

**Table 5****Companies with new to market and new to the business product innovation, by industry and size of company: 2016–18 and 2017–19**

(Percent)

Industry and size of company	NAICS code	Product innovation new to market		Product innovation only new to the business	
		2016–18	2017-19	2016-18	2017-19
Industry					
All industries	11, 21–23, 31–33, 42–81	3.8	4.1	7.4	6.9
Manufacturing industries	31–33	8.4	7.6	11.9	10.9
Nonmanufacturing industries	11, 21–23, 42–81	3.6	3.9	7.2	6.7
Employment size					
All companies	na	3.8	4.1	7.4	6.9
Microbusinesses					
1–4	na	3.3	3.7	6.8	6.1
5–9	na	4.5	4.5	8.4	7.7
Small businesses					
10–19	na	4.6	4.8	8.1	8.1
20–49	na	4.0	4.3	7.4	7.4
Medium businesses					
50–99	na	4.5	5.0	8.1	8.1
100–249	na	3.9	4.0	8.6	7.3
Large businesses					
250–499	na	4.9	4.4	8.5	10.7
500–999	na	6.2	4.2	12.3	11.0
1,000–4,999	na	6.6	7.4	13.1 r	15.1
5,000–9,999	na	16.6	13.5	17.3	19.2
10,000–24,999	na	17.1	16.9	25.5	23.2
25,000 or more	na	15.6	16.1	22.1	27.5

na = not applicable; r = relative standard error &gt; 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.