

Table 30. Product or business process innovating companies, by industry: 2021–23

(Number and percent)

Industry	NAICS code	Companies (number)	Product or business process innovation			
			Number		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	5,033,879	1,174,007	3,859,872	23.3	76.7
Manufacturing industries	31–33	207,352	63,790	143,563	30.8	69.2
Food	311	18,929	6,482	12,447	34.2	65.8
Beverage and tobacco products	312	9,236	3,287	5,949	35.6	64.4
Textile, apparel, and leather products	313–16	9,223	2,469	6,754	26.8	73.2
Wood products	321	9,572	2,174	7,398	22.7	77.3
Paper	322	2,042	600	1,442	29.4	70.6
Printing and related support activities	323	18,767	4,768	14,000	25.4	74.6
Petroleum and coal products	324	222	41	180	18.5	81.1
Chemicals	325	7,878	3,450	4,428	43.8	56.2
Pesticide, fertilizer, and other agricultural chemicals	3253	499	146	353	29.3	70.7
Pharmaceuticals and medicines	3254	1,702	794	908	46.7	53.3
Soap, cleaning compound, and toilet preparation	3256	1,817	910	907	50.1	49.9
Other chemicals	other 325	3,860	1,601	2,259	41.5	58.5
Plastics and rubber products	326	6,787	2,597	4,190	38.3	61.7
Nonmetallic mineral products	327	7,659	1,770	5,890	23.1	76.9
Primary metals	331	1,933	503	1,430	26.0	74.0
Fabricated metal products	332	47,168	12,094	35,074	25.6	74.4
Machinery	333	17,417	6,430	10,987	36.9	63.1
Computer and electronic products	334	8,108	3,785	4,323	46.7	53.3
Communications equipment	3342	973	488	485	50.2	49.8
Semiconductor and other electronic components	3344	2,583	990	1,593	38.3	61.7
Navigational, measuring, electromedical, and control instruments	3345	3,674	1,897	1,777	51.6	48.4
Other computer and electronic products	other 334	878	410	468	46.7	53.3
Electrical equipment, appliances, and components	335	4,012	1,637	2,375	40.8	59.2
Transportation equipment	336	7,200	2,763	4,437	38.4	61.6
Automobiles, bodies, trailers, and parts	3361–63	4,517	1,721	2,796	38.1	61.9
Aerospace products and parts	3364	907	300	607	33.1	66.9
Other transportation	other 336	1,776	742	1,034	41.8	58.2
Furniture and related products	337	11,432	3,032	8,401	26.5	73.5
Miscellaneous	339	19,766	5,908	13,858	29.9	70.1
Medical equipment and supplies	3391	7,071	2,064	5,007	29.2	70.8
Other miscellaneous manufacturing	3399	12,695	3,844	8,851	30.3	69.7
Nonmanufacturing industries	11, 21–23, 42–81	4,826,527	1,110,217	3,716,310	23.0	77.0
Agriculture, forestry, fishing, and hunting	11	18,408	2,190	16,219	11.9	88.1
Mining, extraction, and support activities	21	14,212	1,693	12,519	11.9	88.1
Utilities	22	3,367	801	2,565	23.8	76.2
Construction	23	697,532	114,952	582,580	16.5	83.5
Wholesale trade	42	236,689	70,968	165,721	30.0	70.0
Retail trade	44–45	542,047	140,293	401,754	25.9	74.1
Transportation and warehousing	48–49	184,207	46,318	137,888	25.1	74.9
Information	51	67,109	24,445	42,664	36.4	63.6
Publishing	511	19,008	9,197	9,810	48.4	51.6
Newspaper, periodical, book, and directory publishers	5111	8,557	2,616	5,941	30.6	69.4
Software publishers	5112	10,451	6,582	3,869	63.0	37.0
Telecommunications	517	6,886	2,596	4,290	37.7	62.3
Data processing, hosting, and related services	518	8,312	4,001	4,311	48.1	51.9
Other information	other 51	32,903	8,650	24,253	26.3	73.7

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Finance and insurance	52	195,489	38,437	157,051	19.7	80.3
Real estate and rental and leasing	53	282,087	44,237	237,850	15.7	84.3
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,783	519	1,264	29.1	70.9
Other real estate and rental and leasing	other 53	280,304	43,718	236,586	15.6	84.4
Professional, scientific, and technical services	54	730,285	196,280	534,005	26.9	73.1
Legal services	5411	153,500	23,854	129,646	15.5	84.5
Accounting, tax preparation, bookkeeping, and payroll services	5412	108,031	21,597	86,433	20.0	80.0
Architectural, engineering, and related services	5413	88,454	23,711	64,743	26.8	73.2
Specialized design services	5414	28,137	8,186	19,951	29.1	70.9
Computer systems design and related services	5415	99,385	40,836	58,550	41.1	58.9
Management, scientific, and technical consulting services	5416	156,771	49,040	107,731	31.3	68.7
Scientific research and development services	5417	11,544	4,461	7,084	38.6	61.4
Advertising, public relations, and related services	5418	27,216	7,638	19,578	28.1	71.9
Other professional, scientific, and technical services	5419	57,246	16,956	40,290	29.6	70.4
Management of companies and enterprises	55	2,682	482	2,200	18.0	82.0
Administrative and support and waste management and remediation services	56	305,400	62,046	243,354	20.3	79.7
Educational services	61	61,684	19,683	42,001	31.9	68.1
Health care and social assistance	62	549,826	130,026	419,800	23.6	76.4
Health care services	621–23	482,098	112,149	369,949	23.3	76.7
Social assistance	624	67,728	17,876	49,851	26.4	73.6
Arts, entertainment, and recreation	71	97,837	22,860	74,978	23.4	76.6
Accommodation and food services	72	492,801	121,688	371,113	24.7	75.3
Other services	81	344,866	72,817	272,048	21.1	78.9

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.