2026 SURVEY – BUSINESS SENTIMENT

AUSTRIAN BUSINESS IN THE UK

KEY FINDINGS & RESULTS

ADVANTAGE AUSTRIA UK in cooperation with
VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

WU WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

ADVANTAGE AUSTRIA WKO

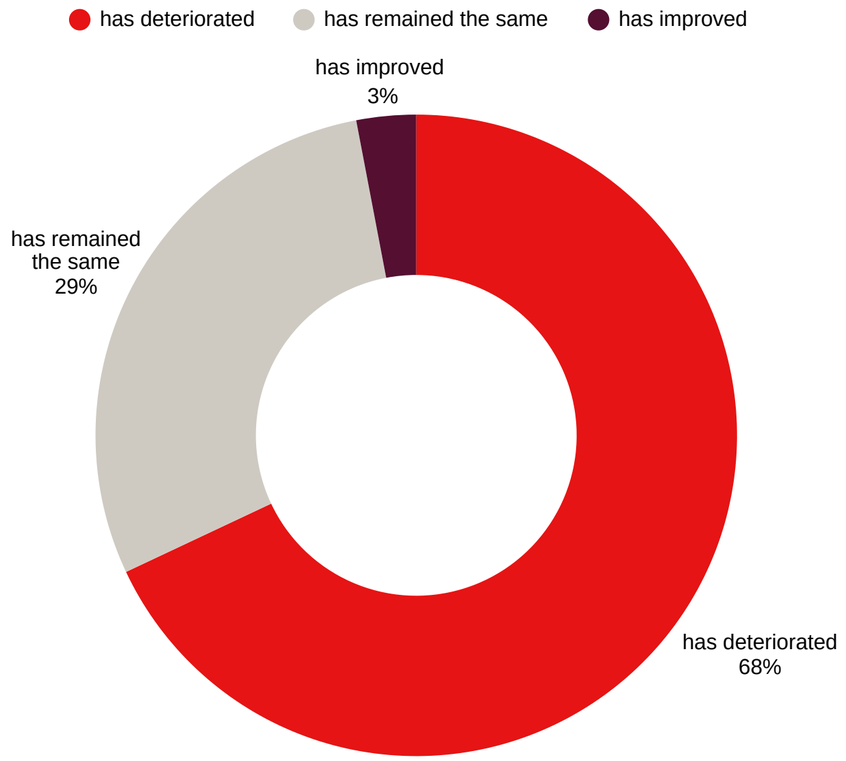
...KEY FINDINGS

The latest Global Business Barometer shows key trends among Austrian companies in the UK and globally.

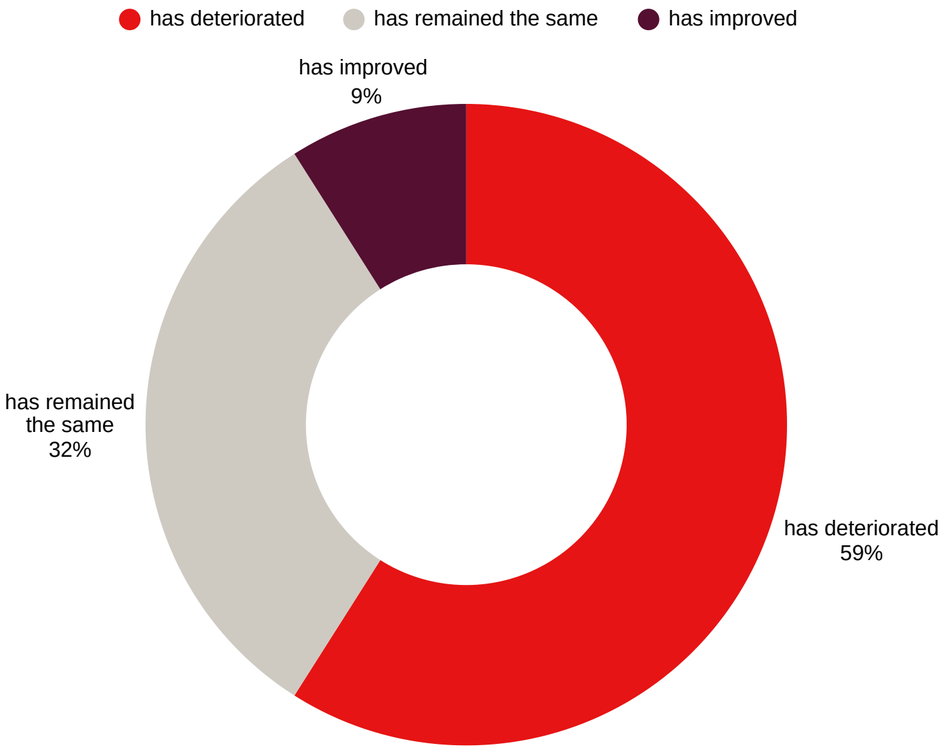
- **41%** of Austrian subsidiaries in the UK surveyed expect their turnover to grow in 2027.
- **59%** expect their investment level to remain the same, while only 15% expect an increase in investment.
- Although **50%** of **Austrian companies surveyed in the UK** expect a stable development of the general economic climate for 2027, **6%** anticipate improvements, while **44%** foresee a deterioration. Compared with the 2025 survey results, overall sentiment has remained broadly stable, with a similar share of respondents expecting stable or improving economic conditions in the UK.
- Regarding the economic situation in the UK, **9%** anticipate improvements, **44%** expect stability, and **47%** predict a downturn.
- The cost of raw materials, bureaucracy, predictable economic policy and labour costs are seen as top challenges of doing business in the UK.
- Public procurement law, digitalisation, and the quality of local suppliers are rated as highly favourable factors for the UK business environment.
- Sustainability is a top priority with the majority of respondents in both the UK and Austria highlighting its importance.
- Companies see geopolitical risks such as protectionism, military conflicts, and systemic rivalry between world powers as potential challenges to operations.

