

Table 27. Companies with new-to-market product innovation, by company size: 2021–23

(Number and percent)

Company size (number of employees)	Companies (number)	Product innovation new to market					
		Number		Percent			
		Yes	No	Yes	No		
All companies	5,033,879	230,095	4,803,784	4.6	95.4		
Micro companies							
1–4	2,859,754	117,861	2,741,893	4.1	95.9		
5–9	941,906	50,421	891,485	5.4	94.6		
Small companies							
10–19	601,238	31,326	569,912	5.2	94.8		
20–49	409,021	19,827	389,193	4.8	95.2		
Medium companies							
50–99	120,787	5,897	114,890	4.9	95.1		
100–249	67,846	2,776	65,070	4.1	95.9		
Large companies							
250–499	18,154	785	17,369	4.3	95.7		
500–999	7,356	418	6,938	5.7	94.3		
1,000–4,999	5,942	514	5,428	8.7	91.3		
5,000–9,999	922	109	813	11.8	88.2	r	
10,000–24,999	594	103	490	17.3	82.5		
25,000 or more	360	59	301	16.4	83.6		

r = relative standard error > 50%.

Note(s):

Detail across rows may not add to total because of rounding. Detail across columns have been adjusted to add to total. 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.