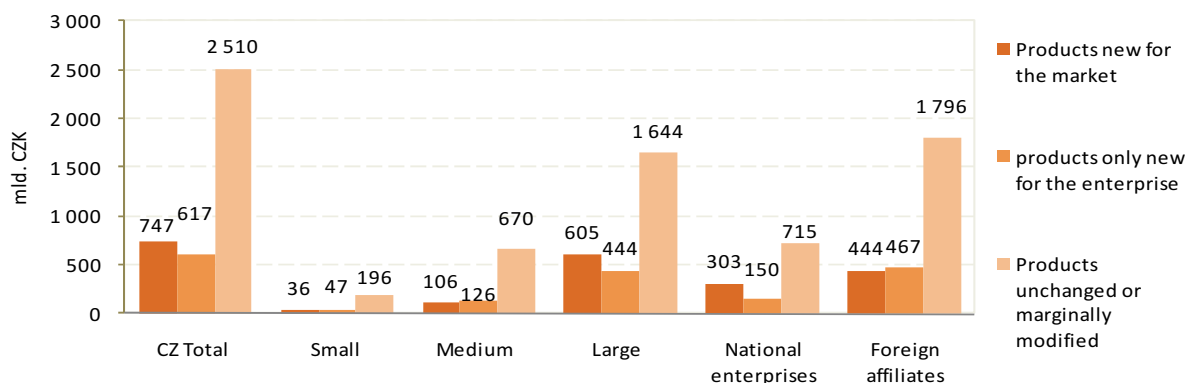


2.2.5 Turnover for innovative products

The total turnover among enterprises with product innovation reached CZK 3 873 000 million in the Czech Republic in 2008. Large enterprises had a turnover of CZK 2 693 000 million. The largest turnover (CZK 2 510 000 million, 64.8 % of the total turnover) was recorded with enterprises whose products were unchanged or marginally modified. Enterprises which introduced new products to the market reached the second highest turnover of CZK 747 000 million (19.3 % of the total turnover).

In a size-class breakdown it clearly showed that turnover for products unchanged or marginally modified prevailed among both small enterprises (CZK 196 000 million equals to 70.4 %) and medium-sized enterprises. The same development could be observed with large enterprises, too, where the share of turnover for unchanged or slightly modified products reached 61.1 % (CZK 1 644 000 million).

Figure 2.37: Turnover for products by size-class and ownership (enterprises with product innovation) in mld. CZK; 2008



The sector of “electricity, gas, steam and air conditioning supply” had the highest share of turnover for innovative products that were new to the market (45.3 %). In “manufacturing”, this share reached 20 % of the turnover in the industry. Enterprises in the “mining and quarrying” sector generated the highest proportion of their turnover through products that were only new for the enterprise (84.3 %). Enterprises in the sector of “construction” derived their highest share of turnover from unchanged or marginally modified products (83.2 %).

Figure 2.38: Breakdown of turnover for products by NACE (enterprises with product innovation); 2008

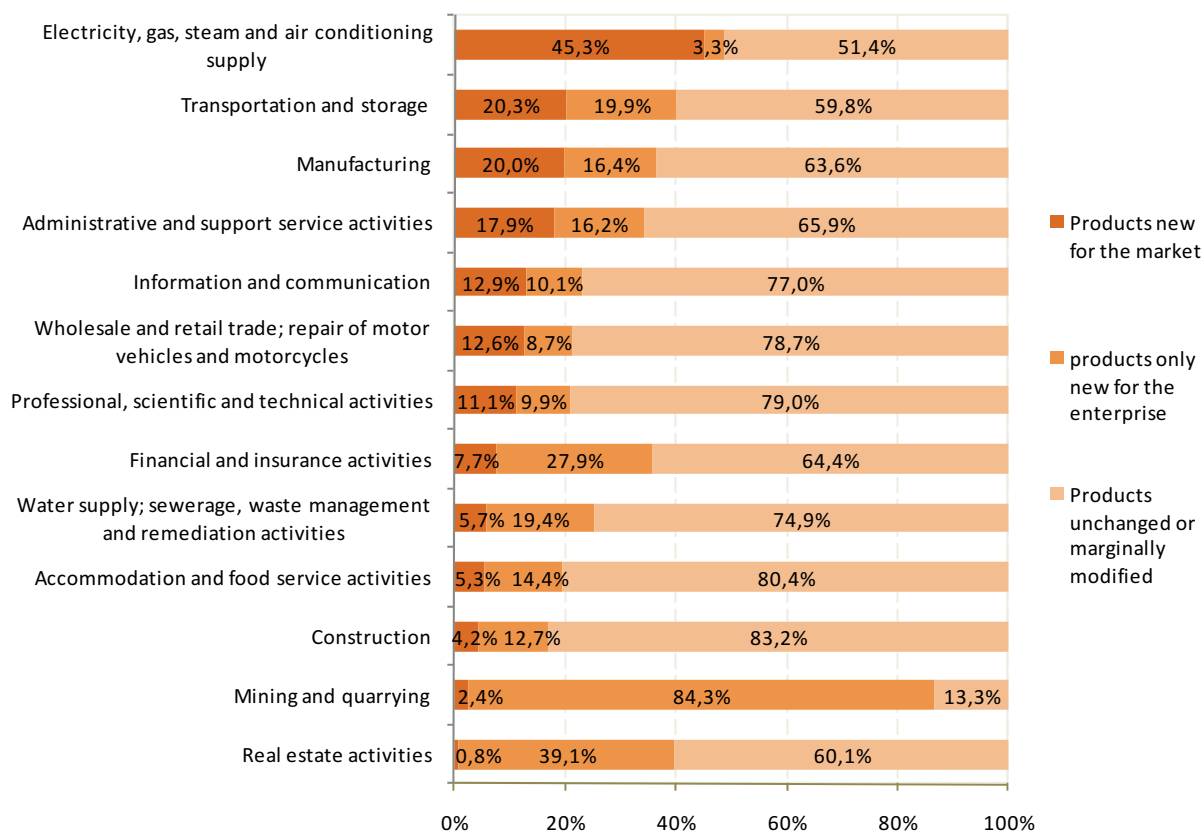


Figure 2.39 below provides a breakdown of turnover from innovative products by regions. Products that were new to the market generated the highest shares of turnover for enterprises in the Středočeský region (34.1 %) and in the Liberec region (26.3 %), but only 5.9 % in the Moravskoslezský region, which was the lowest share of turnover from new products by regions.

Enterprises in the Plzeňský region derived their highest share of turnover from products that were new only for the enterprises (37.2 %), while the share derived by enterprises in the Středočeský region was the lowest with 10.4 %.

Enterprises in the Zlínský Region reached their biggest proportion of turnover through unchanged or marginally modified products (75.2 %).

Figure 2.39: Breakdown of turnover for products by region (enterprises with product innovation); 2008

