Abstract:
Late Victorian Britain was very important in the development of British dominance in light consumer goods industries, such as alcoholic drinks, detergents, bicycles, steel pens and ball games. Firms developed technology-based innovations and marketing-based innovations, creating abnormal peaks of trademark registrations in certain industries. This article investigates those peaks and shows that factors usually pointed out as explaining British economic decline in heavy industries, did not impact on the development of competitive industries in light consumer goods, and on the contrary encouraged their fast growth during this period. Trademark registrations are shown to provide new insights into the debate on British relative decline, when combined with other industry and firm-level data.