

Table 28. Companies with new-to-the-business product innovation, by industry: 2021–23

(Number and percent)

Industry	NAICS code	Companies (number)	Product innovation only new to the business			
			Number		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	5,033,879	412,007	4,621,872	8.2	91.8
Manufacturing industries	31–33	207,352	23,665	183,687	11.4	88.6
Food	311	18,929	2,681	16,248	14.2	85.8
Beverage and tobacco products	312	9,236	1,400	7,836	15.2	84.8
Textile, apparel, and leather products	313–16	9,223	688	8,535	7.5	92.5
Wood products	321	9,572	648	8,924	6.8	93.2
Paper	322	2,042	273	1,770	13.4	86.7
Printing and related support activities	323	18,767	2,176	16,591	11.6	88.4
Petroleum and coal products	324	222	33	188	14.9	84.7
Chemicals	325	7,878	1,414	6,464	17.9	82.1
Pesticide, fertilizer, and other agricultural chemicals	3253	499	55	444	11.0	89.0
Pharmaceuticals and medicines	3254	1,702	260	1,442	15.3	84.7
Soap, cleaning compound, and toilet preparation	3256	1,817	412	1,405	22.7	77.3
Other chemicals	other 325	3,860	687	3,172	17.8	82.2
Plastics and rubber products	326	6,787	990	5,797	14.6	85.4
Nonmetallic mineral products	327	7,659	627	7,032	8.2	91.8
Primary metals	331	1,933	102	1,831	5.3	94.7
Fabricated metal products	332	47,168	3,550	43,618	7.5	92.5
Machinery	333	17,417	2,337	15,079	13.4	86.6
Computer and electronic products	334	8,108	1,508	6,600	18.6	81.4
Communications equipment	3342	973	220	753	22.6	77.4
Semiconductor and other electronic components	3344	2,583	390	2,193	15.1	84.9
Navigational, measuring, electromedical, and control instruments	3345	3,674	686	2,988	18.7	81.3
Other computer and electronic products	other 334	878	212	667	24.1	76.0
Electrical equipment, appliances, and components	335	4,012	559	3,453	13.9	86.1
Transportation equipment	336	7,200	1,142	6,058	15.9	84.1
Automobiles, bodies, trailers, and parts	3361–63	4,517	674	3,843	14.9	85.1
Aerospace products and parts	3364	907	108	799	11.9	88.1
Other transportation	other 336	1,776	360	1,417	20.3	79.8
Furniture and related products	337	11,432	998	10,435	8.7	91.3
Miscellaneous	339	19,766	2,539	17,227	12.8	87.2
Medical equipment and supplies	3391	7,071	939	6,132	13.3	86.7
Other miscellaneous manufacturing	3399	12,695	1,600	11,094	12.6	87.4
Nonmanufacturing industries	11, 21–23, 42–81	4,826,527	388,341	4,438,185	8.0	92.0
Agriculture, forestry, fishing, and hunting	11	18,408	519	17,889	2.8	97.2
Mining, extraction, and support activities	21	14,212	565	13,647	4.0	96.0
Utilities	22	3,367	170	3,196	5.0	94.9
Construction	23	697,532	34,909	662,623	5.0	95.0
Wholesale trade	42	236,689	25,864	210,824	10.9	89.1
Retail trade	44–45	542,047	53,965	488,082	10.0	90.0
Transportation and warehousing	48–49	184,207	9,096	175,111	4.9	95.1
Information	51	67,109	10,156	56,953	15.1	84.9
Publishing	511	19,008	3,413	15,594	18.0	82.0
Newspaper, periodical, book, and directory publishers	5111	8,557	961	7,596	11.2	88.8
Software publishers	5112	10,451	2,453	7,998	23.5	76.5
Telecommunications	517	6,886	991	5,895	14.4	85.6
Data processing, hosting, and related services	518	8,312	1,803	6,509	21.7	78.3
Other information	other 51	32,903	3,949	28,954	12.0	88.0

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Finance and insurance	52	195,489	11,202	184,286	5.7	94.3		
Real estate and rental and leasing	53	282,087	11,624	270,462	4.1	95.9		
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,783	97	1,686	5.4	94.6		
Other real estate and rental and leasing	other 53	280,304	11,527	268,777	4.1	95.9		
Professional, scientific, and technical services	54	730,285	69,390	660,895	9.5	90.5		
Legal services	5411	153,500	5,045	148,455	3.3	96.7		
Accounting, tax preparation, bookkeeping, and payroll services	5412	108,031	5,508	102,523	5.1	94.9		
Architectural, engineering, and related services	5413	88,454	8,174	80,280	9.2	90.8		
Specialized design services	5414	28,137	3,374	24,763	12.0	88.0		
Computer systems design and related services	5415	99,385	17,612	81,773	17.7	82.3		
Management, scientific, and technical consulting services	5416	156,771	17,437	139,334	11.1	88.9		
Scientific research and development services	5417	11,544	1,167	10,377	10.1	89.9		
Advertising, public relations, and related services	5418	27,216	3,118	24,098	11.5	88.5		
Other professional, scientific, and technical services	5419	57,246	7,955	49,291	13.9	86.1		
Management of companies and enterprises	55	2,682	185	2,497	6.9	93.1		
Administrative and support and waste management and remediation services	56	305,400	20,397	285,003	6.7	93.3		
Educational services	61	61,684	8,275	53,409	13.4	86.6		
Health care and social assistance	62	549,826	50,311	499,515	9.2	90.8		
Health care services	621–23	482,098	43,557	438,541	9.0	91.0		
Social assistance	624	67,728	6,754	60,974	10.0	90.0		
Arts, entertainment, and recreation	71	97,837	8,982	88,855	9.2	90.8		
Accommodation and food services	72	492,801	43,254	449,547	8.8	91.2		
Other services	81	344,866	29,476	315,390	8.5	91.5		

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.