

TABLE 27

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

(Number and percent)

Industry	NAICS code	Companies (number)	Product innovation only new to the business			
			Number		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	4,874,928	312,871	4,562,057	6.4	93.6
Manufacturing industries	31–33	209,282	18,021	191,261	8.6	91.4
Food	311	19,326	1,687	17,639	8.7	91.3
Beverage and tobacco products	312	9,354	1,462	7,892	15.6	84.4
Textile, apparel, and leather products	313–16	9,443	839	8,604	8.9	91.1
Wood products	321	9,546	345	9,201	3.6	96.4
Paper	322	1,500	121	1,379	8.1	91.9
Printing and related support activities	323	20,212	1,573	18,639	7.8	92.2
Petroleum and coal products	324	546	12	534	2.2	97.8
Chemicals	325	7,961	1,079	6,882	13.6	86.4
Pesticide, fertilizer, and other agricultural chemicals	3253	580	43	537	7.4	92.6
Pharmaceuticals and medicines	3254	1,536	227	1,309	14.8	85.2
Soap, cleaning compound, and toilet preparation	3256	1,652	229	1,423	13.9	86.1
Other chemicals	other 325	4,194	578	3,616	13.8	86.2
Plastics and rubber products	326	7,060	532	6,528	7.5	92.5
Nonmetallic mineral products	327	7,290	461	6,829	6.3	93.7
Primary metals	331	2,079	88	1,991	4.2	95.8
Fabricated metal products	332	46,128	2,904	43,224	6.3	93.7
Machinery	333	16,440	1,757	14,683	10.7	89.3
Computer and electronic products	334	8,527	1,405	7,122	16.5	83.5
Communications equipment	3342	850	188	662	22.1	77.9
Semiconductor and other electronic components	3344	2,711	351	2,360	12.9	87.1
Navigational, measuring, electromedical, and control instruments	3345	3,737	574	3,163	15.4	84.6
Other computer and electronic products	other 334	1,230	292	938	23.7	76.3
Electrical equipment, appliances, and components	335	3,925	525	3,400	13.4	86.6
Transportation equipment	336	7,325	870	6,455	11.9	88.1
Automobiles, bodies, trailers, and parts	3361–63	4,494	530	3,964	11.8	88.2
Aerospace products and parts	3364	1,044	126	918	12.1	87.9
Other transportation	other 336	1,787	214	1,573	12.0	88.0
Furniture and related products	337	12,060	465	11,595	3.9	96.1
Miscellaneous	339	20,536	1,893	18,643	9.2	90.8
Medical equipment and supplies	3391	7,602	563	7,039	7.4	92.6
Other miscellaneous manufacturing	3399	12,933	1,329	11,604	10.3	89.7
Nonmanufacturing industries	11, 21–23, 42–81	4,665,645	294,849	4,370,796	6.3	93.7
Agriculture, forestry, fishing, and hunting	11	19,567	603	18,964	3.1	96.9
Mining, extraction, and support activities	21	14,004	230	13,774	1.6	98.4
Utilities	22	2,994	144	2,850	4.8	95.2
Construction	23	635,568	20,189	615,379	3.2	96.8
Wholesale trade	42	241,440	16,637	224,803	6.9	93.1
Retail trade	44–45	546,067	37,795	508,272	6.9	93.1
Transportation and warehousing	48–49	165,454	5,700	159,754	3.4	96.6
Information	51	65,445	9,040	56,405	13.8	86.2
Publishing	511	17,755	3,233	14,522	18.2	81.8
Newspaper, periodical, book, and directory publishers	5111	9,162	786	8,376	8.6	91.4
Software publishers	5112	8,589	2,448	6,141	28.5	71.5
Telecommunications	517	7,319	801	6,518	10.9	89.1

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Data processing, hosting, and related services	518	8,346	1,401	6,945	16.8	83.2
Other information	other 51	32,027	3,601	28,426	11.2	88.8
Finance and insurance	52	198,128	11,591	186,537	5.9	94.1
Real estate and rental and leasing	53	283,276	9,164	274,112	3.2	96.8
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,956	85 r	1,871	4.3 r	95.7
Other real estate and rental and leasing	other 53	281,321	9,080	272,241	3.2	96.8
Professional, scientific, and technical services	54	717,229	57,810	659,419	8.1	91.9
Legal services	5411	152,543	4,208	148,335	2.8	97.2
Accounting, tax preparation, bookkeeping, and payroll services	5412	109,075	4,951	104,124	4.5	95.5
Architectural, engineering, and related services	5413	87,994	5,901	82,093	6.7	93.3
Specialized design services	5414	29,258	2,932	26,326	10.0	90.0
Computer systems design and related services	5415	100,282	13,814	86,468	13.8	86.2
Management, scientific, and technical consulting services	5416	144,421	16,494	127,927	11.4	88.6
Scientific research and development services	5417	11,149	1,207	9,942	10.8	89.2
Advertising, public relations, and related services	5418	28,236	3,277	24,959	11.6	88.4
Other professional, scientific, and technical services	5419	54,270	5,023	49,247	9.3	90.7
Management of companies and enterprises	55	3,153	96 r	3,057	3.0 r	97.0
Administrative and support and waste management and remediation services	56	293,539	16,048	277,491	5.5	94.5
Educational services	61	57,078	9,613	47,465	16.8	83.2
Health care and social assistance	62	536,276	45,216	491,060	8.4	91.6
Health care services	621–23	469,939	40,443	429,496	8.6	91.4
Social assistance	624	66,336	4,772	61,564	7.2	92.8
Arts, entertainment, and recreation	71	89,491	6,526	82,965	7.3	92.7
Accommodation and food services	72	455,071	28,625	426,446	6.3	93.7
Other services	81	341,869	19,824	322,045	5.8	94.2

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.