From the company's perspective, an assessment is made of ... over the PAST 12 months.

the development of the general economic climate



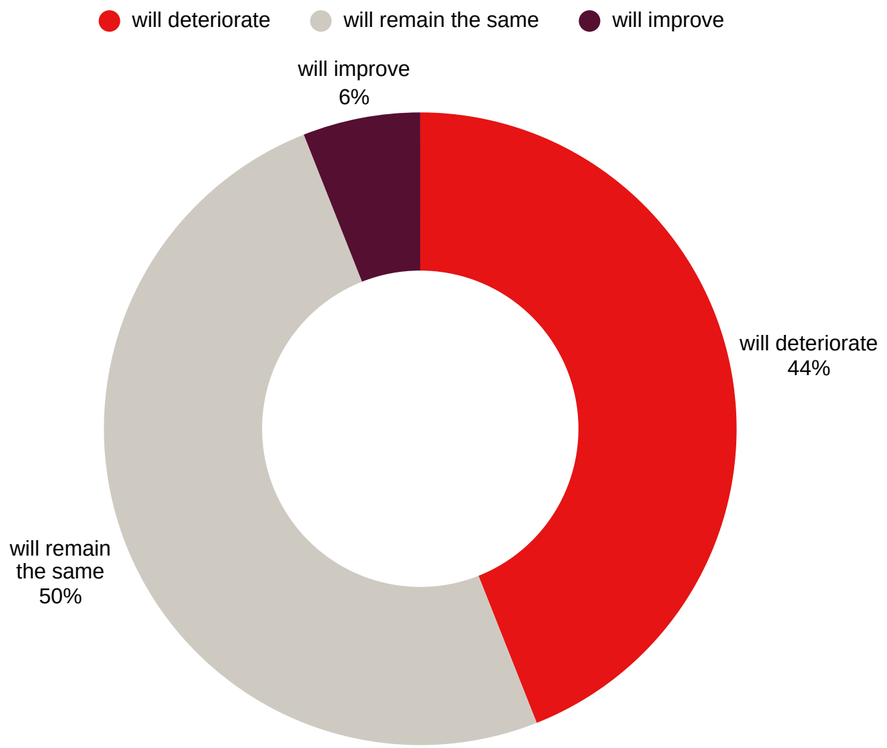
the economic situation in the country where your subsidiary is located



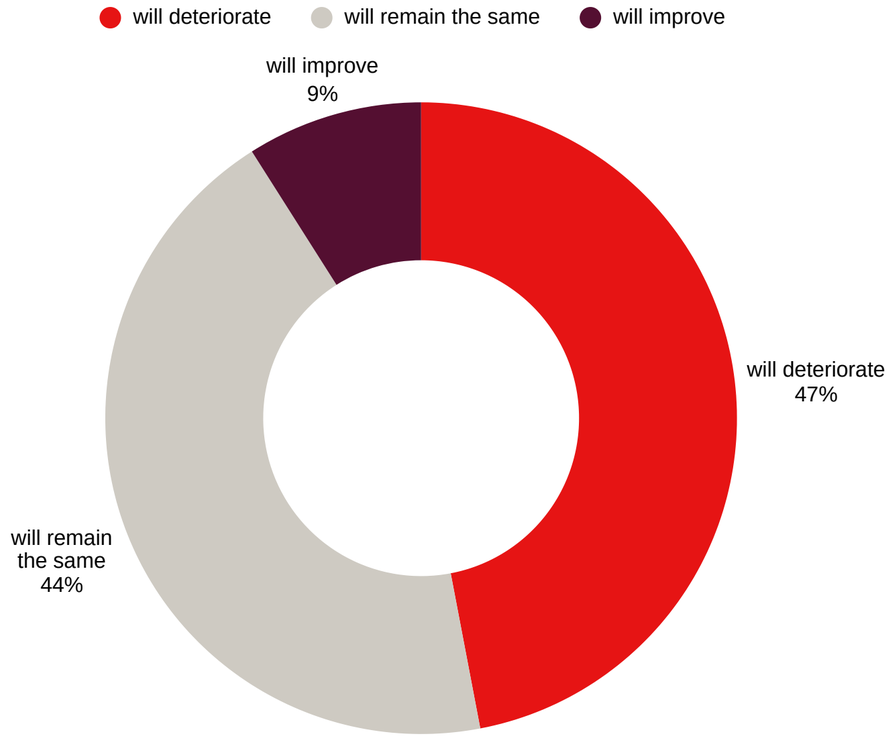
ADVANTAGE AUSTRIA WKO

From your company's perspective, how do you assess ... for the NEXT 12 months?

