

TABLE 25

Companies with new-to-market product innovation, by industry: 2019–21

(Number and percent)

Industry	NAICS code	Companies (number)	Product innovation new to market			
			Number		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	4,874,928	168,525	4,706,403	3.5	96.5
Manufacturing industries	31–33	209,282	11,638	197,644	5.6	94.4
Food	311	19,326	1,144	18,182	5.9	94.1
Beverage and tobacco products	312	9,354	629	8,725	6.7	93.3
Textile, apparel, and leather products	313–16	9,443	430	9,013	4.6	95.4
Wood products	321	9,546	248	9,298	2.6	97.4
Paper	322	1,500	91	1,409	6.1	93.9
Printing and related support activities	323	20,212	696	19,516	3.4	96.6
Petroleum and coal products	324	546	5	541	0.9	99.1
Chemicals	325	7,961	754	7,207	9.5	90.5
Pesticide, fertilizer, and other agricultural chemicals	3253	580	25	555	4.3	95.7
Pharmaceuticals and medicines	3254	1,536	230	1,306	15.0	85.0
Soap, cleaning compound, and toilet preparation	3256	1,652	124	1,528	7.5	92.5
Other chemicals	other 325	4,194	374	3,820	8.9	91.1
Plastics and rubber products	326	7,060	406	6,654	5.8	94.2
Nonmetallic mineral products	327	7,290	265	7,025	3.6	96.4
Primary metals	331	2,079	56	2,023	2.7	97.3
Fabricated metal products	332	46,128	1,699	44,429	3.7	96.3
Machinery	333	16,440	1,383	15,057	8.4	91.6
Computer and electronic products	334	8,527	1,194	7,333	14.0	86.0
Communications equipment	3342	850	153	697	18.0	82.0
Semiconductor and other electronic components	3344	2,711	303	2,408	11.2	88.8
Navigational, measuring, electromedical, and control instruments	3345	3,737	503	3,234	13.5	86.5
Other computer and electronic products	other 334	1,230	239	991	19.4	80.6
Electrical equipment, appliances, and components	335	3,925	597	3,328	15.2	84.8
Transportation equipment	336	7,325	602	6,723	8.2	91.8
Automobiles, bodies, trailers, and parts	3361–63	4,494	326	4,168	7.3	92.7
Aerospace products and parts	3364	1,044	120	924	11.5	88.5
Other transportation	other 336	1,787	154	1,633	8.6	91.4
Furniture and related products	337	12,060	347	11,713	2.9	97.1
Miscellaneous	339	20,536	1,092	19,444	5.3	94.7
Medical equipment and supplies	3391	7,602	324	7,278	4.3	95.7
Other miscellaneous manufacturing	3399	12,933	767	12,166	5.9	94.1
Nonmanufacturing industries	11, 21–23, 42–81	4,665,645	156,888	4,508,757	3.4	96.6
Agriculture, forestry, fishing, and hunting	11	19,567	159	19,408	0.8	99.2
Mining, extraction, and support activities	21	14,004	162	13,842	1.2	98.8
Utilities	22	2,994	78	2,916	2.6	97.4
Construction	23	635,568	8,651	626,917	1.4	98.6
Wholesale trade	42	241,440	11,152	230,288	4.6	95.4
Retail trade	44–45	546,067	26,000	520,067	4.8	95.2
Transportation and warehousing	48–49	165,454	2,520	162,934	1.5	98.5
Information	51	65,445	5,741	59,704	8.8	91.2
Publishing	511	17,755	2,753	15,002	15.5	84.5
Newspaper, periodical, book, and directory publishers	5111	9,162	430	8,732	4.7	95.3
Software publishers	5112	8,589	2,324	6,265	27.1	72.9
Telecommunications	517	7,319	337	6,982	4.6	95.4
Data processing, hosting, and related services	518	8,346	948	7,398	11.4	88.6

TABLE 25

Companies with new-to-market product innovation, by industry: 2019–21

(Number and percent)

Industry	NAICS code	Companies (number)	Product innovation new to market			
			Number		Percent	
			Yes	No	Yes	No
Other information	other 51	32,027	1,701	30,326	5.3	94.7
Finance and insurance	52	198,128	5,449	192,679	2.8	97.2
Real estate and rental and leasing	53	283,276	4,319	278,957	1.5	98.5
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,956	104 r	1,852	5.3 r	94.7
Other real estate and rental and leasing	other 53	281,321	4,216	277,105	1.5	98.5
Professional, scientific, and technical services	54	717,229	30,345	686,884	4.2	95.8
Legal services	5411	152,543	1,375	151,168	0.9	99.1
Accounting, tax preparation, bookkeeping, and payroll services	5412	109,075	1,575	107,500	1.4	98.6
Architectural, engineering, and related services	5413	87,994	3,829	84,165	4.4	95.6
Specialized design services	5414	29,258	1,311	27,947	4.5	95.5
Computer systems design and related services	5415	100,282	8,452	91,830	8.4	91.6
Management, scientific, and technical consulting services	5416	144,421	8,791	135,630	6.1	93.9
Scientific research and development services	5417	11,149	1,495	9,654	13.4	86.6
Advertising, public relations, and related services	5418	28,236	1,195	27,041	4.2	95.8
Other professional, scientific, and technical services	5419	54,270	2,326	51,944	4.3	95.7
Management of companies and enterprises	55	3,153	56 r	3,097	1.8 r	98.2
Administrative and support and waste management and remediation services	56	293,539	7,833	285,706	2.7	97.3
Educational services	61	57,078	5,120	51,958	9.0	91.0
Health care and social assistance	62	536,276	18,716	517,560	3.5	96.5
Health care services	621–23	469,939	16,355	453,584	3.5	96.5
Social assistance	624	66,336	2,362	63,974	3.6	96.4
Arts, entertainment, and recreation	71	89,491	3,150	86,341	3.5	96.5
Accommodation and food services	72	455,071	17,449	437,622	3.8	96.2
Other services	81	341,869	9,982	331,887	2.9	97.1

r = relative standard error > 50%.

NAICS = 2017 North American Industry Classification System.

Note(s):

Detail across rows may not add to total because of rounding or unavailable NAICS detail for select records beyond the 4-digit industry classification. Detail across columns have been adjusted to add to total. Industry classification is based on dominant establishment payroll. Statistics are representative of companies located in the United States.

Source(s):

National Center for Science and Engineering Statistics and Census Bureau, 2022 Annual Business Survey: Data Year 2021.