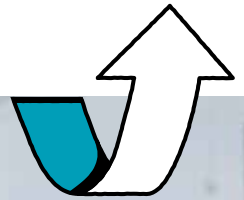


Business Startups

Figures.Data.Facts. 2025



SERVICE. VOICE. SPIRIT.
EMPOWERING AUSTRIA'S
ENTREPRENEURS.

Austria's startup figures remain at a high level.

The ongoing positive startup trend proves that self-employment is - and will remain - attractive. The sustainability of new businesses is especially noteworthy.

36,673¹
new enterprises in 2024

2023	36,439
2022	34,587
2021	35,487
2020	32,973
2019	32,150



7 in 10

enterprises
are still active
after 5 years.







36.6 years is the average
age of new entrepreneurs

Industry sectors and trade groups¹

Booming sectors

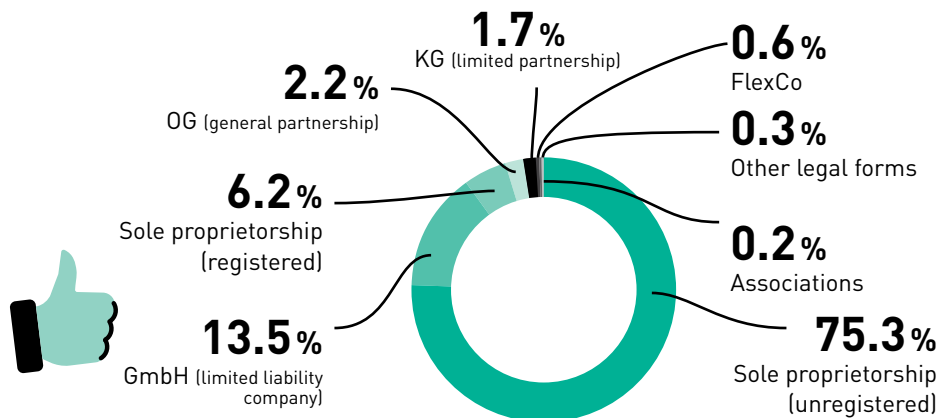
In the 2024 trade group ranking, the Business Consulting, Accounting and Information Technology group takes the lead, followed by the group for Mail, Internet, and General Trade. In third place is the Advertising & Market Communications trade group, followed by Personal Service Providers and Direct Sales groups.

Startups by sector

 39.7 % Crafts & Trades	 25.6 % Commerce	 19.9 % Information & Consulting
 8.7 % Tourism & Leisure Industries	 6.0 % Transport & Logistics	 0.1 % Industry, Banking and Insurance

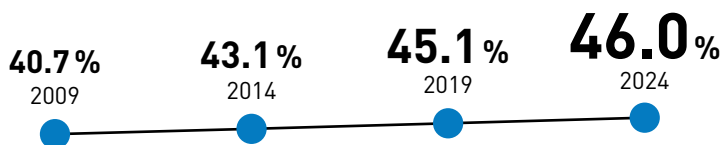
Sole proprietorship: most popular legal form ¹

In 2024, 81.5% of all founders were sole proprietors, while 13.5% were limited liability companies. Since January 1, 2024, the new legal form FlexCo can be established.



Nearly half of all new businesses are founded by women¹

2024 marked a record number of sole proprietorships founded by women.



Motives for starting a business

- 1**

71.0%

wanted increased flexibility in managing their time and personal lives.
- 2**

69.1%

have long harboured the desire to be their own boss.
- 3**

62.8%

wanted to carry over the responsibility they held as employees into their own business.



¹ Source: WKO, as of 01/2024, excl. personal care provider

Austria's startup ecosystem is growing

3,400

Startups since 2012²

More than **3,400 startups** have been founded in Austria **since 2012** and the average number of employees is 12.3. In total, the Austrian startup-sector employs around **30,000 employees**.

Profitability²


41% of startups are already profitable.



Success through impact²



Every second startup pursues overarching corporate goals concerned with **environmental and/or social issues**.