the development of the general economic climate

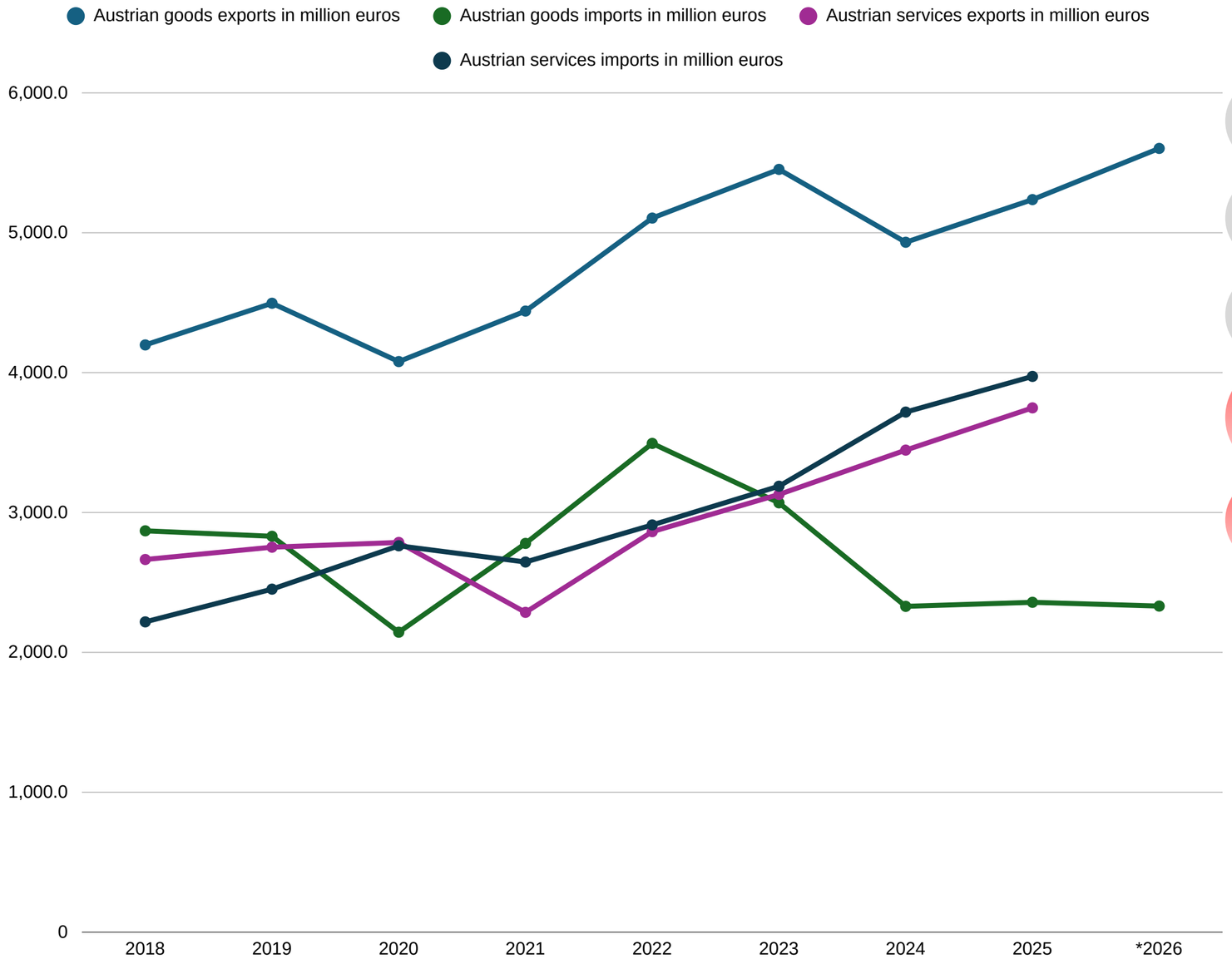


the economic situation in the country where your subsidiary is located



ADVANTAGE AUSTRIA WKO

… ECONOMIC RELATIONS WITH THE UK IN 2026



9th most important trading partner

10th in Austrian exports of goods

5th in Austrian service exports

