

R&D Outsourcing

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The level of design innovations in the world

In monetary terms, according to analytical agencies, the largest markets are the developed markets of the United States and Japan, as well as the rapidly growing Chinese market. The second echelon includes a number of countries in Western Europe, Australia and Oceania, the rapidly developing countries of Latin America. The weakest participants themselves are the poor countries of Africa and Latin America.

However, we should not forget that industrial design is also a creative process, therefore the participation of designers in international design competitions and their receipt of prestigious awards can be seen as a manifestation of creative activity in this area.

The high level of the presented design decisions of participants from countries with traditionally “weak” industrial design of products means that the region has significant potential for further development of this creative direction.

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