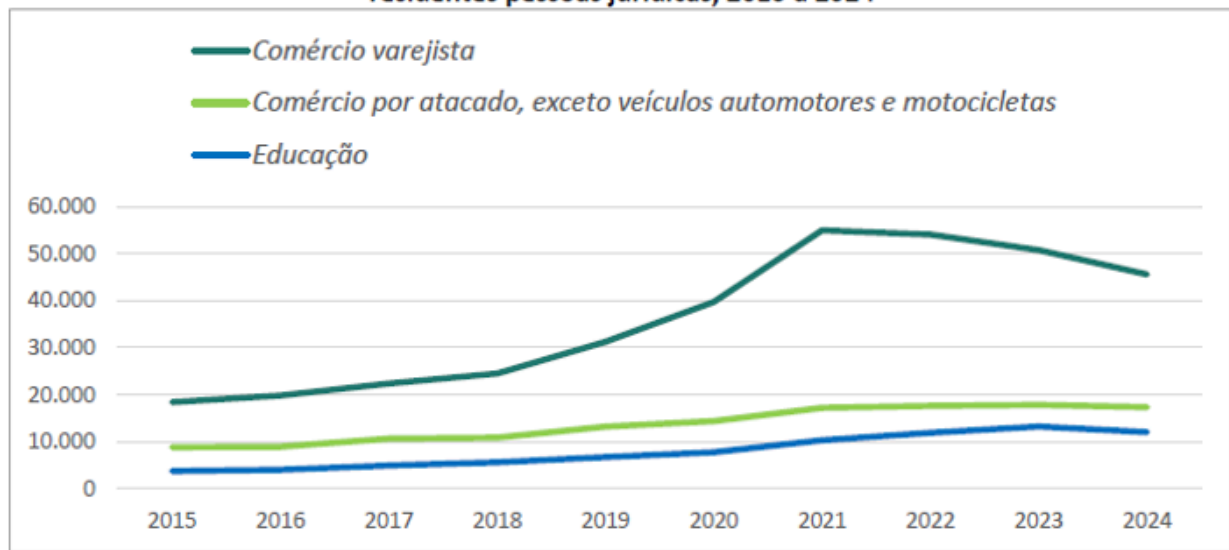
- Retail trade: 19,4%
- Wholesale trade: 7,4%
- Education: 5,1%

This composition underscores the role of trademarks as an essential instrument for market identification, customer loyalty, and brand consolidation — particularly for smaller enterprises seeking to formalize their identities and expand their visibility.

Trademark filings by sector of activity, 2024 - Figures C7 and C9 of the Yearbook

Figura C7 – Principais Classes de Nice nos pedidos de marcas de residentes, por via direta, em 2024						
Posição	Código	Classes de Nice	Quantidade de pedidos	Participação no total de Não Resid.	Variação (%)	
					2024/2023	2024/2015
1º	35	Publicidade e gestão de negócios	105.411	24,7%	12,0%	259,1%
2º	41	Educação, atividades esportivas e culturais	57.765	13,6%	10,3%	229,5%
3º	42	Serviços científicos e tecnológicos	22.905	5,4%	11,8%	253,1%
4º	44	Serviços médicos e de beleza	22.220	5,2%	5,3%	286,3%
5º	25	Artigos de vestuário, calçados e chapelaria	21.040	4,9%	8,1%	149,5%
6º	37	Serviços de construção civil e reparo	20.232	4,7%	8,9%	291,3%
7º	43	Serviços de alimentação e hotelaria	17.841	4,2%	-0,5%	131,9%
8º	36	Seguros e negócios financeiros	15.250	3,6%	11,9%	261,1%
9º	9	Aparelhos e instrumentos científicos e tecnológicos	12.279	2,9%	16,2%	241,4%
10º	30	Produtos de padaria e confeitaria	12.278	2,9%	2,5%	114,9%
Top10 classes			307.221	72,1%	9,6%	227,0%
Total de pedidos de residentes			425.954	100%	10,0%	220,8%

Figura C9 – Principais atividades econômicas identificadas nos depósitos de marcas depositados por residentes pessoas jurídicas, 2015 a 2024



Top Trademark Applicants

The ranking of applicants illustrates the diversity of trademark ownership in Brazil. In 2024, the leading resident applicants were:

1. We Pink Participações e Comércio de Produtos de Cosméticos Ltda. – 281 filings
2. Sociedade Esportiva Palmeiras – 210 filings

