

CREATIVE INDUSTRIES IN THE GLOBAL INNOVATION ECONOMY

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In the current context of global economic transformation, creative industries are becoming increasingly important as one of the key elements of the global innovation economy. The growing role of intangible assets, digital technologies, intellectual property, and creative human capital is driving demand for creative services in international trade. The export of creative services is an important quantitative indicator of the integration of creative industries into global economic processes and their competitiveness in the world market.

Global statistics show steady and accelerated growth in creative services exports over the past decade. In 2010, global exports of creative services amounted to US\$509,082 million, while in 2015 they grew to US\$766,231 million. Further digitalization and the development of the creative economy contributed to an increase in this figure to US\$1,021,052 million in 2018. Even amid the global instability of 2020, global exports of creative services maintained positive momentum, reaching US\$1,135,688 million [1].

In the post-crisis period, the role of creative industries in the global economy has continued to strengthen. In 2022, global exports of creative services grew to US\$1,409,787 million, and in 2023, they reached US\$1,518,830 million [1]. This trend confirms that creative industries are increasingly shaping international service flows and becoming one of the drivers of innovative growth, structural modernization of economies, and the development of global markets.

At the same time, the growth in global exports of creative services is accompanied by a high level of concentration of international trade flows, which is a characteristic feature of the global creative industries market. A significant share of exports and imports of creative products is concentrated in a limited number of economically developed countries and regions, while most countries maintain a marginal presence in global trade in creative goods and services. This asymmetry exacerbates structural imbalances in the global innovation economy and limits the opportunities for the uniform inclusion of national creative industries in international value chains, as confirmed by the results of studies on the concentration of exports and imports of creative industry products in world trade [3]. In view of this, the analysis of global trends in the export of creative services is particularly relevant for understanding the role of creative industries in the global innovation economy and identifying regional asymmetries in their development, which necessitates the study

of the dynamics of creative services exports by individual groups of economies (Table 1).

Table 1. Dynamics of creative services exports of selected groups of economies, 2010–2023, US\$ at current prices in millions

Economy	2010	2015	2018	2020	2022	2023
Africa	1867	2866	3053	3233	4330	4257
Northern America	143537	196400	229621	233920	281420	285806
Latin America and the Caribbean	4780	11047	10277	11271	15827	17691
Asia	90573	165688	219058	268201	362185	390885
Europe	264645	385584	553996	612962	738052	811655
Oceania	3680	4645	5047	6102	7974	8535

Source: Compiled by the author based on [2].

An analysis of the dynamics of creative services exports in 2010–2023 shows a steady upward trend in the global creative services market across all economic groups, confirming the growing role of creative industries in the global innovation economy. Despite periods of global instability, particularly in 2020, none of the regions showed a sustained decline in exports, indicating the high adaptability of creative services to external shocks and their significant dependence on digital delivery channels.

Europe has held a dominant position in global exports of creative services throughout the period under review. The region's exports grew from US\$264,645 million in 2010 to US\$811,655 million in 2023, more than tripling the initial level. This dynamic reflects the high concentration of creative human capital, the developed infrastructure of creative industries, and effective mechanisms for commercializing intellectual property in European economies.

North America consistently ranks second in terms of creative services exports, showing significant, albeit more moderate, growth compared to Europe. Between 2010 and 2023, exports grew from US\$143,537 million to US\$285,806 million. At the same time, the dynamics of this region are characterized by a certain volatility during periods of crisis, which is associated with the high sensitivity of creative markets to changes in global demand and the cyclical nature of innovation activity.

Asia showed the most dynamic growth in exports of creative services, with export volumes increasing from US\$90,573 million in 2010 to US\$390,885 million in 2023. This result indicates a profound structural transformation of the region and its gradual transition from a production-oriented development model to an innovation- and creativity-oriented one. The growing role of Asian economies is driven by the active development of digital platforms, IT services, audiovisual content, and design.

Although Latin American and Caribbean countries, as well as Africa and Oceania, account for a relatively small share of global exports of creative services, they are showing positive long-term dynamics. In particular, exports of creative

services in Latin America and the Caribbean have grown almost fourfold over the period under review, indicating untapped potential and the gradual integration of these economies into global creative value chains. Similar trends, albeit on a smaller scale, can be observed in Africa and Oceania.

In order to deepen the analysis of the dynamics of creative services exports, it is advisable to move from assessing absolute volumes to studying growth rates, which reflect the intensity of creative industries development in different groups of economies (Table 2).

Table 2. Dynamics of creative services exports of selected groups of economies, 2010–2023, Growth rate, year-on-year

Economy	2010	2015	2018	2020	2022	2023
Africa	1,96	2,83	2,43	3,72	3,15	2,85
Northern America	21,68	22,95	23,61	28,29	26,18	24,53
Latin America and the Caribbean	3,31	5,97	4,94	8,41	6,91	6,88
Asia	8,67	11,55	12,38	18,18	16,28	16,48
Europe	13,34	16,14	18,56	22,9	20,65	20,95
Oceania	5,45	6,25	5,46	9,61	11,9	8,95

Source: Compiled by the author based on [2].

A study of the annual growth rates of creative services exports in 2010–2023 reveals significant differentiation in the dynamics of creative industries development between individual groups of economies. Higher and more stable growth rates are characteristic of economies with developed innovation infrastructure, which indicates their ability to effectively scale creative services and integrate digital solutions into international trade processes. In contrast, growth in countries with lower levels of economic and institutional development is less stable due to limited access to digital resources, financing, and global creative value chains. At the same time, a characteristic feature of the current stage of development is the strengthening of the growth dynamics of creative services exports in crisis and post-crisis periods, which highlights the high adaptability of creative industries to external economic shocks. The active spread of digital platforms, remote collaboration formats, and online distribution channels has helped to sustain and even accelerate the development of creative activities amid general economic constraints. As a result, creative industries are increasingly emerging as a dynamic and at the same time stabilizing segment of the global innovation economy, capable of ensuring sustainable growth in the long term.

Thus, the analysis of global trends in the export of creative services shows that creative industries are increasingly establishing themselves as one of the key structuring elements of the global innovation economy. The steady growth of international trade in creative services, the preservation of positive dynamics in conditions of global instability, and the uneven pace of development between regions indicate a profound transformation of economic models towards an increased role of

intangible assets, digital technologies, and human capital. The identified regional asymmetries reflect both the concentration of creative potential in economically developed countries and the gradual formation of new growth centers in countries with a catch-up development model, which contributes to the reformatting of global value chains [3]. In this context, it is advisable to strengthen national and supranational policies aimed at reducing the concentration of creative trade flows, developing national creative ecosystems, and expanding the participation of less integrated economies in international trade in creative services. Particular attention should be paid to supporting digital infrastructure, mechanisms for the protection and commercialization of intellectual property, and stimulating the export of creative services as a tool for long-term innovative growth. In general, creative industries not only generate added value, but also play a stabilizing role in the global economy, increasing its adaptability, innovative capacity, and competitiveness in the long term.

References

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ФОРМУВАННЯ СВІТОВОГО РИНКУ ТОВАРІВ І ПОСЛУГ ТА ЙОГО ТРАНСФОРМАЦІЯ В УМОВАХ ГЛОБАЛІЗАЦІЇ

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В умовах науково-технічного прогресу, формування нової конфігурації глобального економічного простору видозмінюється розвиток світового ринку товарів і послуг у контексті традиційного сприйняття закономірностей його функціонування. Ці процеси є швидкісними і динамічними, що супроводжуються ускладненням структури світового ринку, виникненням