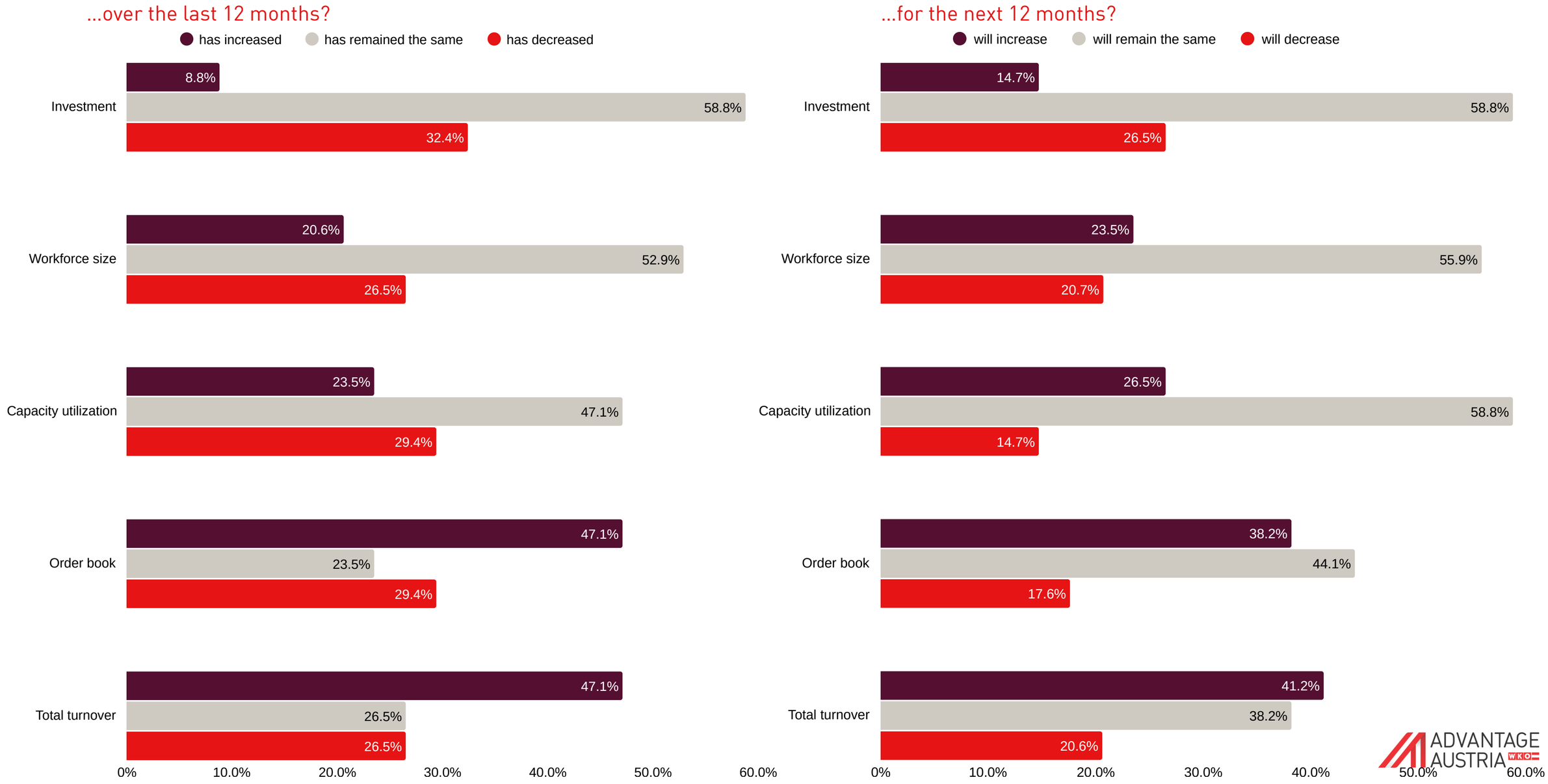
No. 10 for Austrian FDI

No. 12 for inward investments into Austria

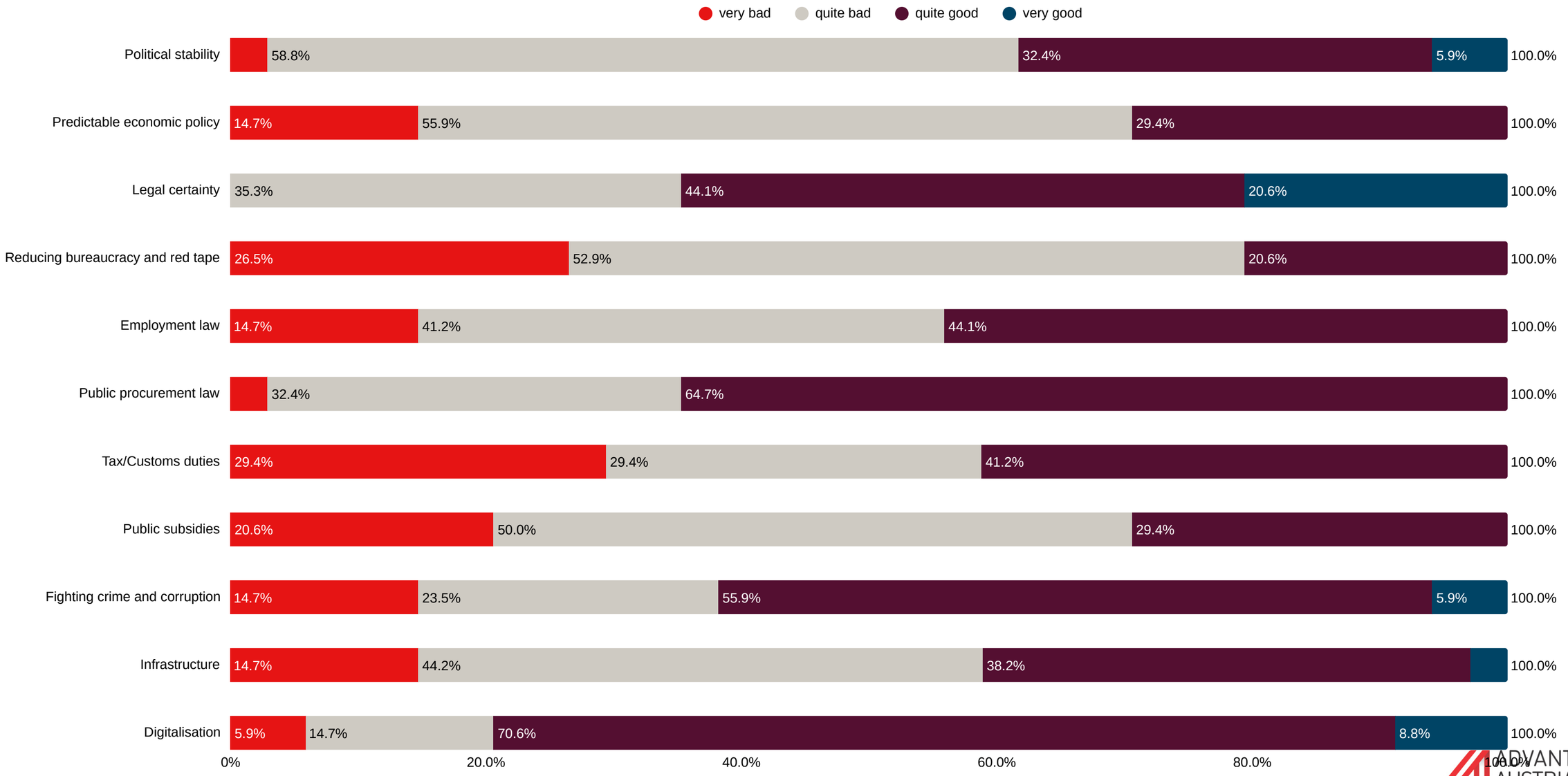
[1] *2026 Projections ONLY
Source: Österreichische Nationalbank
[2]Source: Statistik Austria
[3]Source: Österreichisches Institut für Wirtschaftsforschung

