

2025 SURVEY – BUSINESS SENTIMENT

AUSTRIAN BUSINESS IN THE UK

KEY FINDINGS & RESULTS

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

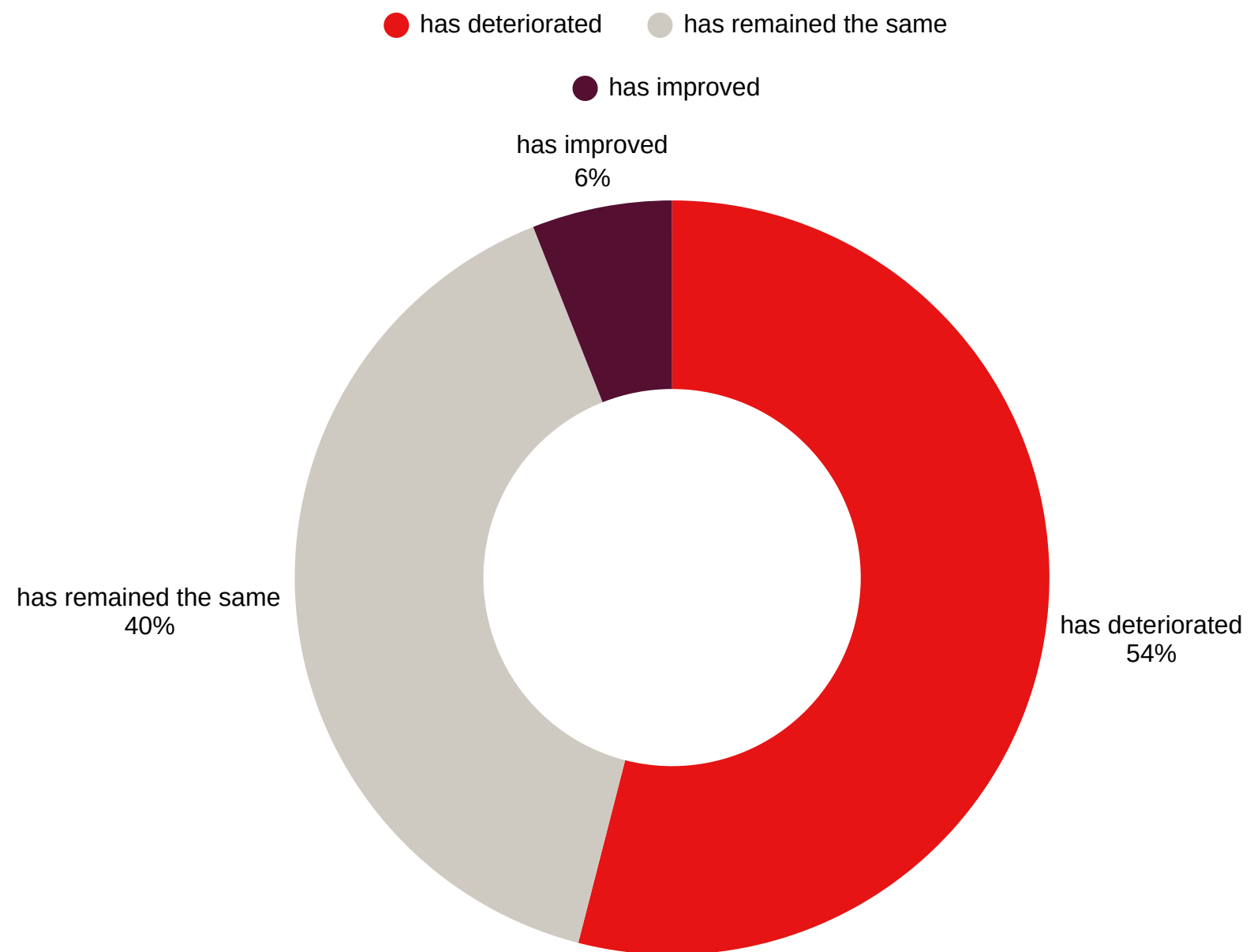
...KEY FINDINGS

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

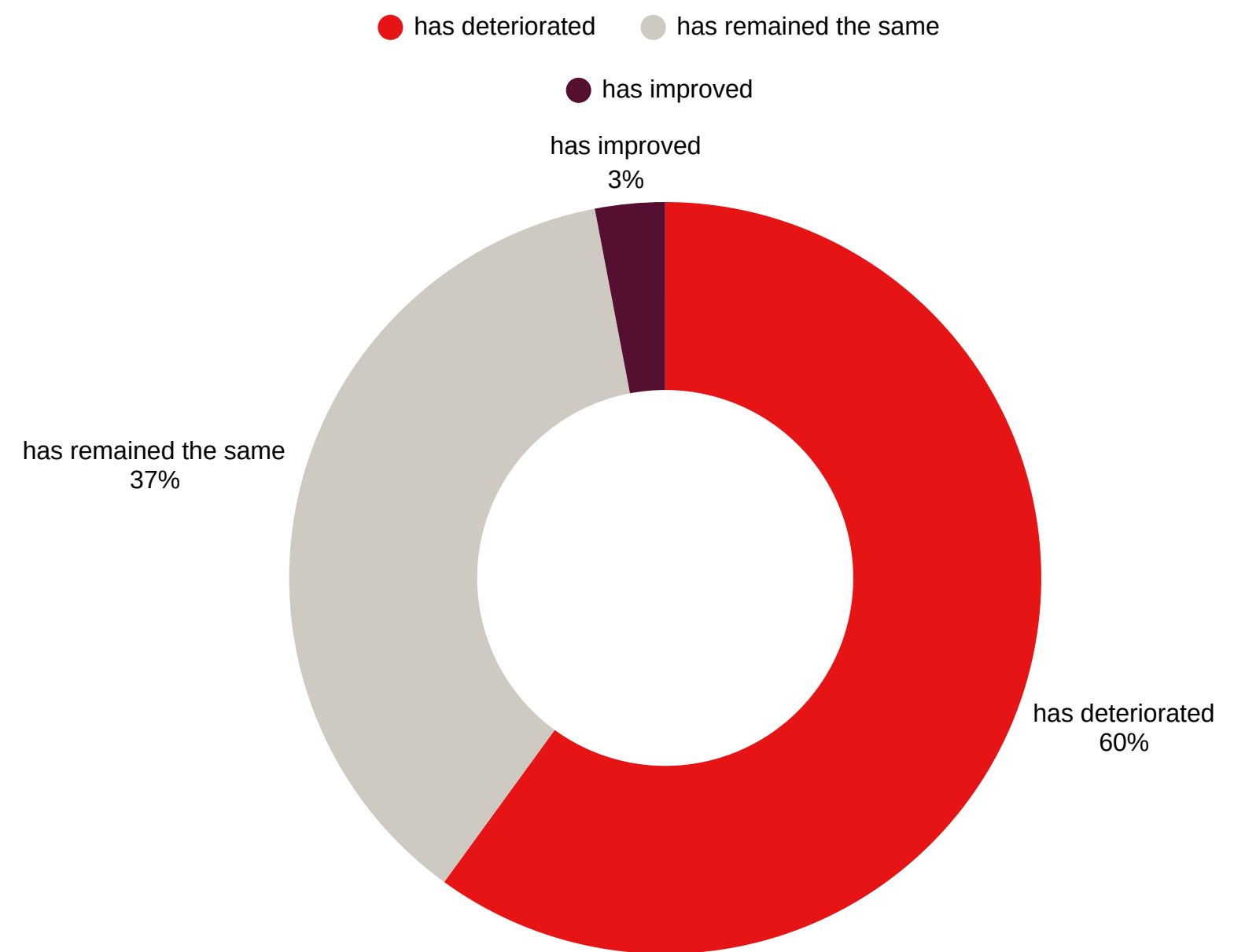
- **55%** of Austrian subsidiaries in the UK surveyed expect their turnover to grow in 2026.
- **50%** expect their investment level to remain the same, while only 10% expect an increase in investment.
- Although **60%** of **Austrian companies surveyed in the UK** expect a stable development of the general economic climate for 2026, **11%** anticipate improvements, while **29%** foresee a deterioration. The share of companies expecting improvement has halved in comparison to 2025 results.
- Regarding the economic situation in the UK, **9%** anticipate improvements, **48%** expect stability, and **43%** predict a downturn.
- The availability of qualified labour, and bureaucracy are seen as top challenges of doing business in the UK.
- Legal certainty, digitalisation, and a predictable economic policy 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

