

TABLE 56

Companies with new-to-market product innovation, by industry: 2017–19

(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	4,857,473	197,260	4,660,213	4.1	95.9
Manufacturing industries	31–33	217,058	16,471	200,587	7.6	92.4
Food	311	18,379	1,195	17,184	6.5	93.5
Beverage and tobacco products	312	8,381	549	7,832	6.6	93.4
Textile, apparel, and leather products	313–16	10,205	706	9,499	6.9	93.1
Wood products	321	10,340	386	9,954	3.7	96.3
Paper	322	1,795	66	1,729	3.7	96.3
Printing and related support activities	323	21,035	919	20,116	4.4	95.6
Petroleum and coal products	324	693	10	683	1.4	98.6
Chemicals	325	7,759	737	7,022	9.5	90.5
Pesticide, fertilizer, and other agricultural chemical	3253	555	27	528	4.9	95.1
Pharmaceuticals and medicines	3254	1,467	181	1,286	12.3	87.7
Soap, cleaning compound, and toilet preparation	3256	1,772	140	1,632	7.9	92.1
Other chemicals	other 325	3,966	388	3,578	9.8	90.2
Plastics and rubber products	326	7,811	692	7,119	8.9	91.1
Nonmetallic mineral products	327	7,758	518	7,240	6.7	93.3
Primary metals	331	2,437	159	2,278	6.5	93.5
Fabricated metal products	332	48,470	2,509	45,961	5.2	94.8
Machinery	333	18,350	2,329	16,021	12.7	87.3
Computer and electronic products	334	8,851	1,845	7,006	20.8	79.2
Communications equipment	3342	938	258	680	27.5	72.5
Semiconductor and other electronic components	3344	2,914	389	2,525	13.3	86.7
Navigational, measuring, electromedical, and control instruments	3345	3,649	930	2,719	25.5	74.5
Other computer and electronic products	other 334	1,349	266	1,083	19.7	80.3
Electrical equipment, appliances, and components	335	3,874	588	3,286	15.2	84.8
Transportation equipment	336	7,638	868	6,770	11.4	88.6
Automobiles, bodies, trailers, and parts	3361–63	4,728	583	4,145	12.3	87.7
Aerospace products and parts	3364	1,099	115	984	10.5	89.5
Other transportation	other 336	1,810	168	1,642	9.3	90.7
Furniture and related products	337	12,927	692	12,235	5.4	94.6
Miscellaneous	339	20,251	1,700	18,551	8.4	91.6
Medical equipment and supplies	3391	8,014	668	7,346	8.3	91.7
Other miscellaneous manufacturing	3399	12,237	1,033	11,204	8.4	91.6
Nonmanufacturing industries	11, 21–23, 42–81	4,640,414	180,789	4,459,625	3.9	96.1
Agriculture, forestry, fishing, and hunting	11	22,732	460	22,272	2.0	98.0
Mining, extraction, and support activities	21	15,475	143	15,332	0.9	99.1
Utilities	22	2,615	59	2,556	2.3	97.7
Construction	23	627,340	12,065	615,275	1.9	98.1
Wholesale trade	42	253,680	20,313	233,367	8.0	92.0
Retail trade	44–45	554,596	27,363	527,233	4.9	95.1
Transportation and warehousing	48–49	157,728	2,795	154,933	1.8	98.2
Information	51	62,834	6,799	56,035	10.8	89.2
Publishing	511	18,521	2,794	15,727	15.1	84.9
Newspaper, periodical, book, and directory publishers	5111	9,824	729	9,095	7.4	92.6
Software publishers	5112	8,698	2,064	6,634	23.7	76.3
Telecommunications	517	6,907	575	6,332	8.3	91.7

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Data processing, hosting, and related services	518	8,155	1,290	6,865	15.8	84.2
Other information	other 51	29,253	2,141	27,112	7.3	92.7
Finance and insurance	52	203,913	6,446	197,467	3.2	96.8
Real estate and rental and leasing	53	266,098	4,801	261,297	1.8	98.2
Lessors of nonfinancial intangible assets (except copyrighted works)	533	2,106	184 r	1,922	8.7 r	91.3
Other real estate and rental and leasing	other 53	263,991	4,617	259,374	1.7	98.3
Professional, scientific, and technical services	54	704,191	33,906	670,285	4.8	95.2
Legal services	5411	151,977	1,407	150,570	0.9	99.1
Accounting, tax preparation, bookkeeping, and payroll services	5412	106,233	1,721	104,512	1.6	98.4
Architectural, engineering, and related services	5413	87,739	4,396	83,343	5.0	95.0
Specialized design services	5414	27,355	1,120	26,235	4.1	95.9
Computer systems design and related services	5415	97,862	10,316	87,546	10.5	89.5
Management, scientific, and technical consulting services	5416	137,973	8,495	129,478	6.2	93.8
Scientific research and development services	5417	10,517	1,847	8,670	17.6	82.4
Advertising, public relations, and related services	5418	27,194	1,377	25,817	5.1	94.9
Other professional, scientific, and technical services	5419	57,339	3,225	54,114	5.6	94.4
Management of companies and enterprises	55	2,391	81 r	2,310	3.4 r	96.6
Administrative and support and waste management and remediation services	56	285,195	7,518	277,677	2.6	97.4
Educational services	61	55,306	4,280	51,026	7.7	92.3
Health care and social assistance	62	526,683	20,021	506,662	3.8	96.2
Health care services	621–23	462,026	17,145	444,881	3.7	96.3
Social assistance	624	64,657	2,878	61,779	4.5	95.5
Arts, entertainment, and recreation	71	90,036	3,832	86,204	4.3	95.7
Accommodation and food services	72	464,061	15,687	448,374	3.4	96.6
Other services	81	345,543	14,212	331,331	4.1	95.9

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, 2020 Annual Business Survey: Data Year 2019.