

TABLE 59

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

(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	4,857,473	333,117	4,524,356	6.9	93.1
Manufacturing industries	31–33	217,058	23,646	193,412	10.9	89.1
Food	311	18,379	1,782	16,597	9.7	90.3
Beverage and tobacco products	312	8,381	1,351	7,030	16.1	83.9
Textile, apparel, and leather products	313–16	10,205	1,108	9,097	10.9	89.1
Wood products	321	10,340	634	9,706	6.1	93.9
Paper	322	1,795	220	1,575	12.3	87.7
Printing and related support activities	323	21,035	2,602	18,433	12.4	87.6
Petroleum and coal products	324	693	18	675	2.6	97.4
Chemicals	325	7,759	1,114	6,645	14.4	85.6
Pesticide, fertilizer, and other agricultural chemical	3253	555	62	493	11.2	88.8
Pharmaceuticals and medicines	3254	1,467	273	1,194	18.6	81.4
Soap, cleaning compound, and toilet preparation	3256	1,772	264	1,508	14.9	85.1
Other chemicals	other 325	3,966	517	3,449	13.0	87.0
Plastics and rubber products	326	7,811	891	6,920	11.4	88.6
Nonmetallic mineral products	327	7,758	576	7,182	7.4	92.6
Primary metals	331	2,437	248	2,189	10.2	89.8
Fabricated metal products	332	48,470	3,754	44,716	7.7	92.3
Machinery	333	18,350	2,588	15,762	14.1	85.9
Computer and electronic products	334	8,851	1,779	7,072	20.1	79.9
Communications equipment	3342	938	238	700	25.4	74.6
Semiconductor and other electronic components	3344	2,914	474	2,440	16.3	83.7
Navigational, measuring, electromedical, and control instruments	3345	3,649	765	2,884	21.0	79.0
Other computer and electronic products	other 334	1,349	302	1,047	22.4	77.6
Electrical equipment, appliances, and components	335	3,874	642	3,232	16.6	83.4
Transportation equipment	336	7,638	1,053	6,585	13.8	86.2
Automobiles, bodies, trailers, and parts	3361–63	4,728	610	4,118	12.9	87.1
Aerospace products and parts	3364	1,099	157	942	14.3	85.7
Other transportation	other 336	1,810	284	1,526	15.7	84.3
Furniture and related products	337	12,927	1,063	11,864	8.2	91.8
Miscellaneous	339	20,251	2,218	18,033	11.0	89.0
Medical equipment and supplies	3391	8,014	1,012	7,002	12.6	87.4
Other miscellaneous manufacturing	3399	12,237	1,205	11,032	9.8	90.2
Nonmanufacturing industries	11, 21–23, 42–81	4,640,414	309,470	4,330,944	6.7	93.3
Agriculture, forestry, fishing, and hunting	11	22,732	746	21,986	3.3	96.7
Mining, extraction, and support activities	21	15,475	446	15,029	2.9	97.1
Utilities	22	2,615	115	2,500	4.4	95.6
Construction	23	627,340	23,360	603,980	3.7	96.3
Wholesale trade	42	253,680	25,508	228,172	10.1	89.9
Retail trade	44–45	554,596	42,135	512,461	7.6	92.4
Transportation and warehousing	48–49	157,728	7,029	150,699	4.5	95.5
Information	51	62,834	9,684	53,150	15.4	84.6
Publishing	511	18,521	3,722	14,799	20.1	79.9
Newspaper, periodical, book, and directory publishers	5111	9,824	1,323	8,501	13.5	86.5
Software publishers	5112	8,698	2,397	6,301	27.6	72.4
Telecommunications	517	6,907	960	5,947	13.9	86.1

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Data processing, hosting, and related services	518	8,155	1,590	6,565	19.5	80.5
Other information	other 51	29,253	3,413	25,840	11.7	88.3
Finance and insurance	52	203,913	11,927	191,986	5.8	94.2
Real estate and rental and leasing	53	266,098	11,303	254,795	4.2	95.8
Lessors of nonfinancial intangible assets (except copyrighted works)	533	2,106	148 r	1,958	7.0	93.0
Other real estate and rental and leasing	other 53	263,991	11,155	252,836	4.2	95.8
Professional, scientific, and technical services	54	704,191	61,271	642,920	8.7	91.3
Legal services	5411	151,977	4,156	147,821	2.7	97.3
Accounting, tax preparation, bookkeeping, and payroll services	5412	106,233	3,981	102,252	3.7	96.3
Architectural, engineering, and related services	5413	87,739	7,609	80,130	8.7	91.3
Specialized design services	5414	27,355	2,944	24,411	10.8	89.2
Computer systems design and related services	5415	97,862	16,568	81,294	16.9	83.1
Management, scientific, and technical consulting services	5416	137,973	15,140	122,833	11.0	89.0
Scientific research and development services	5417	10,517	1,243	9,274	11.8	88.2
Advertising, public relations, and related services	5418	27,194	2,885	24,309	10.6	89.4
Other professional, scientific, and technical services	5419	57,339	6,748	50,591	11.8	88.2
Management of companies and enterprises	55	2,391	90 r	2,301	3.8 r	96.2
Administrative and support and waste management and remediation services	56	285,195	15,969	269,226	5.6	94.4
Educational services	61	55,306	6,469	48,837	11.7	88.3
Health care and social assistance	62	526,683	39,108	487,575	7.4	92.6
Health care services	621–23	462,026	34,242	427,784	7.4	92.6
Social assistance	624	64,657	4,865	59,792	7.5	92.5
Arts, entertainment, and recreation	71	90,036	6,640	83,396	7.4	92.6
Accommodation and food services	72	464,061	24,205	439,856	5.2	94.8
Other services	81	345,543	23,463	322,080	6.8	93.2

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.