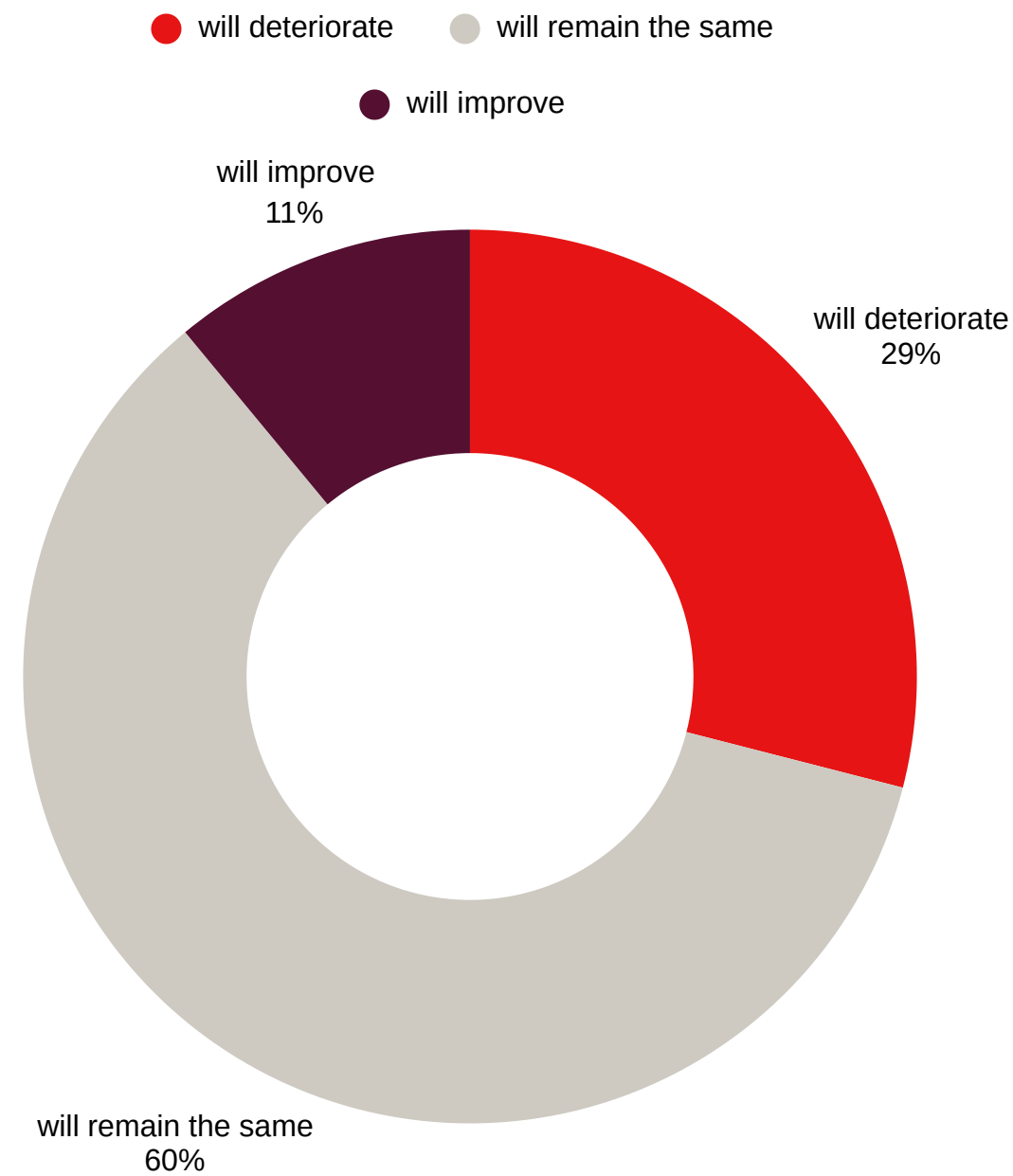


the economic situation in the country where your subsidiary is located

