

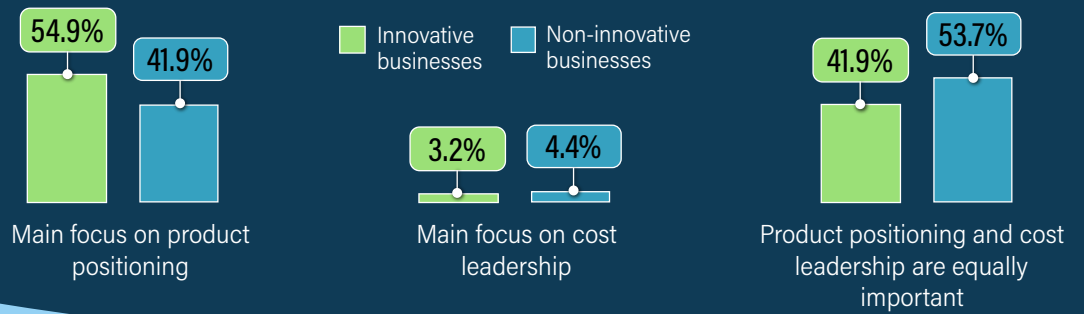
INNOVATION AND BUSINESS STRATEGY

in Canada, 2022

Innovation and marketing

In 2022, innovative businesses in Canada planned to focus more on product positioning¹ than on cost leadership² over the period from 2023 to 2027.

Percentage of businesses



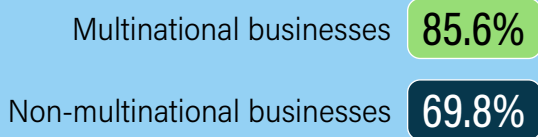
Multinational businesses: Innovation and intellectual property

From 2020 to 2022, multinational businesses³ were more innovative than non-multinational businesses

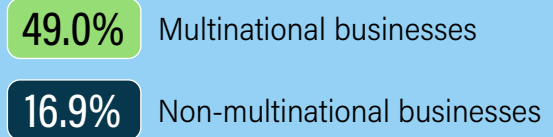


Multinational businesses were more likely to own intellectual property assets

Percentage of innovative businesses

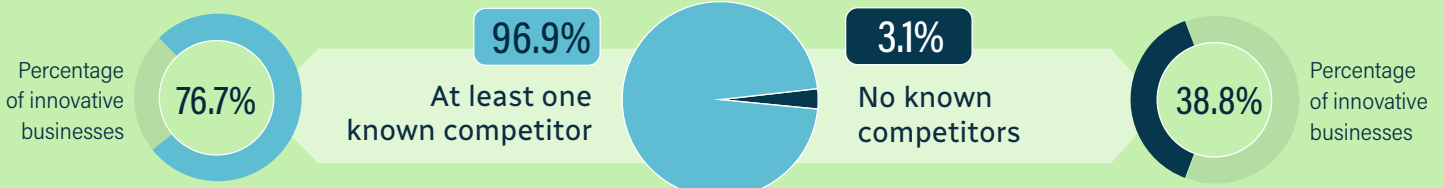


Percentage of businesses that own intellectual property assets



Competition spurred innovation

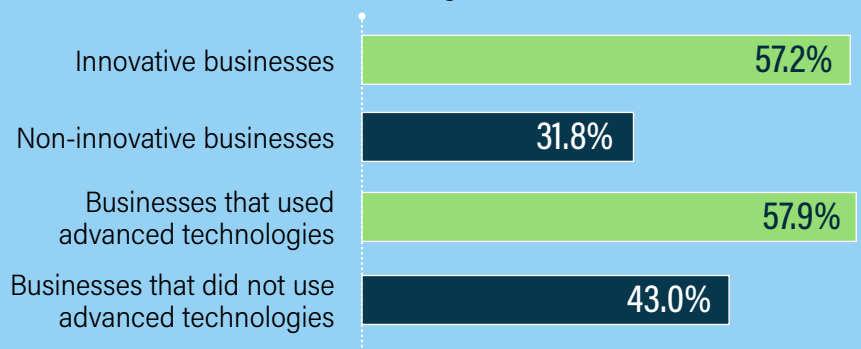
Businesses with competitors were more likely to introduce innovations than businesses with no competitors



Skill shortages and cutting-edge businesses

Innovative businesses and advanced technology users faced greater skill shortages

Percentage of Canadian businesses that faced skill shortages, 2022



1. Product positioning is a strategy used to promote goods or services, including market segmentation, diversification, and quality improvement.
 2. Cost leadership is a strategy designed to reach and maintain a more efficient cost structure than that of competitors in order to gain a share of the market or long-term profitability.
 3. Multinational businesses are corporations with majority-owned operations in more than one country.
 Source: Statistics Canada, Survey of Innovation and Business Strategy, 2022.