



NATIONAL STATISTICS OFFICE OF GEORGIA

INNOVATION ACTIVITY OF ENTERPRISES 2023



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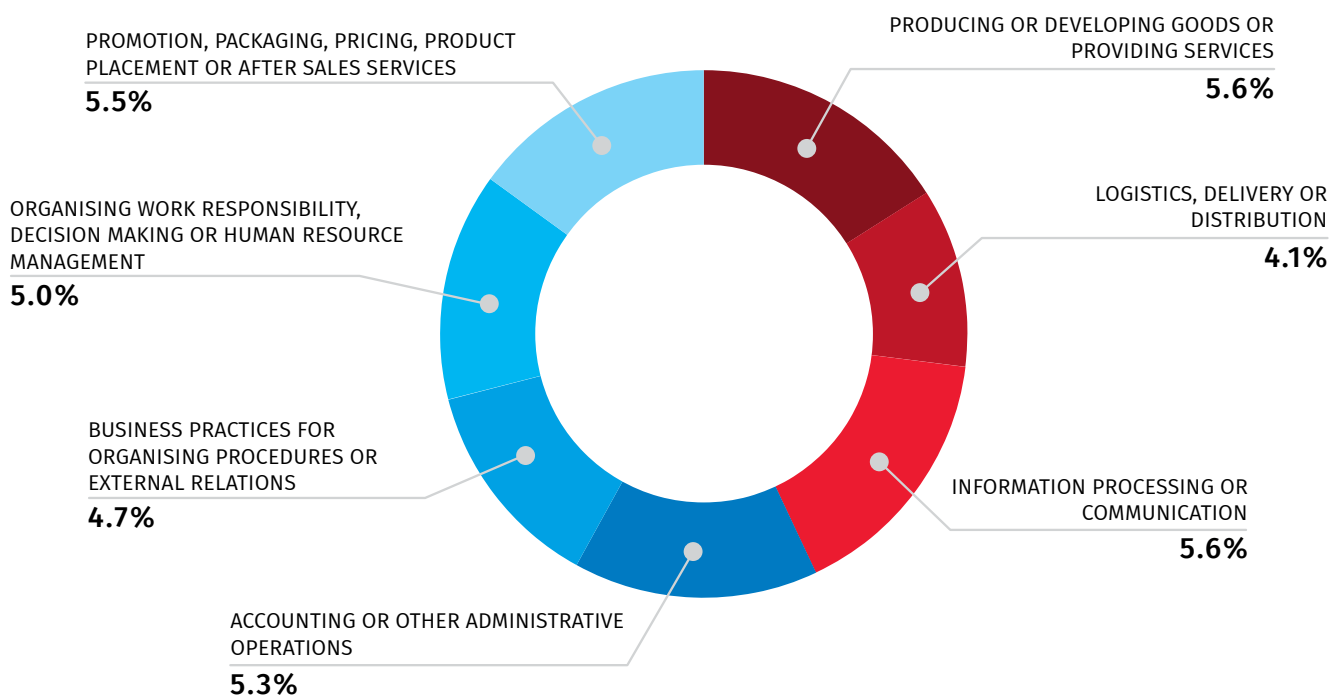
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**SURVEY RESULTS FOR INNOVATION ACTIVITIES OF ENTERPRISES
2023**

According to survey results, in 2023, 6.8 percent of enterprises introduced new or significantly improved goods on the market, while share of enterprises, that introduced new or significantly improved service during this period, was 6.2 percent. Innovations of goods and services in most cases were originally developed by the enterprises (accordingly 75.8 percent and 63.5 percent). In other cases they received support from other enterprises or institutions. 56.7percent of implemented innovations were new to enterprises, while 43.3 percent were new to market.

The structural percentage distribution of innovations of new or significantly improved business processes introduced by enterprises are presented in the chart below:

**THE SHARE OF ENTERPRISES THAT HAVE INTRODUCED INNOVATIONS IN BUSINESS
PROCESSES BY METHODS, 2023**



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Innovations of business processes in most cases were originally developed by the enterprises, accordingly 82.1 percent. In other cases 24.0 percent were developed with other enterprises or organisations, 22.9 percent were developed by enterprises by adapting or modifying processes originally developed by other enterprises or organisations and 18.9 percent by other enterprises or organisations.

According to economic activity strategies, focusing on high quality was rated as high degree of importance by 47.9 percent of enterprises, 35.7 percent of enterprises rated focusing on improving existing goods / services as high degree of importance, while 35.3 percent of enterprises rated focusing on satisfying established customer groups.

According to business environment, the main challenge was price increases in goods and services, which leads to the loss of customers.

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