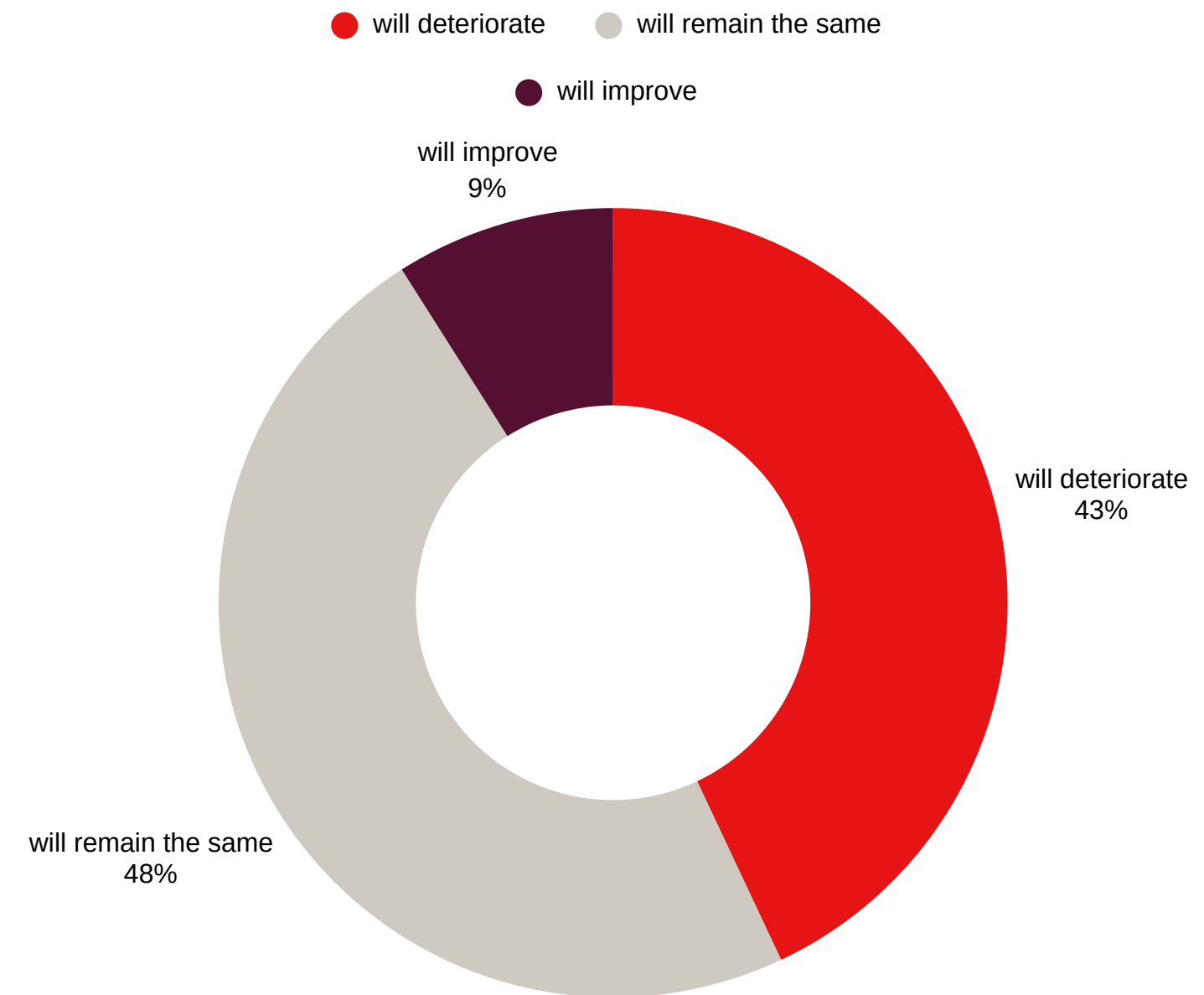


From your company's perspective, how do you assess ... for the NEXT 12 months?