ADVANTAGE AUSTRIA WKO

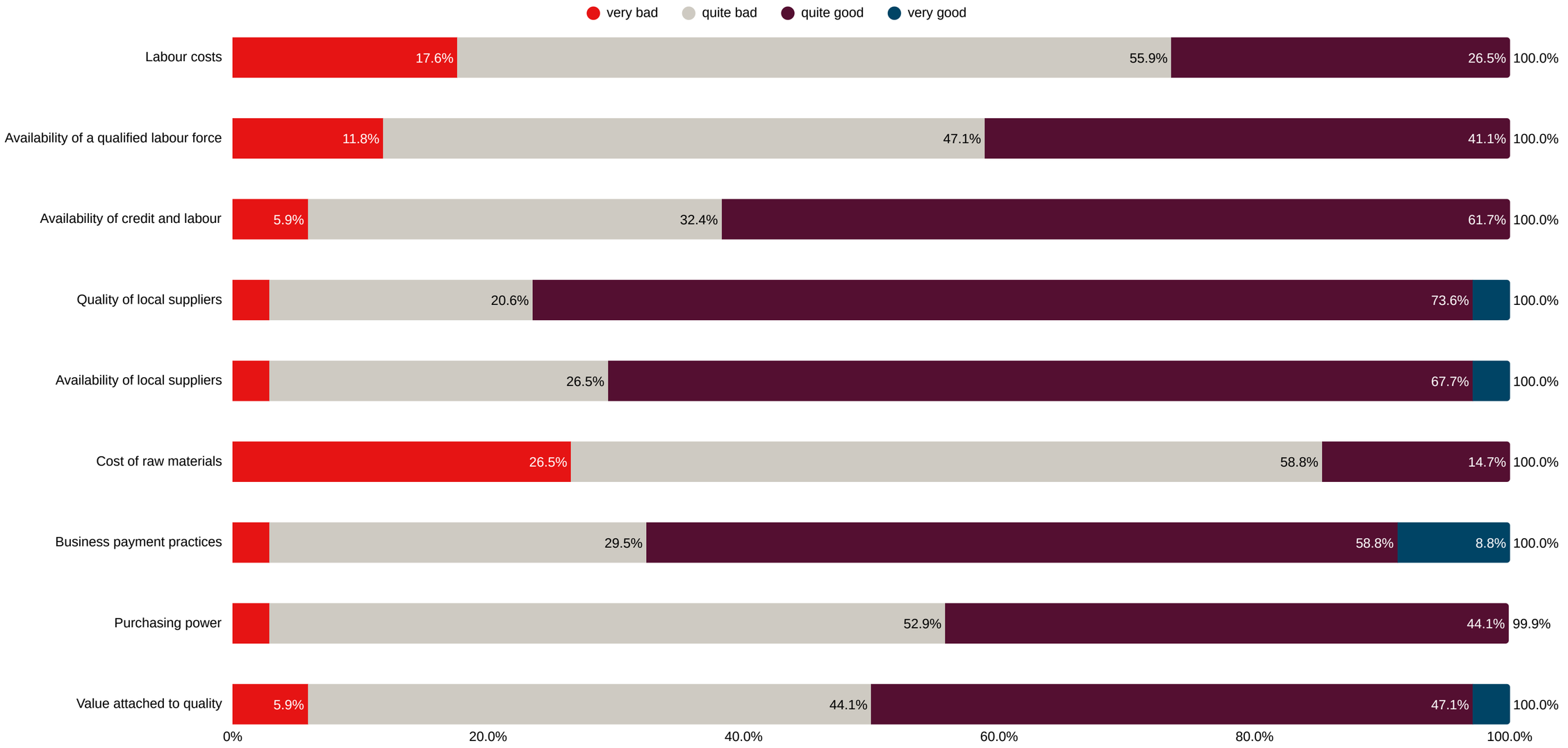
Looking at your company’s performance in your subsidiary's country, how would you assess the performance indicators listed below …



How do you assess the following regulatory and market-related topics in your subsidiary's country?

