

**INDICATORS OF THE COMPOSITION AND DYNAMICS OF THE CREATIVE  
LAYER OF THE POPULATION IN THE CREATIVE ECONOMY INDUSTRY IN  
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**Annotation**

The article analyzes the formation of the creative layer of the population in the creative economy sectors in Uzbekistan, its composition and dynamics. Also, the share of this sector in the GDP, employment level and development trends are estimated based on statistical data. The results of the study show that the importance of the creative economy in the national economy is increasing.

**Keywords**

creative economy, creative class, employment, innovation, human capital, digital economy

**Introduction**

In recent years, a new economic model based on knowledge and innovation - the creative economy - has been taking shape in the global economy. This sector accounts for an average of 3-7 percent of the world's gross domestic product and is one of the important drivers of economic growth. In Uzbekistan, the development of the creative economy has also risen to the level of state policy. In 2024, the share of this sector in GDP was 3.7 percent, equal to 56.8 trillion soums. This indicates the growing importance of the creative class and human capital.

**Research methodology**

The following methods were used in the article:

- statistical analysis
- comparative method
- dynamic analysis
- systematic approach

**Main part**

Formation and institutional framework of creative economy sectors in Uzbekistan

In recent years, the development of the creative economy in Uzbekistan has become one of the priority areas of state policy. In particular, systematic measures are being taken to support creative industries, create a legal framework and develop infrastructure. Creative economy

sectors are emerging as a source of new value creation in the national economy. These sectors include information technology, design, architecture, film and media industries, advertising, crafts and tourism. Their common feature is that they are based on intellectual labor and have the ability to create high added value. The strategic programs adopted by the state, in particular the concept of developing the creative economy, are providing an important impetus to the institutional development of this sector. At the same time, the formation of creative clusters, technoparks and startup ecosystems is ensuring the sustainable growth of these sectors.

The composition of the creative layer and its socio-economic characteristics

The main driving force of the creative economy is the creative layer of the population. This layer includes specialists who think innovatively and have high knowledge and skills.

In Uzbekistan, the creative layer consists of the following groups:

- specialists in the field of information technology (programmers, data analysts)
- representatives of the design and media industry
- specialists in the field of engineering and architecture
- scientists and representatives of the education sector
- creative entrepreneurs and founders of startups

Analysis shows that the main part of the creative layer is made up of young people. This is due to the demographic potential of Uzbekistan. Among young people, there is a high level of prevalence of digital skills, openness to new ideas and a desire for innovation.

At the same time, one of the important features of the creative layer is high mobility in the labor market and a tendency to global integration. For example, specialists working in the IT sector have the opportunity to work in international markets as freelancers or as outsourcers.

Analysis of the dynamics of the creative layer and employment indicators

In recent years, the number of employed people in the creative economy in Uzbekistan has been steadily growing. This is explained, first of all, by the development of the digital economy, the increase in demand for IT services and the benefits provided by the state.

An analysis of the dynamics of employment in the creative sector shows that:

- Jobs in the IT and digital services sector are growing the fastest;
  - New jobs are being created in the media and advertising market;
  - Traditional and modern types of activity are being combined in the crafts and tourism sectors.
- In addition, the share of informal employment in the creative economy is also relatively high, which is associated with the widespread use of freelance and independent creative activities. Dynamic analysis shows that in the future, the share of employment in the creative economy is expected to increase further. This process is especially associated with the development of digital platforms, online services and the startup ecosystem.

The impact of the creative economy on macroeconomic indicators

The creative economy, as an important segment of the national economy, makes a significant contribution to GDP growth. Products and services created in this area have high added value and increase economic efficiency.

The economic significance of creative industries is manifested in the following areas:

- Increasing their share in GDP;
- Increasing export potential (especially IT services);
- Creating new jobs;
- Increasing innovative activity.

At the same time, the creative economy also has a positive impact on regional development. For example, the development of tourism and crafts serves to diversify sources of income in the regions.

Economic indicators of the creative economy

Key macroeconomic indicators:

- Share in GDP — 3.7% (2024)
- Export volume — \$ 770.6 million
- Future goal — to reach a share of 5%

These indicators indicate the strategic importance of the creative economy in the national economy.

### **Problems and opportunities in the development of the creative economy**

Analysis shows that there are a number of problems in the development of the creative economy in Uzbekistan:

- Limited access to financial resources
- Insufficient practical skills in the education system
- Insufficient protection of intellectual property

However, there are also great opportunities:

- High share of youth
- Rapid development of digital technologies
- Strong support from the state

If these opportunities are effectively used, Uzbekistan can become a regional center for the creative economy.

### Conclusion

The results of the study showed the following:

1. The creative economy in Uzbekistan is developing rapidly.
2. The creative layer is dominated by young people and educated professionals.
3. Its share in employment and GDP is increasing every year.
4. State policy supports this area as a strategic direction.

In the future, it is necessary to further strengthen education, innovation and digital technologies to develop the creative economy.

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