the development of the general economic climate

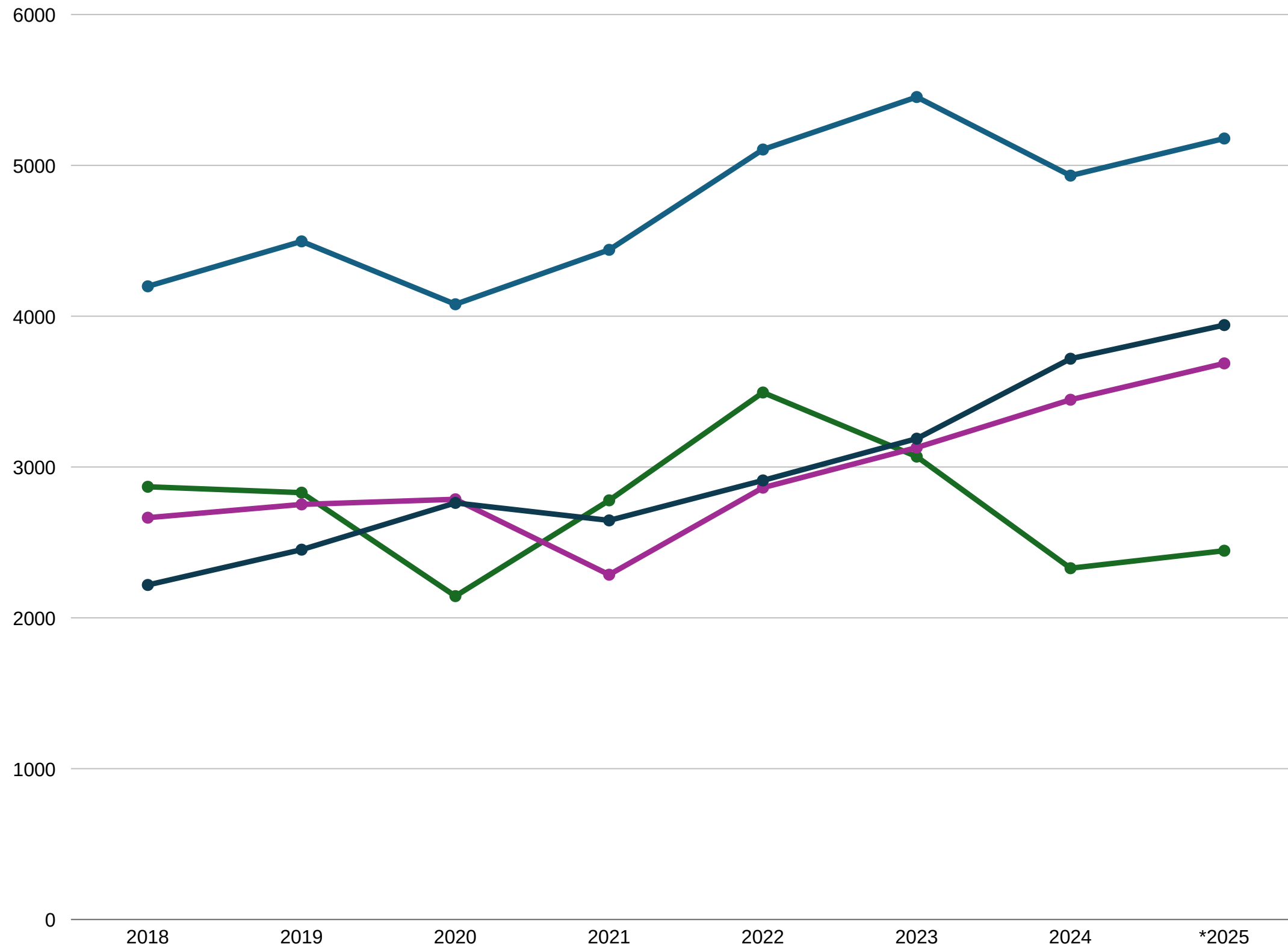


the economic situation in the country where your subsidiary is located



... ECONOMIC RELATIONS WITH THE UK IN 2025

● Austrian goods exports in million euros
 ● Austrian goods imports in million euros
 ● Austrian services exports in million euros
● Austrian services imports in million euros