Facts about Startup-Founders²

37.2

years average age

76%

with a university degree

17%

with a migration background

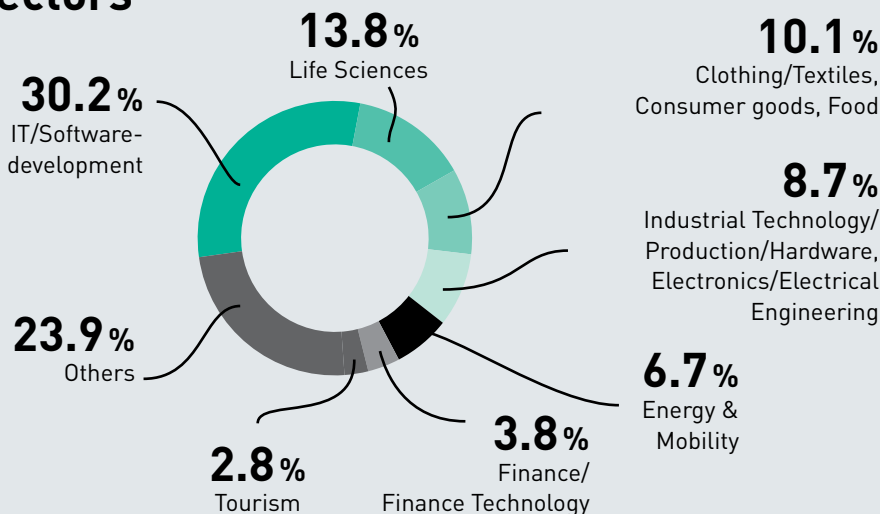
17%

share of women

78%

share of team formations

Sectors²



Most common sources of financing²



66.3 %
Savings



51.8 %
National
subsidies



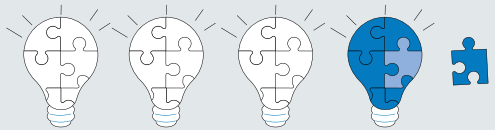
29.3 %
Cashflow



28.3 %
Business
Angel

Spinoffs²

Currently, almost **one in four startups** is an academic spinoff (23%).



Success through globalisation²



73 % of startups have already tapped into international markets and 18% are planning to expand abroad for the first time in the near future.

From startup to scaleup²

Around **14 %** of all Austrian startups can be defined as scaleups, i.e. they have already reached a minimum size and are on a growth path.

Innovation trends²



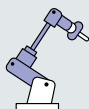
73 %
Artificial
Intelligence



35 %
Renewable
Energy



32 %
Energy-
storage



29 %
Automation



26 %
Big Data



25 %
Cybersecurity

Kickstart your business with the WKÖ Startup Service

The Startup Service of the Austrian Economic Chambers supports thousands of entrepreneurs every year with a wide range of services, advice, and advocacy on all matters related to starting a business. With over 90 locations, the Startup Service is the ideal partner for a successful start to entrepreneurship.

→ www.gruenderservice.at   /gruenderservice

→ LinkedIn: Gründerservice

→ TikTok @dasfoundicheasy



Success through experience

Austria's entrepreneurial landscape remains diverse: While the average age of entrepreneurs stays almost the same at 36.6 years, the fastest-growing group of founders is in their 40s, 50s, and 60s. However, the majority of new businesses are started by entrepreneurs aged 20 to 39, who account for nearly two-thirds of all startups.

Entrepreneurs stay in business

After three years, around three-quarters of businesses are still operating, and after five years, two-thirds remain. The startup statistics not only exclude those who lost their businesses through insolvency but also those who voluntarily shut down, sold, leased, transferred, or gifted their business.

Economic Chamber's Entrepreneurial Counselling: Driving Success

55,700
consultations per year

182,200
contacts per year

Services for Startups

WKÖ supports startups with weekly Open Office Hours, the Startup Landscape Austria data platform, LOOKAUT short videos, and online courses on wise up. The inno up program fosters collaboration between startups and established companies, while the Born Global Academy helps scale-up expand into international markets.

→ www.startupnow.at

