

R&D Outsourcing

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The level of development of service markets in the field of industrial design

It should be noted that the level of development of industrial design services markets in the world is heterogeneous and depends on the state of the economy as a whole. The British analytical company Technopolis Group proposed the division of European countries into four groups depending on the degree of development of the creative direction and the use of innovations:

- Innovative leaders - countries with established industrial design schools (for example, the revolutionary Bauhaus school in Berlin). The industry is quite well developed, and industrial design itself is the engine of innovation in industry. This category includes Western European countries such as the United Kingdom, Germany, Finland, Sweden and Denmark.
- Innovative followers — countries that focus fully on industrial design and branding (for example, Belgium, France, Luxembourg), or on the relationship between creative industries and national industry (for example, Austria, the Netherlands).
- Moderate innovators - states that include industrial design in innovation policy and implement various support measures, but have a number of problems with the realization of their potential (Italy, Spain, Greece, Portugal, etc.);
- Overtaking participants (in particular, the countries of Eastern Europe, for example, Poland, Romania, Bulgaria, etc. This category also includes the Russian Federation).

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