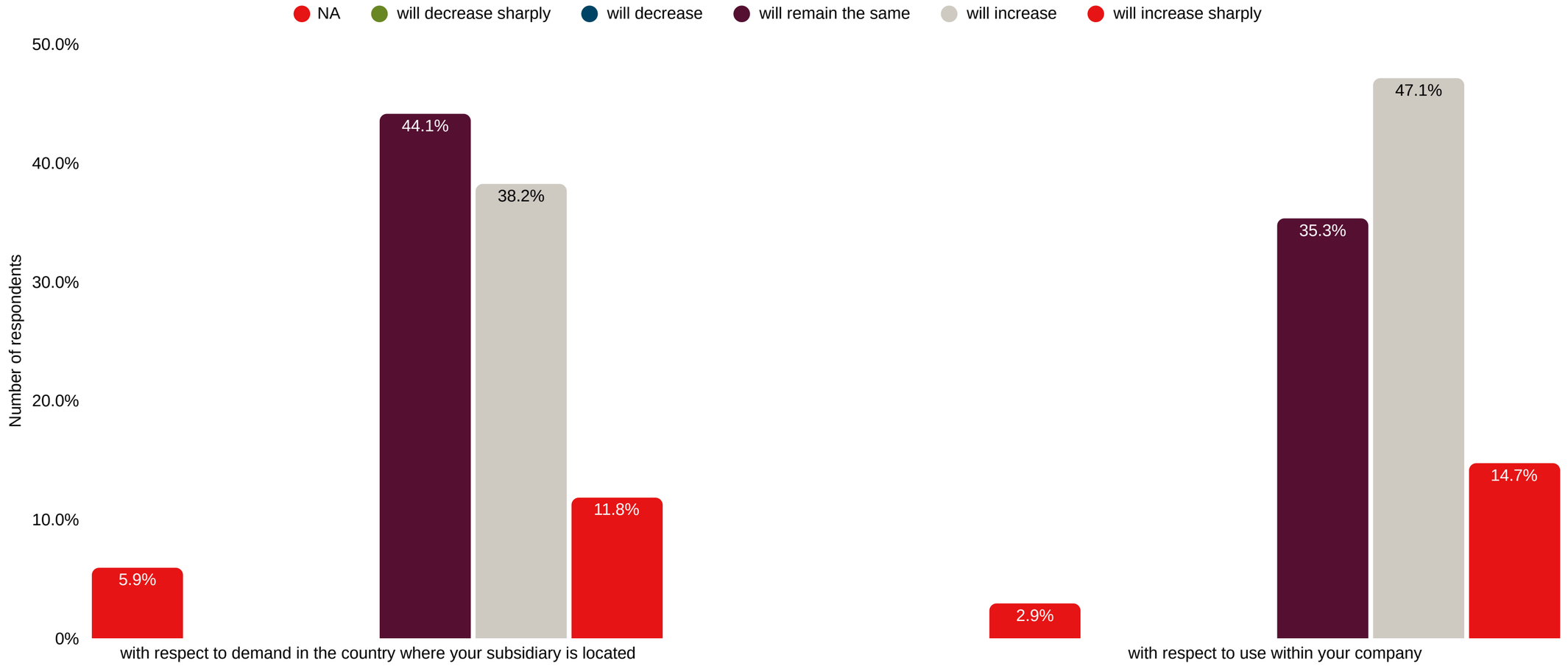


How do you assess the following regulatory and market-related topics in your subsidiary's country?