¹ *2025 Projections ONLY

Source: Österreichische Nationalbank

²Source: Statistik Austria

³Source: Österreichisches Institut für Wirtschaftsforschung

9th most important trading partner



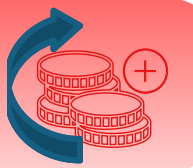
10th in Austrian exports of goods



5th in Austrian service exports



No. 10 for Austrian FDI



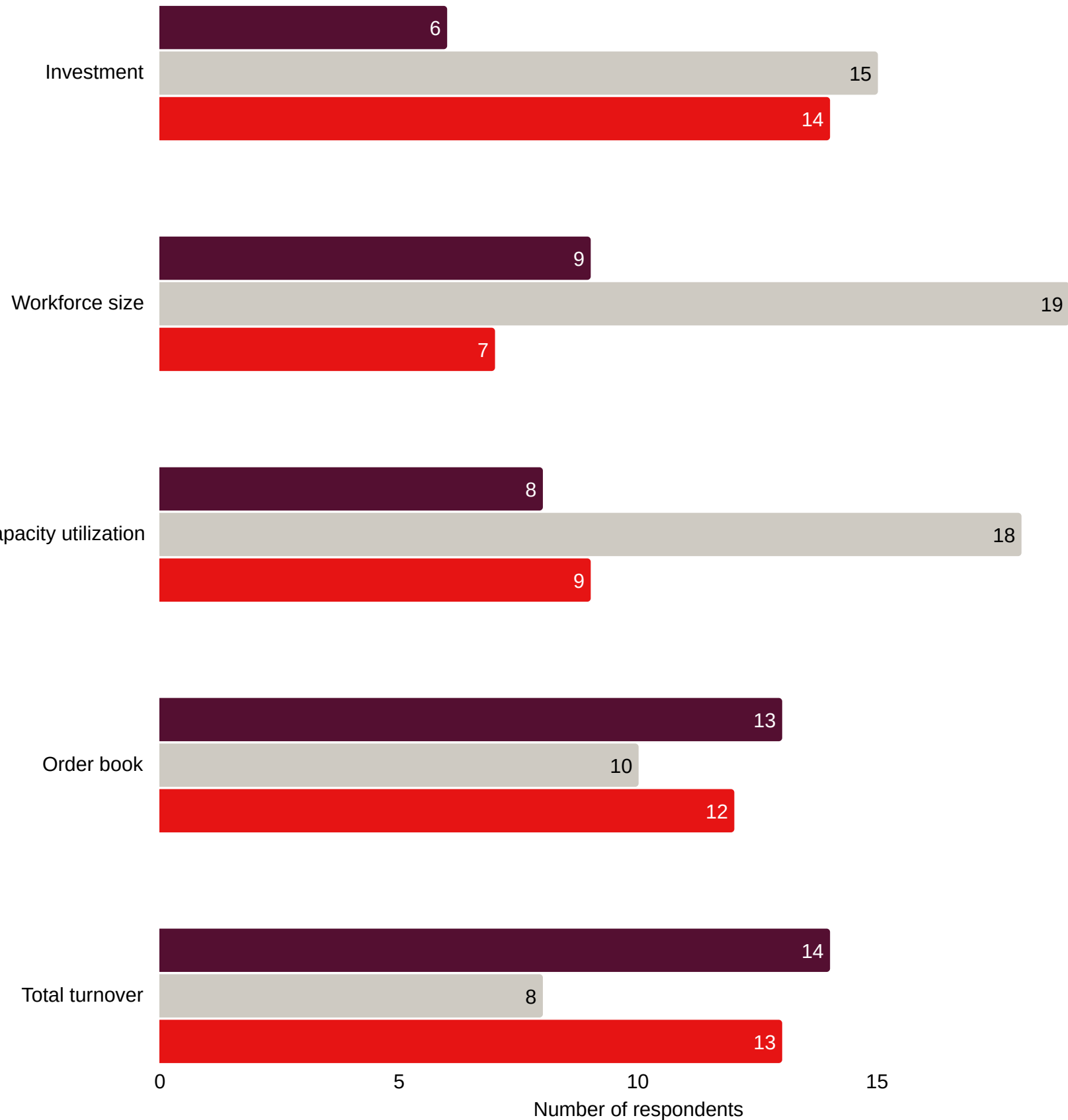
No 15. for inward investments into Austria



