

TABLE 63

Companies with new-to-market product innovation, by industry: 2016–18

(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	4,805,151	183,648	4,621,503	3.8	96.2
Manufacturing industries	31–33	217,565	18,181	199,384	8.4	91.6
Food	311	18,250	1,602	16,648	8.8	91.2
Beverage and tobacco products	312	7,723	858	6,865	11.1	88.9
Textile, apparel, and leather products	313–16	10,554	738	9,816	7.0	93.0
Wood products	321	11,012	416	10,596	3.8	96.2
Paper	322	2,117	158 r	1,959	7.5 r	92.5
Printing and related support activities	323	20,851	701	20,150	3.4	96.6
Petroleum and coal products	324	583	41 r	542	7.0 r	93.0
Chemicals	325	7,522	1,021	6,501	13.6	86.4
Pesticide, fertilizer, and other agricultural chemical manufacturing	3253	593	52	541	8.8	91.2
Pharmaceuticals and medicines	3254	1,365	219	1,146	16.0	84.0
Soap, cleaning compound, and toilet preparation manufacturing	3256	1,636	236	1,400	14.4	85.6
Other chemicals	other 325	3,927	514	3,413	13.1	86.9
Plastics and rubber products	326	8,087	1,045	7,042	12.9	87.1
Nonmetallic mineral products	327	7,749	435	7,314	5.6	94.4
Primary metals	331	2,537	111	2,426	4.4	95.6
Fabricated metal products	332	48,472	2,452	46,020	5.1	94.9
Machinery	333	18,558	2,555	16,003	13.8	86.2
Computer and electronic products	334	9,036	1,815	7,221	20.1	79.9
Communications equipment	3342	974	251	723	25.8	74.2
Semiconductor and other electronic components	3344	2,796	452	2,344	16.2	83.8
Navigational, measuring, electromedical, and control instruments	3345	3,909	882	3,027	22.6	77.4
Other computer and electronic products	other 334	1,359	230	1,129	16.9	83.1
Electrical equipment, appliances, and components	335	4,000	690	3,310	17.3	82.8
Transportation equipment	336	7,175	780	6,395	10.9	89.1
Automobiles, bodies, trailers, and parts	3361–63	4,565	531	4,034	11.6	88.4
Aerospace products and parts	3364	985	132	853	13.4	86.6
Other transportation	other 336	1,625	117	1,508	7.2	92.8
Furniture and related products	337	12,647	684	11,963	5.4	94.6
Miscellaneous	339	20,669	2,069	18,600	10.0	90.0
Medical equipment and supplies	3391	8,060	724	7,336	9.0	91.0
Other miscellaneous manufacturing	3399	12,608	1,346	11,262	10.7	89.3
Nonmanufacturing industries	11, 21–23, 42–81	4,587,586	165,466	4,422,120	3.6	96.4
Agriculture, forestry, fishing, and hunting	11	21,606	192	21,414	0.9	99.1
Mining, extraction, and support activities	21	14,969	206	14,763	1.4 r	98.6
Utilities	22	2,684	32	2,652	1.2	98.8
Construction	23	613,110	11,612	601,498	1.9	98.1
Wholesale trade	42	257,153	21,354	235,799	8.3	91.7
Retail trade	44–45	560,952	29,593	531,359	5.3	94.7
Transportation and warehousing	48–49	152,463	2,314	150,149	1.5	98.5
Information	51	61,638	5,729	55,909	9.3	90.7
Publishing	511	17,590	2,302	15,288	13.1	86.9
Newspaper, periodical, book, and directory publishers	5111	9,761	688	9,073	7.0	93.0
Software publishers	5112	7,828	1,615	6,213	20.6	79.4

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Telecommunications	517	7,164	624	6,540	8.7	91.3
Data processing, hosting, and related services	518	8,918	1,242	7,676	13.9	86.1
Other information	other 51	27,965	1,561	26,404	5.6	94.4
Finance and insurance	52	200,857	5,732	195,125	2.9	97.1
Real estate and rental and leasing	53	255,783	2,559	253,224	1.0	99.0
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,812	0	1,812	0.0	100.0
Other real estate and rental and leasing	other 53	253,970	2,559	251,411	1.0	99.0
Professional, scientific, and technical services	54	695,672	30,666	665,006	4.4	95.6
Legal services	5411	152,243	810	151,433	0.5	99.5
Accounting, tax preparation, bookkeeping, and payroll services	5412	106,634	1,022	105,612	1.0	99.0
Architectural, engineering, and related services	5413	88,491	4,243	84,248	4.8	95.2
Specialized design services	5414	26,282	922	25,360	3.5	96.5
Computer systems design and related services	5415	95,950	9,735	86,215	10.1	89.9
Management, scientific, and technical consulting services	5416	132,989	8,185	124,804	6.2	93.8
Scientific research and development services	5417	9,798	1,751	8,047	17.9	82.1
Advertising, public relations, and related services	5418	27,677	1,472	26,205	5.3	94.7
Other professional, scientific, and technical services	5419	55,569	2,531	53,038	4.6	95.4
Management of companies and enterprises	55	2,409	155 r	2,254	6.4	93.6
Administrative and support and waste management and remediation services	56	287,807	6,730	281,077	2.3	97.7
Educational services	61	53,912	3,930	49,982	7.3	92.7
Health care and social assistance	62	519,556	14,489	505,067	2.8	97.2
Health care services	621–23	459,855	12,759	447,096	2.8	97.2
Social assistance	624	59,700	1,729	57,971	2.9	97.1
Arts, entertainment, and recreation	71	88,831	4,637	84,194	5.2	94.8
Accommodation and food services	72	453,059	15,550	437,509	3.4	96.6
Other services	81	345,125	9,989	335,136	2.9	97.1

r = relative standard error > 50%.

NAICS = 2017 North American Industry Classification System.

Note(s):

Detail may not add to total because of rounding or unavailable NAICS detail for select records beyond the 4-digit industry classification. 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, 2019 Annual Business Survey: Data Year 2018.