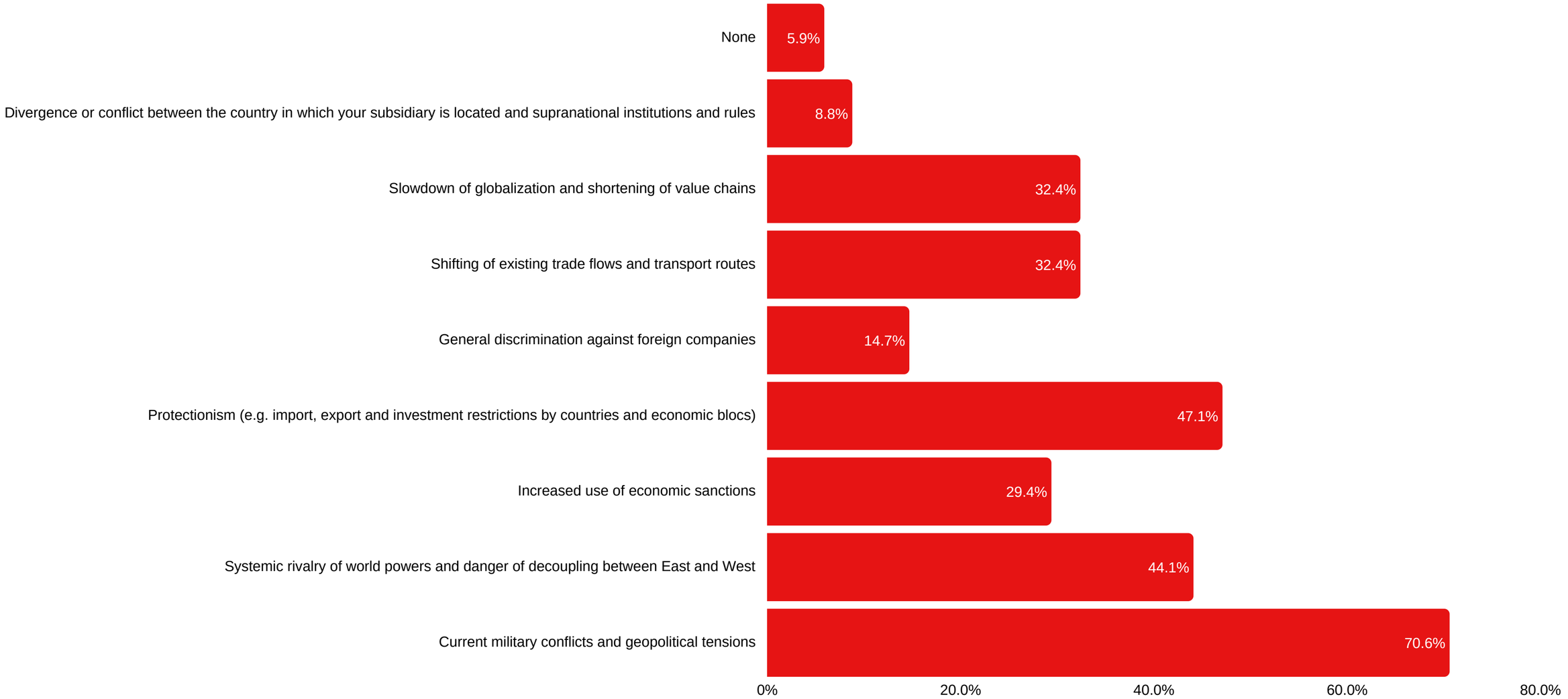


ADVANTAGE AUSTRIA WKO

From your company's perspective, how do you assess the development of products and services based on artificial intelligence in the NEXT 12 months?



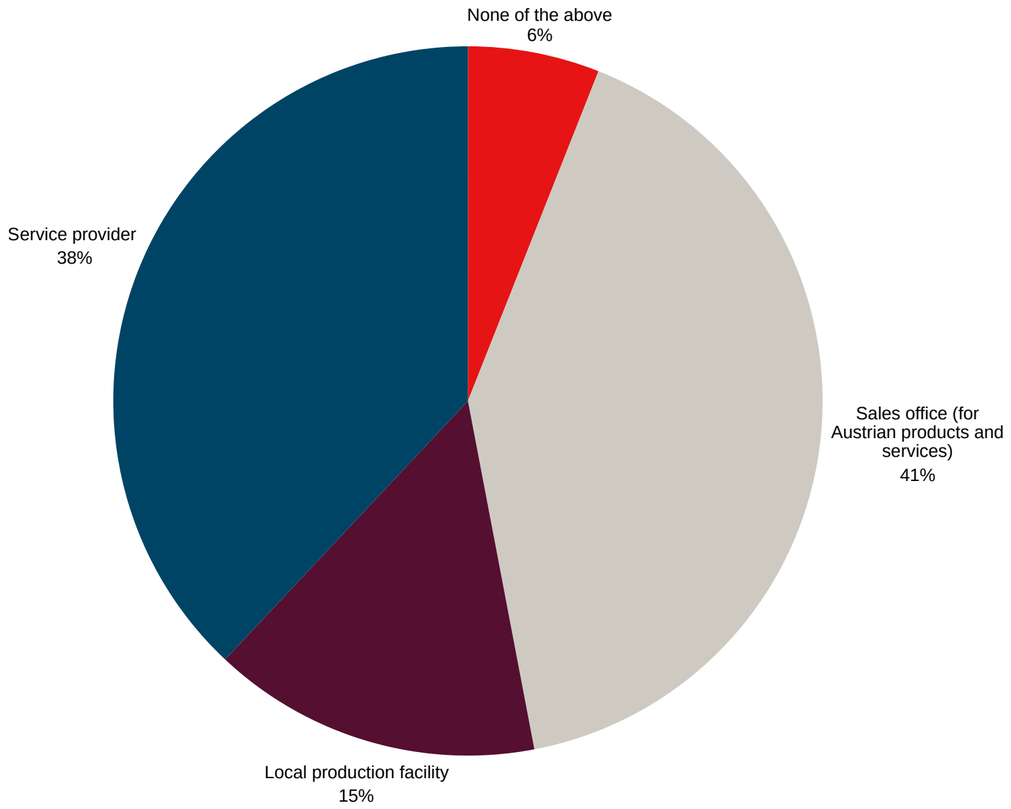
Which current geopolitical phenomena pose the greatest risk potential for the economic activity of your company in the subsidiary's country?



