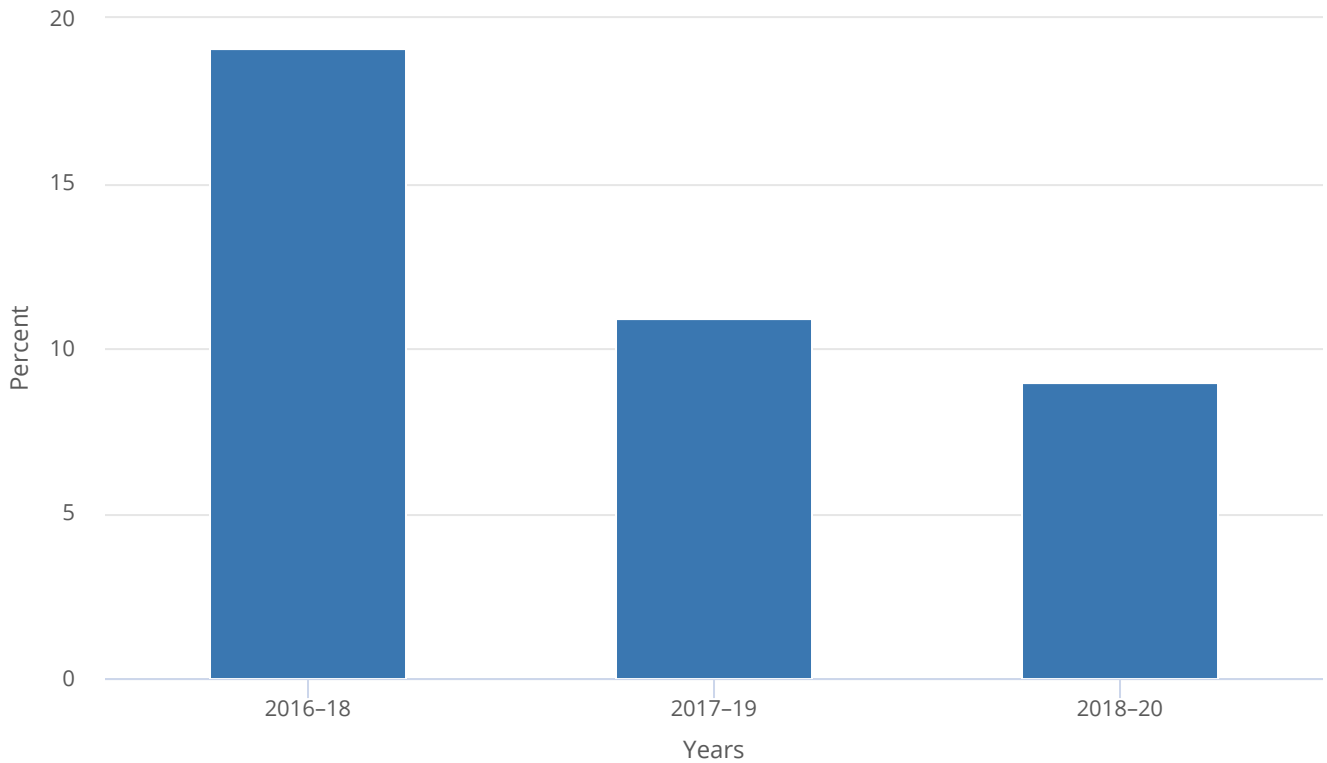


Figure INV-26

Share of U.S. companies reporting product innovation: 2016–18, 2017–19, and 2018–20



Note(s):

Product-innovating companies are self-reporting, based on having introduced a new or improved product that differs significantly from the firm's previous products and that has also been introduced on the market or brought into use by the firm. These products may be goods or services.

Source(s):

Kindlon A, Anderson G, 2023, *Product Innovation Trends 2016–18 to 2018–20: Findings from the Annual Business Survey*, NSF 23-331, available at <https://www.nsf.gov/statistics/2023/nsf23331/>.

Science and Engineering Indicators