

Table 26. Companies with new-to-market product innovation, by industry: 2021–23

(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	5,033,879	230,095	4,803,784	4.6	95.4
Manufacturing industries	31–33	207,352	17,965	189,387	8.7	91.3
Food	311	18,929	1,835	17,094	9.7	90.3
Beverage and tobacco products	312	9,236	981	8,255	10.6	89.4
Textile, apparel, and leather products	313–16	9,223	737	8,486	8.0	92.0
Wood products	321	9,572	637	8,935	6.7	93.3
Paper	322	2,042	40	2,002	2.0	98.0
Printing and related support activities	323	18,767	628	18,139	3.3	96.7
Petroleum and coal products	324	222	8	213	3.6	95.9
Chemicals	325	7,878	1,330	6,548	16.9	83.1
Pesticide, fertilizer, and other agricultural chemicals	3253	499	50	450	10.0	90.2
Pharmaceuticals and medicines	3254	1,702	389	1,312	22.9	77.1
Soap, cleaning compound, and toilet preparation	3256	1,817	378	1,439	20.8	79.2
Other chemicals	other 325	3,860	513	3,347	13.3	86.7
Plastics and rubber products	326	6,787	865	5,923	12.7	87.3
Nonmetallic mineral products	327	7,659	454	7,205	5.9	94.1
Primary metals	331	1,933	107	1,825	5.5	94.4
Fabricated metal products	332	47,168	2,320	44,848	4.9	95.1
Machinery	333	17,417	1,976	15,441	11.3	88.7
Computer and electronic products	334	8,108	1,852	6,256	22.8	77.2
Communications equipment	3342	973	247	726	25.4	74.6
Semiconductor and other electronic components	3344	2,583	351	2,232	13.6	86.4
Navigational, measuring, electromedical, and control instruments	3345	3,674	1,068	2,605	29.1	70.9
Other computer and electronic products	other 334	878	186	692	21.2	78.8
Electrical equipment, appliances, and components	335	4,012	586	3,427	14.6	85.4
Transportation equipment	336	7,200	1,031	6,169	14.3	85.7
Automobiles, bodies, trailers, and parts	3361–63	4,517	578	3,939	12.8	87.2
Aerospace products and parts	3364	907	89	818	9.8	90.2
Other transportation	other 336	1,776	364	1,413	20.5	79.6
Furniture and related products	337	11,432	483	10,949	4.2	95.8
Miscellaneous	339	19,766	2,095	17,671	10.6	89.4
Medical equipment and supplies	3391	7,071	561	6,510	7.9	92.1
Other miscellaneous manufacturing	3399	12,695	1,534	11,161	12.1	87.9
Nonmanufacturing industries	11, 21–23, 42–81	4,826,527	212,130	4,614,397	4.4	95.6
Agriculture, forestry, fishing, and hunting	11	18,408	226	18,183	1.2	98.8
Mining, extraction, and support activities	21	14,212	265	13,947	1.9	98.1
Utilities	22	3,367	143	3,223	4.2	95.7
Construction	23	697,532	14,078	683,454	2.0	98.0
Wholesale trade	42	236,689	18,589	218,100	7.9	92.1
Retail trade	44–45	542,047	35,793	506,254	6.6	93.4
Transportation and warehousing	48–49	184,207	3,872	180,334	2.1	97.9
Information	51	67,109	8,914	58,195	13.3	86.7
Publishing	511	19,008	4,421	14,587	23.3	76.7
Newspaper, periodical, book, and directory publishers	5111	8,557	557	8,000	6.5	93.5
Software publishers	5112	10,451	3,864	6,587	37.0	63.0
Telecommunications	517	6,886	752	6,134	10.9	89.1
Data processing, hosting, and related services	518	8,312	1,584	6,728	19.1	80.9
Other information	other 51	32,903	2,157	30,745	6.6	93.4
Finance and insurance	52	195,489	5,405	190,084	2.8	97.2

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Real estate and rental and leasing	53	282,087	5,087	277,000	1.8	98.2
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,783	113 r	1,670	6.3 r	93.7
Other real estate and rental and leasing	other 53	280,304	4,974	275,330	1.8	98.2
Professional, scientific, and technical services	54	730,285	38,671	691,614	5.3	94.7
Legal services	5411	153,500	1,663	151,837	1.1	98.9
Accounting, tax preparation, bookkeeping, and payroll services	5412	108,031	1,503	106,528	1.4	98.6
Architectural, engineering, and related services	5413	88,454	4,998	83,456	5.7	94.3
Specialized design services	5414	28,137	1,364	26,773	4.8	95.2
Computer systems design and related services	5415	99,385	11,141	88,244	11.2	88.8
Management, scientific, and technical consulting services	5416	156,771	11,470	145,301	7.3	92.7
Scientific research and development services	5417	11,544	2,018	9,526	17.5	82.5
Advertising, public relations, and related services	5418	27,216	1,052	26,164	3.9	96.1
Other professional, scientific, and technical services	5419	57,246	3,461	53,785	6.0	94.0
Management of companies and enterprises	55	2,682	136 r	2,545	5.1 r	94.9
Administrative and support and waste management and remediation services	56	305,400	9,358	296,041	3.1	96.9
Educational services	61	61,684	5,486	56,198	8.9	91.1
Health care and social assistance	62	549,826	22,046	527,780	4.0	96.0
Health care services	621–23	482,098	19,452	462,646	4.0	96.0
Social assistance	624	67,728	2,594	65,134	3.8	96.2
Arts, entertainment, and recreation	71	97,837	6,329	91,508	6.5	93.5
Accommodation and food services	72	492,801	24,521 i	468,280	5.0	95.0
Other services	81	344,866	13,210	331,656	3.8	96.2

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