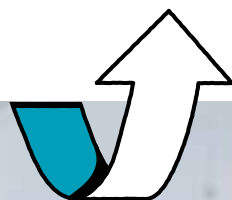


New Business Formations and Startups

Figures.Data.Facts. 2025



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

Business Formation Numbers in Austria Remain High

Austria's strong business formation trend shows that self-employment remains an attractive option. 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 out of 10
enterprises
are still active
after 5 years.

36.6 years is the average
age of a new entrepreneur

Industry sectors and trade groups¹

Booming sectors

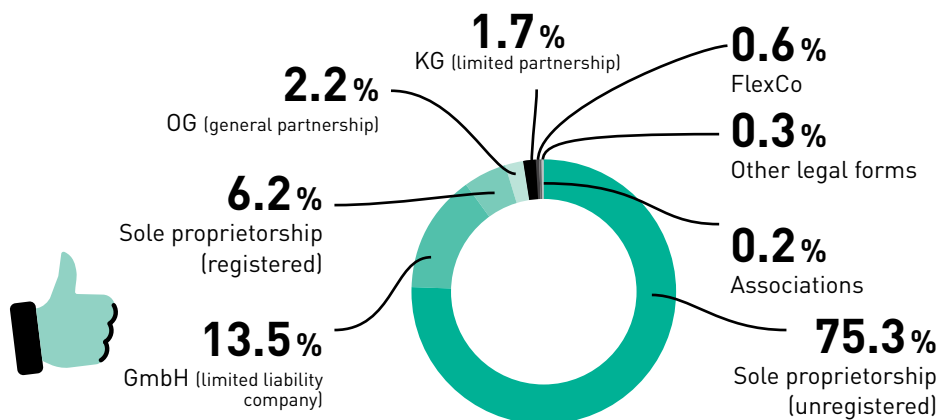
In the 2024 trade group ranking, the Business Consulting, Accounting and Information Technology group takes the lead, followed by the group for Mail, Internet, and General Trade. In third place is the Advertising & Market Communications trade group, followed by Personal Service Providers and Direct Sales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

New business formations 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

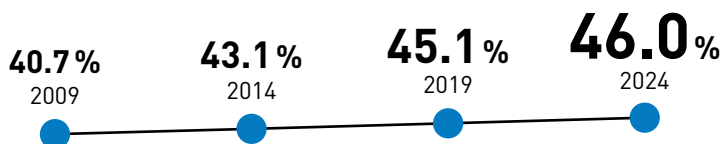
Sole proprietorship: most popular legal form¹

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.

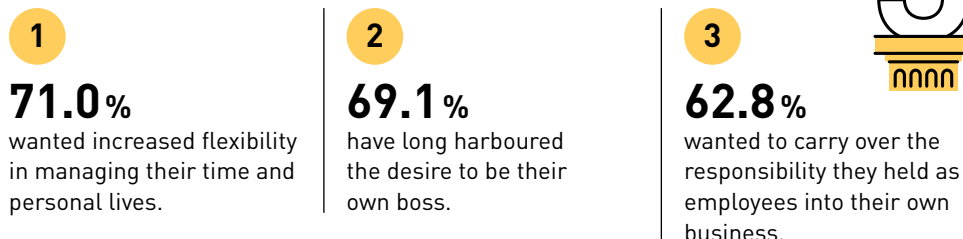


Nearly half of all new businesses are founded by women¹

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



Motives for starting a business



¹ Source: WKO, as of 01/2025, excl. personal care provider

Austria's startup scene is expanding

3,700

Startups since 2013²

Since **2013**, more than **3,700 startups** have been founded in Austria, with an average of 9.5 employees per startup. In total, the Austrian startup sector employs around **30,000 people**, not including the founders themselves.

Facts about Startup Founders²

38.5
years average age

78%
hold a university degree

19%
with a migration
background

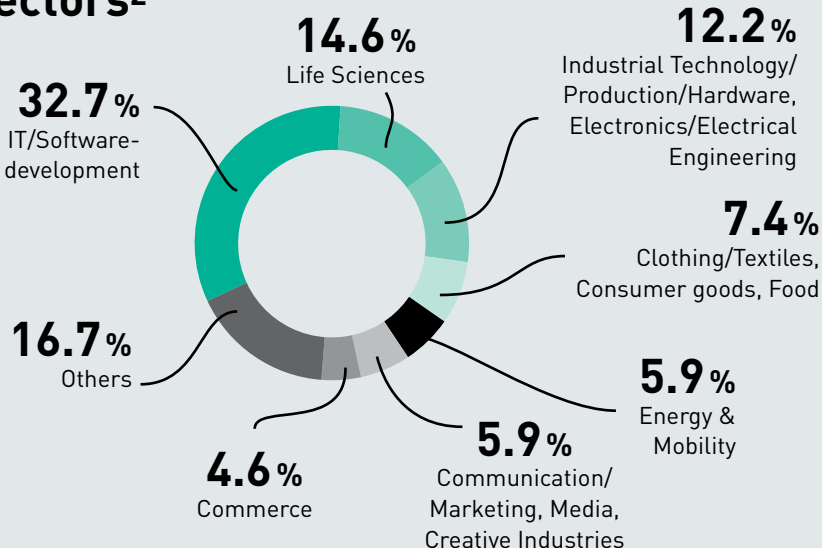
22%
share of women

74%
share of team formations

Deep-Tech-Startups²

17% of startups are classified as deep-tech startups. These companies develop technological solutions grounded in fundamental scientific research or significant technological advancements, undertaking sustained in-house research and development efforts.

Sectors²



Most common sources of financing²



68.3 %
Savings



49.1 %
National
subsidies



28.9 %
Cashflow



26.2 %
Business
Angel

Profitability²

38% of startups are already profitable.



Success through Globalization²

74% of startups have already tapped into international markets and 18% are planning to expand abroad for the first time in the near future.



Success through Impact²



56% of startups pursue overarching business goals in the areas of environmental sustainability and/or social impact. Among deep-tech startups, this commitment is even stronger – 70% are classified as green and/or social startups.

Innovation trends²



71.2 %
Artificial
Intelligence



31.9 %
Renewable
Energy



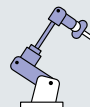
29.4 %
Energy Storage



28.6 %
Cyber Security



27.6 %
Big Data



25.8 %
Automation

Kickstart your business with WKÖ

WKÖ's Entrepreneurial Support helps thousands of new business founders every year with a wide range of services, advice, and advocacy on all matters related to starting a business. With over 90 locations, it 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

The Austrian Federal Economic Chamber (WKÖ) supports startups through a range of services, including weekly Open Office Hours, the Startup Landscape Austria data platform, LOOKAUT short video series, and online courses via wise up. The inno up program promotes collaboration between startups and established companies. The Born Global Academy supports scaleups in their journey toward international markets.

→ www.startupnow.at

