

Table 29. Companies with new-to-the-business product innovation, by company size: 2021–23

(Number and percent)

Company size (number of employees)	Companies (number)	Product innovation only new to the business					
		Number		Percent			
		Yes	No	Yes	No		
All companies	5,033,879	412,007	4,621,872	8.2	91.8		
Micro companies							
1–4	2,859,754	210,658	2,649,096	7.4	92.6		
5–9	941,906	87,725	854,182	9.3	90.7		
Small companies							
10–19	601,238	56,321	544,918	9.4	90.6		
20–49	409,021	36,754	372,266	9.0	91.0		
Medium companies							
50–99	120,787	9,822	110,965	8.1	91.9		
100–249	67,846	6,572	61,274	9.7	90.3		
Large companies							
250–499	18,154	1,945	16,209	10.7	89.3		
500–999	7,356	956	6,400	13.0	87.0		
1,000–4,999	5,942	842	5,100	14.2	r 85.8		
5,000–9,999	922	203	718	22.0	77.9	r	
10,000–24,999	594	137	457	23.1	76.9		
25,000 or more	360	72	288	20.0	80.0		

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.