

TABLE 26

Companies with new-to-market product innovation, by industry: 2020–22

(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	4,937,279	182,276	4,755,003	3.7	96.3
Manufacturing industries	31–33	206,906	13,380	193,526	6.5	93.5
Food	311	17,974	1,242	16,731	6.9	93.1
Beverage and tobacco products	312	9,341	621	8,720	6.6	93.4
Textile, apparel, and leather products	313–16	9,487	580	8,906	6.1	93.9
Wood products	321	9,802	288	9,514	2.9	97.1
Paper	322	1,822	81	1,741	4.4	95.6
Printing and related support activities	323	18,446	488	17,958	2.6	97.4
Petroleum and coal products	324	476	38	438	8.0	92.0
Chemicals	325	7,939	1,043	6,896	13.1	86.9
Pesticide, fertilizer, and other agricultural chemicals	3253	697	77	620	11.0	89.0
Pharmaceuticals and medicines	3254	1,694	252	1,442	14.9	85.1
Soap, cleaning compound, and toilet preparation	3256	1,742	232	1,509	13.3	86.6
Other chemicals	other 325	3,806	481	3,325	12.6	87.4
Plastics and rubber products	326	7,276	542	6,734	7.4	92.6
Nonmetallic mineral products	327	7,277	351	6,926	4.8	95.2
Primary metals	331	2,228	84	2,144	3.8	96.2
Fabricated metal products	332	46,437	1,765	44,672	3.8	96.2
Machinery	333	17,122	1,790	15,331	10.5	89.5
Computer and electronic products	334	8,383	1,368	7,016	16.3	83.7
Communications equipment	3342	936	168	768	17.9	82.1
Semiconductor and other electronic components	3344	2,817	326	2,490	11.6	88.4
Navigational, measuring, electromedical, and control instruments	3345	3,515	703	2,811	20.0	80.0
Other computer and electronic products	other 334	1,116	170	946	15.2	84.8
Electrical equipment, appliances, and components	335	3,828	481	3,347	12.6	87.4
Transportation equipment	336	7,567	894	6,673	11.8	88.2
Automobiles, bodies, trailers, and parts	3361–63	4,611	528	4,083	11.5	88.5
Aerospace products and parts	3364	1,020	86	933	8.4	91.5
Other transportation	other 336	1,936	280	1,656	14.5	85.5
Furniture and related products	337	12,282	389	11,894	3.2	96.8
Miscellaneous	339	19,220	1,336	17,884	7.0	93.0
Medical equipment and supplies	3391	6,640	436	6,204	6.6	93.4
Other miscellaneous manufacturing	3399	12,580	899	11,680	7.1	92.8
Nonmanufacturing industries	11, 21–23, 42–81	4,730,373	168,896	4,561,477	3.6	96.4
Agriculture, forestry, fishing, and hunting	11	18,247	223	18,023	1.2	98.8
Mining, extraction, and support activities	21	13,624	159	13,465	1.2	98.8
Utilities	22	3,109	185	2,924	6.0	94.0
Construction	23	649,534	10,652	638,881	1.6	98.4
Wholesale trade	42	236,287	12,993	223,294	5.5	94.5
Retail trade	44–45	541,989	28,529	513,460	5.3	94.7
Transportation and warehousing	48–49	179,812	2,735	177,077	1.5	98.5
Information	51	65,643	6,447	59,196	9.8	90.2
Publishing	511	19,207	3,080	16,127	16.0	84.0
Newspaper, periodical, book, and directory publishers	5111	9,126	481	8,645	5.3	94.7
Software publishers	5112	10,081	2,599	7,482	25.8	74.2
Telecommunications	517	6,789	434	6,354	6.4	93.6
Data processing, hosting, and related services	518	8,620	1,254	7,366	14.5	85.5

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Other information	other 51	31,028	1,679	29,349	5.4	94.6
Finance and insurance	52	201,040	4,529	196,511	2.3	97.7
Real estate and rental and leasing	53	286,285	4,142	282,143	1.4	98.6
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,639	83	1,557	5.1	r 95.0
Other real estate and rental and leasing	other 53	284,645	4,059	280,586	1.4	98.6
Professional, scientific, and technical services	54	718,939	32,435	686,504	4.5	95.5
Legal services	5411	153,526	1,216	152,310	0.8	99.2
Accounting, tax preparation, bookkeeping, and payroll services	5412	110,730	1,946	108,784	1.8	98.2
Architectural, engineering, and related services	5413	88,611	4,432	84,179	5.0	95.0
Specialized design services	5414	29,467	1,442	28,025	4.9	95.1
Computer systems design and related services	5415	98,027	9,278	88,749	9.5	90.5
Management, scientific, and technical consulting services	5416	148,822	8,859	139,963	6.0	94.0
Scientific research and development services	5417	11,451	1,865	9,587	16.3	83.7
Advertising, public relations, and related services	5418	26,409	1,253	25,156	4.7	95.3
Other professional, scientific, and technical services	5419	51,895	2,142	49,752	4.1	95.9
Management of companies and enterprises	55	2,437	81	2,356	3.3	96.7
Administrative and support and waste management and remediation services	56	299,091	7,588	291,503	2.5	97.5
Educational services	61	58,964	4,606	54,357	7.8	92.2
Health care and social assistance	62	534,195	17,664	516,531	3.3	96.7
Health care services	621–23	467,866	15,071	452,794	3.2	96.8
Social assistance	624	66,329	2,592	63,737	3.9	96.1
Arts, entertainment, and recreation	71	94,366	4,277	90,088	4.5	95.5
Accommodation and food services	72	472,416	21,081	451,335	4.5	95.5
Other services	81	354,397	10,569	343,828	3.0	97.0

i = > 50% of the estimate is a combination of imputation and reweighting to account for nonresponse; r = relative standard error > 50%.

NAICS = 2017 North American Industry Classification System.

Note(s):

Detail across rows may not add to total because of rounding or unavailable NAICS detail for select records beyond the 4-digit industry classification. Detail across columns have been adjusted to add to total. 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, 2023 Annual Business Survey: Data Year 2022.