

Table 4**Companies with new to the market and new to the business product innovation, by industry: 2017–19**

(Number and percent)

Industry	NAICS code	Companies (number)	Product innovation new to market		Product innovation only new to the business	
			Percent		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	4,857,473	4.1	95.9	6.9	93.1
Manufacturing industries	31–33	217,058	7.6	92.4	10.9	89.1
Food	311	18,379	6.5	93.5	9.7	90.3
Beverage and tobacco products	312	8,381	6.6	93.4	16.1	83.9
Textile, apparel, and leather products	313–16	10,205	6.9	93.1	10.9	89.1
Wood products	321	10,340	3.7	96.3	6.1	93.9
Paper	322	1,795	3.7	96.3	12.3	87.7
Printing and related support activities	323	21,035	4.4	95.6	12.4	87.6
Petroleum and coal products	324	693	1.4	98.6	2.6	97.4
Chemicals	325	7,759	9.5	90.5	14.4	85.6
Pesticide, fertilizer, and other agricultural chemicals	3253	555	4.9	95.1	11.2	88.8
Pharmaceuticals and medicines	3254	1,467	12.3	87.7	18.6	81.4
Soap, cleaning compound, and toilet preparation	3256	1,772	7.9	92.1	14.9	85.1
Other chemicals	other 325	3,966	9.8	90.2	13.0	87.0
Plastics and rubber products	326	7,811	8.9	91.1	11.4	88.6
Nonmetallic mineral products	327	7,758	6.7	93.3	7.4	92.6
Primary metals	331	2,437	6.5	93.5	10.2	89.8
Fabricated metal products	332	48,470	5.2	94.8	7.7	92.3
Machinery	333	18,350	12.7	87.3	14.1	85.9
Computer and electronic products	334	8,851	20.8	79.2	20.1	79.9
Communications equipment	3342	938	27.5	72.5	25.4	74.6
Semiconductor and other electronic components	3344	2,914	13.3	86.7	16.3	83.7
Navigational, measuring, electromedical, and control instruments	3345	3,649	25.5	74.5	21.0	79.0
Other computer and electronic products	other 334	1,349	19.7	80.3	22.4	77.6
Electrical equipment, appliances, and components	335	3,874	15.2	84.8	16.6	83.4
Transportation equipment	336	7,638	11.4	88.6	13.8	86.2
Automobiles, bodies, trailers, and parts	3361–63	4,728	12.3	87.7	12.9	87.1
Aerospace products and parts	3364	1,099	10.5	89.5	14.3	85.7
Other transportation	other 336	1,810	9.3	90.7	15.7	84.3
Furniture and related products	337	12,927	5.4	94.6	8.2	91.8
Miscellaneous	339	20,251	8.4	91.6	11.0	89.0
Medical equipment and supplies	3391	8,014	8.3	91.7	12.6	87.4
Other miscellaneous manufacturing	3399	12,237	8.4	91.6	9.8	90.2
Nonmanufacturing industries	11, 21–23, 42–81	4,640,414	3.9	96.1	6.7	93.3
Agriculture, forestry, fishing, and hunting	11	22,732	2.0	98.0	3.3	96.7
Mining, extraction, and support activities	21	15,475	0.9	99.1	2.9	97.1
Utilities	22	2,615	2.3	97.7	4.4	95.6
Construction	23	627,340	1.9	98.1	3.7	96.3
Wholesale trade	42	253,680	8.0	92.0	10.1	89.9
Retail trade	44–45	554,596	4.9	95.1	7.6	92.4
Transportation and warehousing	48–49	157,728	1.8	98.2	4.5	95.5
Information	51	62,834	10.8	89.2	15.4	84.6
Publishing	511	18,521	15.1	84.9	20.1	79.9
Newspaper, periodical, book, and directory publishers	5111	9,824	7.4	92.6	13.5	86.5
Software publishers	5112	8,698	23.7	76.3	27.6	72.4

Table 4**Companies with new to the market and new to the business product innovation, by industry: 2017–19**

(Number and percent)

Industry	NAICS code	Companies (number)	Product innovation new to market		Product innovation only new to the business	
			Percent		Percent	
			Yes	No	Yes	No
Telecommunications	517	6,907	8.3	91.7	13.9	86.1
Data processing, hosting, and related services	518	8,155	15.8	84.2	19.5	80.5
Other information	other 51	29,253	7.3	92.7	11.7	88.3
Finance and insurance	52	203,913	3.2	96.8	5.8	94.2
Real estate and rental and leasing	53	266,098	1.8	98.2	4.2	95.8
Lessors of nonfinancial intangible assets (except copyrighted works)	533	2,106	8.7	r 91.3	7.0	93.0
Other real estate and rental and leasing	other 53	263,991	1.7	98.3	4.2	95.8
Professional, scientific, and technical services	54	704,191	4.8	95.2	8.7	91.3
Legal services	5411	151,977	0.9	99.1	2.7	97.3
Accounting, tax preparation, bookkeeping, and payroll services	5412	106,233	1.6	98.4	3.7	96.3
Architectural, engineering, and related services	5413	87,739	5.0	95.0	8.7	91.3
Specialized design services	5414	27,355	4.1	95.9	10.8	89.2
Computer systems design and related services	5415	97,862	10.5	89.5	16.9	83.1
Management, scientific, and technical consulting services	5416	137,973	6.2	93.8	11.0	89.0
Scientific research and development services	5417	10,517	17.6	82.4	11.8	88.2
Advertising, public relations, and related services	5418	27,194	5.1	94.9	10.6	89.4
Other professional, scientific, and technical services	5419	57,339	5.6	94.4	11.8	88.2
Management of companies and enterprises	55	2,391	3.4	r 96.6	3.8	r 96.2
Administrative and support and waste management and remediation services	56	285,195	2.6	97.4	5.6	94.4
Educational services	61	55,306	7.7	92.3	11.7	88.3
Health care and social assistance	62	526,683	3.8	96.2	7.4	92.6
Health care services	621–23	462,026	3.7	96.3	7.4	92.6
Social assistance	624	64,657	4.5	95.5	7.5	92.5
Arts, entertainment, and recreation	71	90,036	4.3	95.7	7.4	92.6
Accommodation and food services	72	464,061	3.4	96.6	5.2	94.8
Other services	81	345,543	4.1	95.9	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 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.