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

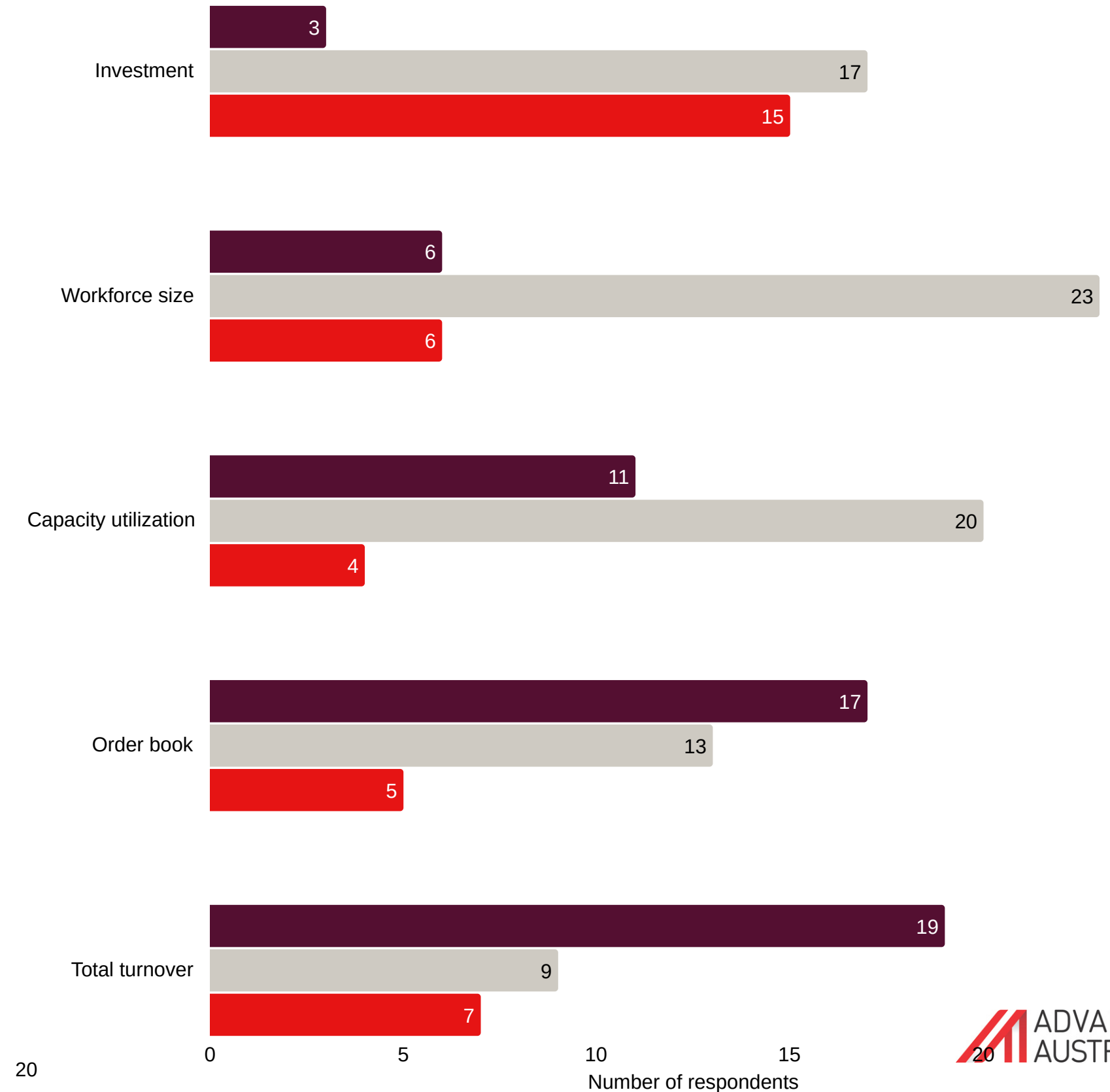
...over the last 12 months?