Among non-residents, the top applicants were:

1. Amazon Technologies Inc. (United States) – 187 filings
2. Novartis AG (Switzerland) – 173 filings

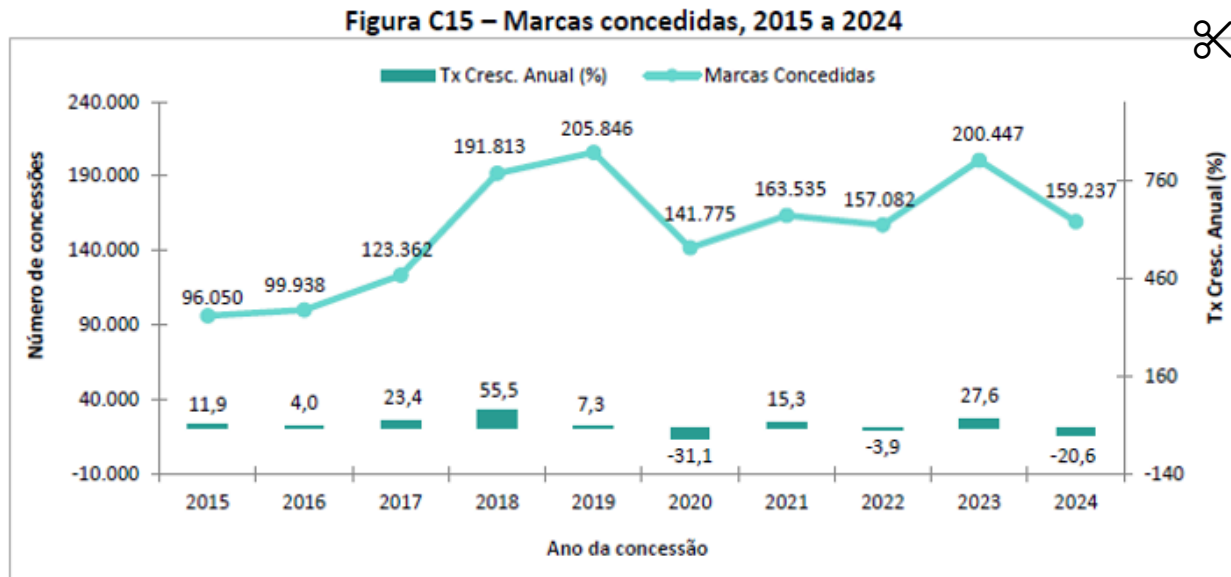
The presence of companies from sectors such as cosmetics, sports, e-commerce, and pharmaceuticals highlights how branding strategies transcend traditional industries, encompassing both entertainment and high-technology markets.

Trademark Grants and Active Registrations

In 2024, the BPTO granted **159,237 trademark registrations**, marking a **20.6% decline** compared to 2023. This reduction likely reflects examination bottlenecks associated with rising application volumes.

Despite this decline, the total number of **active registrations** reached **2,636,248** as of December 31, 2024 — the highest level ever recorded. More than **58%** of these registrations were granted between 2015 and 2024, demonstrating the consolidation of trademark protection as a long-term strategy among Brazilian businesses.

Trademark grants, 2015–2024 - Figure C15 of the Yearbook



Profile of Resident Applicants

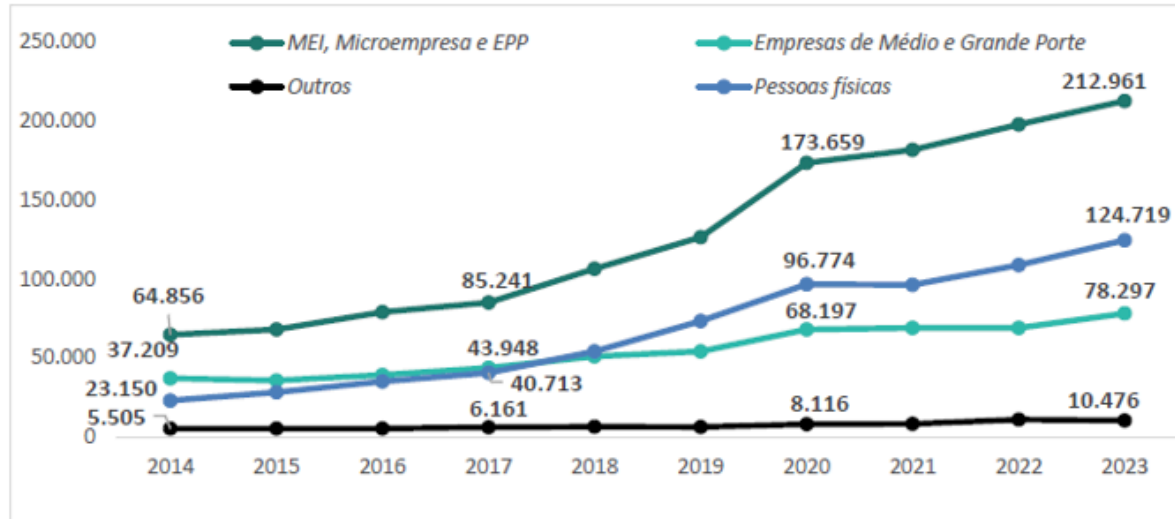
The data confirms the democratization of trademark use in Brazil. Between 2015 and 2024:

