

Table 22. Product innovating companies, by industry: 2021–23

(Number and percent)

Industry	NAICS code	Companies (number)	Product innovation			
			Number		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	5,033,879	575,463	4,458,416	11.4	88.6
Manufacturing industries	31–33	207,352	36,058	171,294	17.4	82.6
Food	311	18,929	3,862	15,067	20.4	79.6
Beverage and tobacco products	312	9,236	2,094	7,141	22.7	77.3
Textile, apparel, and leather products	313–16	9,223	1,292	7,931	14.0	86.0
Wood products	321	9,572	1,103	8,469	11.5	88.5
Paper	322	2,042	303	1,739	14.8	85.2
Printing and related support activities	323	18,767	2,457	16,310	13.1	86.9
Petroleum and coal products	324	222	37	185	16.7	83.3
Chemicals	325	7,878	2,265	5,613	28.8	71.2
Pesticide, fertilizer, and other agricultural chemicals	3253	499	92	407	18.4	81.6
Pharmaceuticals and medicines	3254	1,702	554	1,147	32.5	67.4
Soap, cleaning compound, and toilet preparation	3256	1,817	661	1,156	36.4	63.6
Other chemicals	other 325	3,860	958	2,902	24.8	75.2
Plastics and rubber products	326	6,787	1,607	5,181	23.7	76.3
Nonmetallic mineral products	327	7,659	924	6,735	12.1	87.9
Primary metals	331	1,933	182	1,751	9.4	90.6
Fabricated metal products	332	47,168	5,167	42,001	11.0	89.0
Machinery	333	17,417	3,771	13,646	21.7	78.3
Computer and electronic products	334	8,108	2,985	5,123	36.8	63.2
Communications equipment	3342	973	425	548	43.7	56.3
Semiconductor and other electronic components	3344	2,583	661	1,922	25.6	74.4
Navigational, measuring, electromedical, and control instruments	3345	3,674	1,558	2,115	42.4	57.6
Other computer and electronic products	other 334	878	340	538	38.7	61.3
Electrical equipment, appliances, and components	335	4,012	1,047	2,965	26.1	73.9
Transportation equipment	336	7,200	1,798	5,403	25.0	75.0
Automobiles, bodies, trailers, and parts	3361–63	4,517	1,020	3,497	22.6	77.4
Aerospace products and parts	3364	907	180	727	19.8	80.2
Other transportation	other 336	1,776	598	1,179	33.7	66.4
Furniture and related products	337	11,432	1,248	10,185	10.9	89.1
Miscellaneous	339	19,766	3,916	15,850	19.8	80.2
Medical equipment and supplies	3391	7,071	1,328	5,743	18.8	81.2
Other miscellaneous manufacturing	3399	12,695	2,588	10,107	20.4	79.6
Nonmanufacturing industries	11, 21–23, 42–81	4,826,527	539,405	4,287,121	11.2	88.8
Agriculture, forestry, fishing, and hunting	11	18,408	706	17,703	3.8	96.2
Mining, extraction, and support activities	21	14,212	704	13,508	5.0	95.0
Utilities	22	3,367	283	3,084	8.4	91.6
Construction	23	697,532	44,894	652,638	6.4	93.6
Wholesale trade	42	236,689	39,161	197,528	16.5	83.5
Retail trade	44–45	542,047	78,596	463,451	14.5	85.5
Transportation and warehousing	48–49	184,207	11,850	172,356	6.4	93.6
Information	51	67,109	16,471	50,638	24.5	75.5
Publishing	511	19,008	6,724	12,283	35.4	64.6
Newspaper, periodical, book, and directory publishers	5111	8,557	1,365	7,192	16.0	84.0
Software publishers	5112	10,451	5,360	5,091	51.3	48.7
Telecommunications	517	6,886	1,511	5,375	21.9	78.1
Data processing, hosting, and related services	518	8,312	2,694	5,618	32.4	67.6
Other information	other 51	32,903	5,541	27,362	16.8	83.2
Finance and insurance	52	195,489	15,244	180,245	7.8	92.2

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Real estate and rental and leasing	53	282,087	15,045	267,042	5.3	94.7
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,783	146	1,637	8.2	91.8
Other real estate and rental and leasing	other 53	280,304	14,899	265,405	5.3	94.7
Professional, scientific, and technical services	54	730,285	98,265	632,020	13.5	86.5
Legal services	5411	153,500	6,382	147,118	4.2	95.8
Accounting, tax preparation, bookkeeping, and payroll services	5412	108,031	6,819	101,212	6.3	93.7
Architectural, engineering, and related services	5413	88,454	12,052	76,402	13.6	86.4
Specialized design services	5414	28,137	4,383	23,755	15.6	84.4
Computer systems design and related services	5415	99,385	25,038	74,348	25.2	74.8
Management, scientific, and technical consulting services	5416	156,771	26,657	130,114	17.0	83.0
Scientific research and development services	5417	11,544	2,830	8,715	24.5	75.5
Advertising, public relations, and related services	5418	27,216	3,702	23,514	13.6	86.4
Other professional, scientific, and technical services	5419	57,246	10,403	46,843	18.2	81.8
Management of companies and enterprises	55	2,682	263	2,419	9.8	90.2
Administrative and support and waste management and remediation services	56	305,400	27,520	277,879	9.0	91.0
Educational services	61	61,684	11,993	49,691	19.4	80.6
Health care and social assistance	62	549,826	66,653	483,173	12.1	87.9
Health care services	621–23	482,098	58,080	424,018	12.0	88.0
Social assistance	624	67,728	8,573	59,155	12.7	87.3
Arts, entertainment, and recreation	71	97,837	14,289	83,548	14.6	85.4
Accommodation and food services	72	492,801	59,453	433,348	12.1	87.9
Other services	81	344,866	38,016	306,850	11.0	89.0

r = relative standard error > 50%.

NAICS = 2022 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, 2024 Annual Business Survey: Data Year 2023.