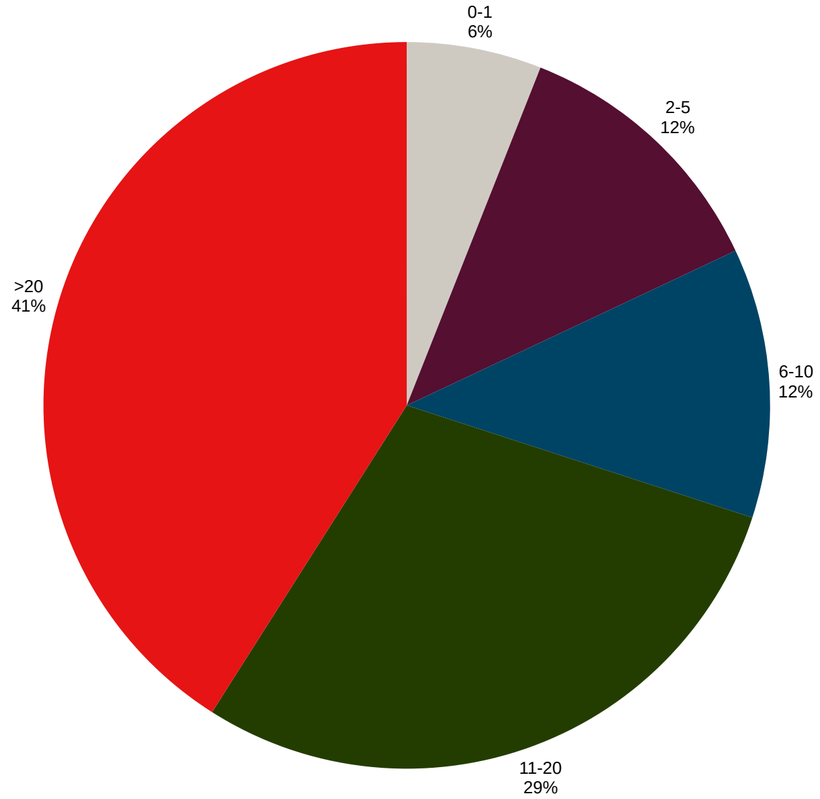
ADVANTAGE AUSTRIA WKO

AUSTRIAN BUSSINESS IN THE UK... 300 subsidiaries – 12% response rate.

What is the main activity of your company in the subsidiary's country?

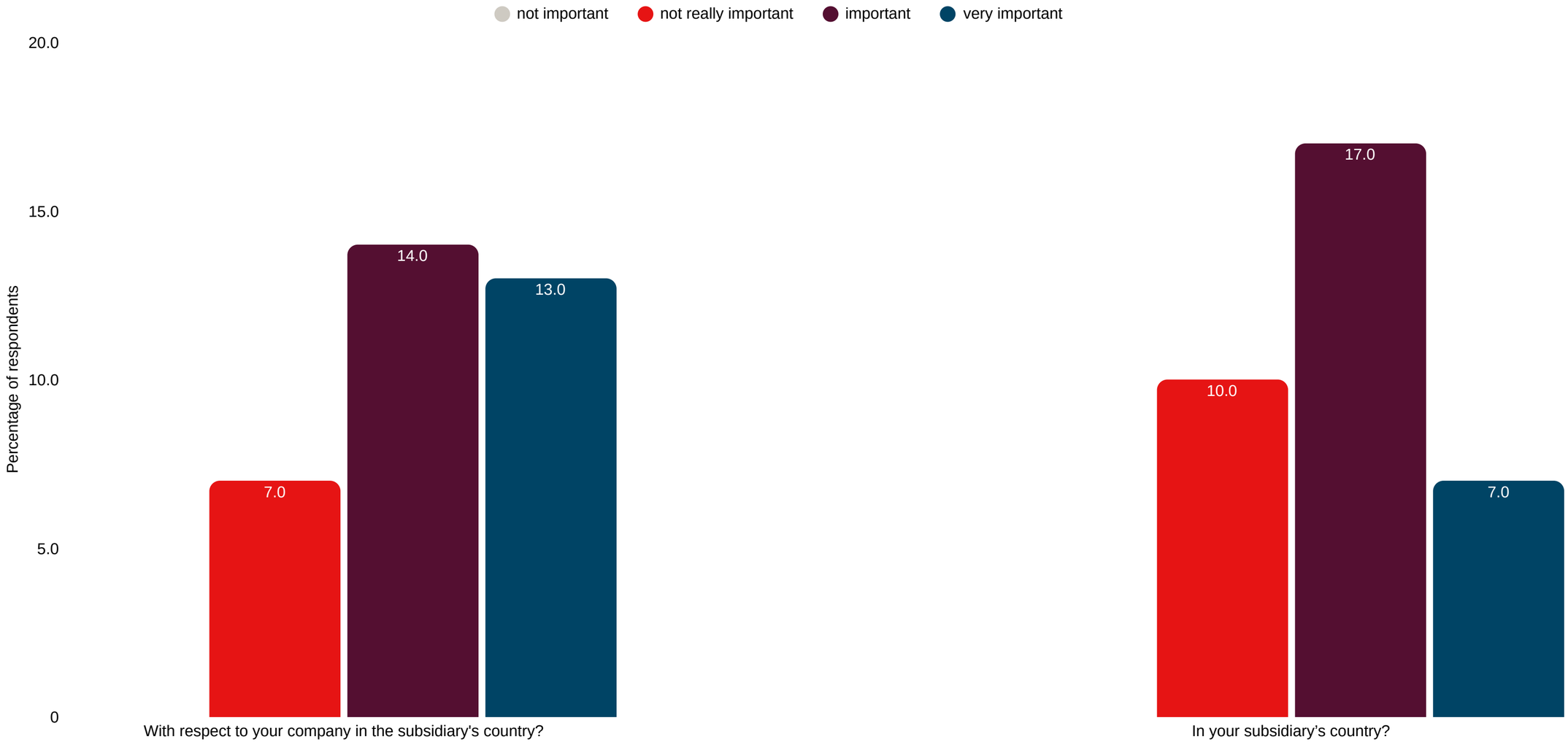


In what range is the revenue of your company in the subsidiary's country (EUR mn)?



ADVANTAGE AUSTRIA WKO

How important is the topic of sustainability…



ADVANTAGE AUSTRIA

2026 SURVEY – BUSINESS SENTIMENT

AUSTRIAN BUSINESS IN THE UK

for further questions please contact:

Austrian Embassy - Commercial Section
45 Princes Gate (Exhibition Road)
London SW7 2QA
T +44 20 7584 4411
F +44 20 7584 7946
M london@advantageaustria.org
W www.advantageaustria.org/gb

WU WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

ADVANTAGE AUSTRIA WKO