- Filings by individuals increased by 439%.
- Micro and small enterprises (including MEIs) now account for approximately half of all resident applications.
- Medium and large enterprises reduced their relative participation from 28% to 18%.

This shift reflects a structural transformation: trademarks are no longer a privilege of large corporations but a common and accessible tool for entrepreneurs, startups, and local businesses to secure visibility, protect their identity, and expand operations.

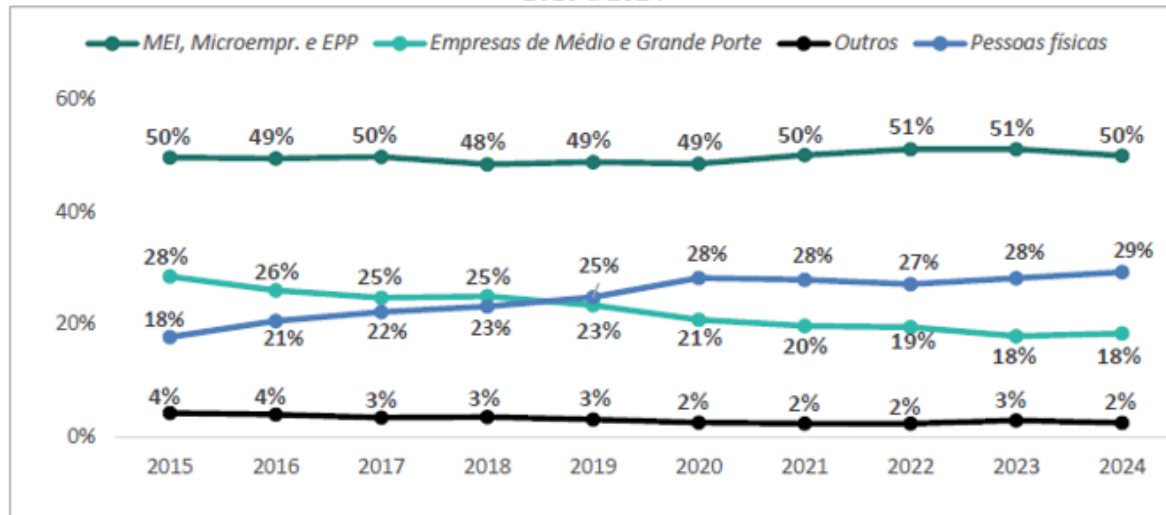
Trademark filings by type of applicant, 2015–2024 - Figures C11 and C12 of the Yearbook

Figura C11 – Pedidos de marcas depositados por residentes, segundo a natureza jurídica do depositante, 2015 a 2024



Fonte: INPI, Coordenação-Geral de Economia e Inovação, BADEPI v11.0.

Figura C12 – Participação (%) por natureza jurídica do depositante residente, nos pedidos de marcas, 2015 a 2024



Fonte: INPI, Coordenação-Geral de Economia e Inovação, Estatísticas Preliminares.

Looking Ahead.

The data presented in the **2024 BPTO Statistical Yearbook** reflect the steady expansion of trademark activity in Brazil and the growing engagement of resident applicants in brand protection. Over the past decade, trademark filings have increased consistently across different economic sectors and applicant profiles.

Although the number of registrations granted declined in 2024, the overall volume of active registrations reached a record level, confirming the relevance of trademarks as instruments for business identification and commercial differentiation.

Trademarks remain the most widely used and accessible form of industrial property in Brazil, supporting the formalization and consolidation of businesses in all regions of the country.

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