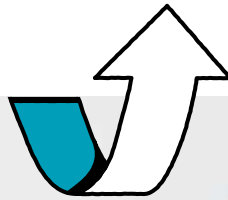


# New Business Formations and Startups

Figures.Data.Facts. 2026



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.

# 39,978<sup>1</sup>

new enterprises in 2025

2024	36,555
2023	36,439
2022	34,587
2021	35,487
2020	32,973



# 7 out of 10

enterprises are still active after 5 years.

36.4 years is the average age of a new entrepreneur

## Industry sectors and trade groups<sup>1</sup>

### Booming sectors

In the 2025 trade group ranking, the Business Consulting, Accounting and Information Technology group takes the lead, followed by the group Advertising & Market Communications trade group. In third place is the group for Mail, Internet, and General Trade, followed by Personal Service Providers and Direct Sales groups.

### New business formations by sector



**38.2%**  
Crafts & Trades



**25.6%**  
Commerce



**21.4%**  
Information & Consulting



**8.5%**  
Tourism & Leisure Industries



**6.1%**  
Transport & Logistics



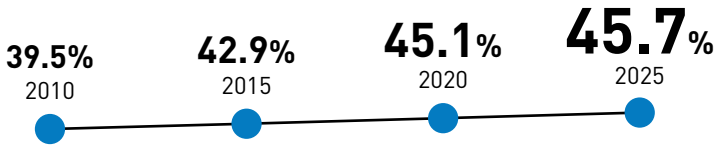
**0.1%**  
Industry, Banking and Insurance

# Sole proprietorship: most popular legal form<sup>1</sup>

In 2025, 82.6% of all founders were sole proprietors, while 13.1% were limited liability companies (GmbH). General Partnerships (OG) accounted for 1.9% of new businesses, limited partnerships (KG) for 1.2%, and FlexCo for 0.7%.

<sup>1</sup> Source: WKO, as of 01/2026, excl. personal care provider

## Nearly half of all new businesses are founded by women<sup>1</sup>



## Motives for starting a business



**1**  
**70.6%**  
wanted increased flexibility in managing their time and personal lives.

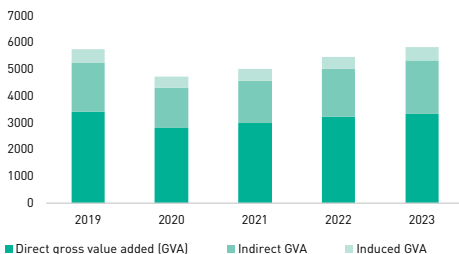
**2**  
**69.8%**  
have long harboured the desire to be their own boss.

**3**  
**62.9%**  
wanted to carry over the responsibility they held as employees into their own business.

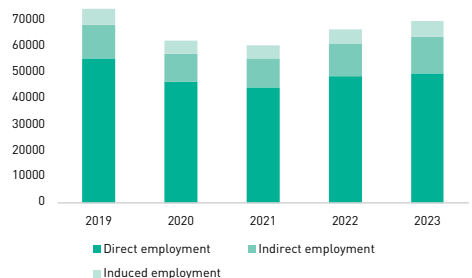
## Business Formations as a Key Pillar of the Economy

With approximately €2.9 billion in taxes and fees, founders make a significant contribution to government funding and social security.

**Gross value-added effects from new businesses, 2019-2023 (at 2023 prices, in € million)**



**Employment effects from new businesses, 2019-2023 (number of persons)**



Source: iföw, Statistics Austria; as of 01/2026

## Austria's startup scene is expanding

# 3,600

## Startups since 2014<sup>2</sup>

Since 2014, more than 3,600 startups have been founded in Austria, with an average of 11.4 employees per startup. In total, the Austrian startup sector employs around 35,000 people, not including the founders themselves.



### Facts about Startup Founders<sup>2</sup>

**40**  
years average age

**78%**  
hold a university degree

**17%**  
with a migration  
background

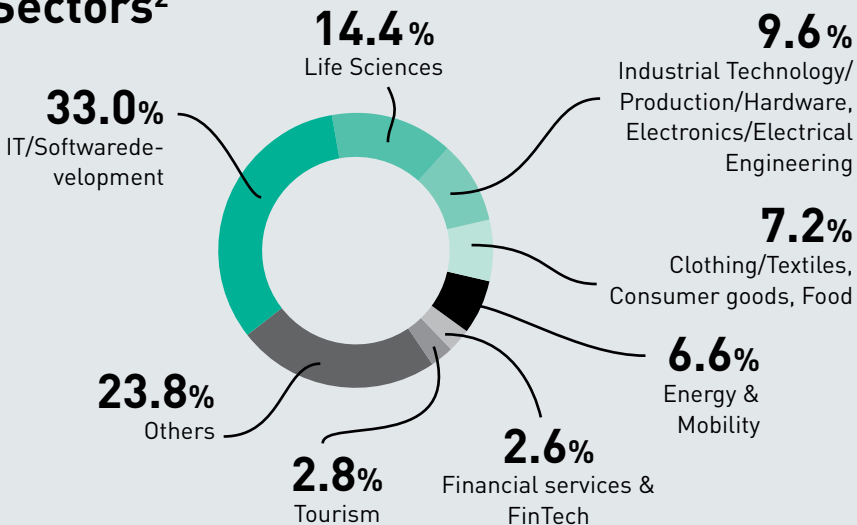
**21%**  
share of women

**73%**  
share of team formations

## Deep-Tech-Startups<sup>2</sup>

**12%** 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.

## Sectors<sup>2</sup>



## Most common sources of financing<sup>2</sup>



**64.9%**  
Savings



**55.1%**  
National  
subsidies



**31.7%**  
Cashflow



**26.5%**  
Business  
Angel

## Profitability<sup>2</sup>

**27%** of startups are already profitable.



## Success through Globalization<sup>2</sup>

**73%** of startups have already tapped into international markets and 82% plan to expand internationally in the near future.



## Success through Impact<sup>2</sup>

**62%** 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 trends<sup>2</sup>



**69.9%**  
Artificial  
Intelligence



**26.2%**  
Renewable  
Energy



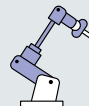
**28.0%**  
Energy Storage



**33.6%**  
Cyber Security



**22.1%**  
Big Data



**22.7%**  
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](http://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 36.4 years, the number of new enterprises is increasing most significantly among those under 20 and those aged 20 to 30. 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

**56,000**  
consultations per year

**177,100**  
contacts per year

## Services für 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 and the inno up collaboration challenge between startups and established companies. The Born Global Academy supports scaleups in their journey toward international markets. → [www.startupnow.at](http://www.startupnow.at)