● has increased ● has remained the same ● has decreased

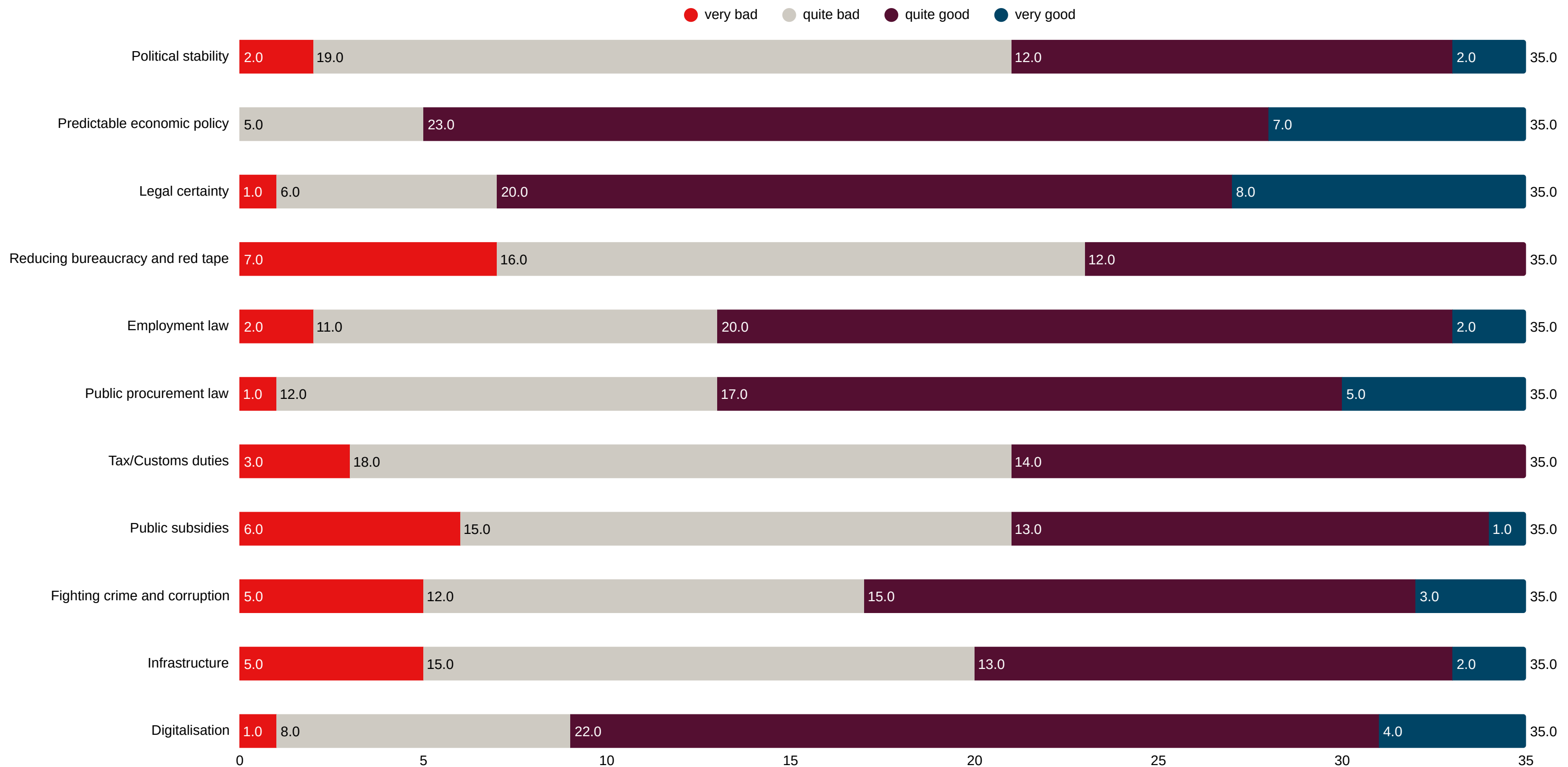


...for the next 12 months?

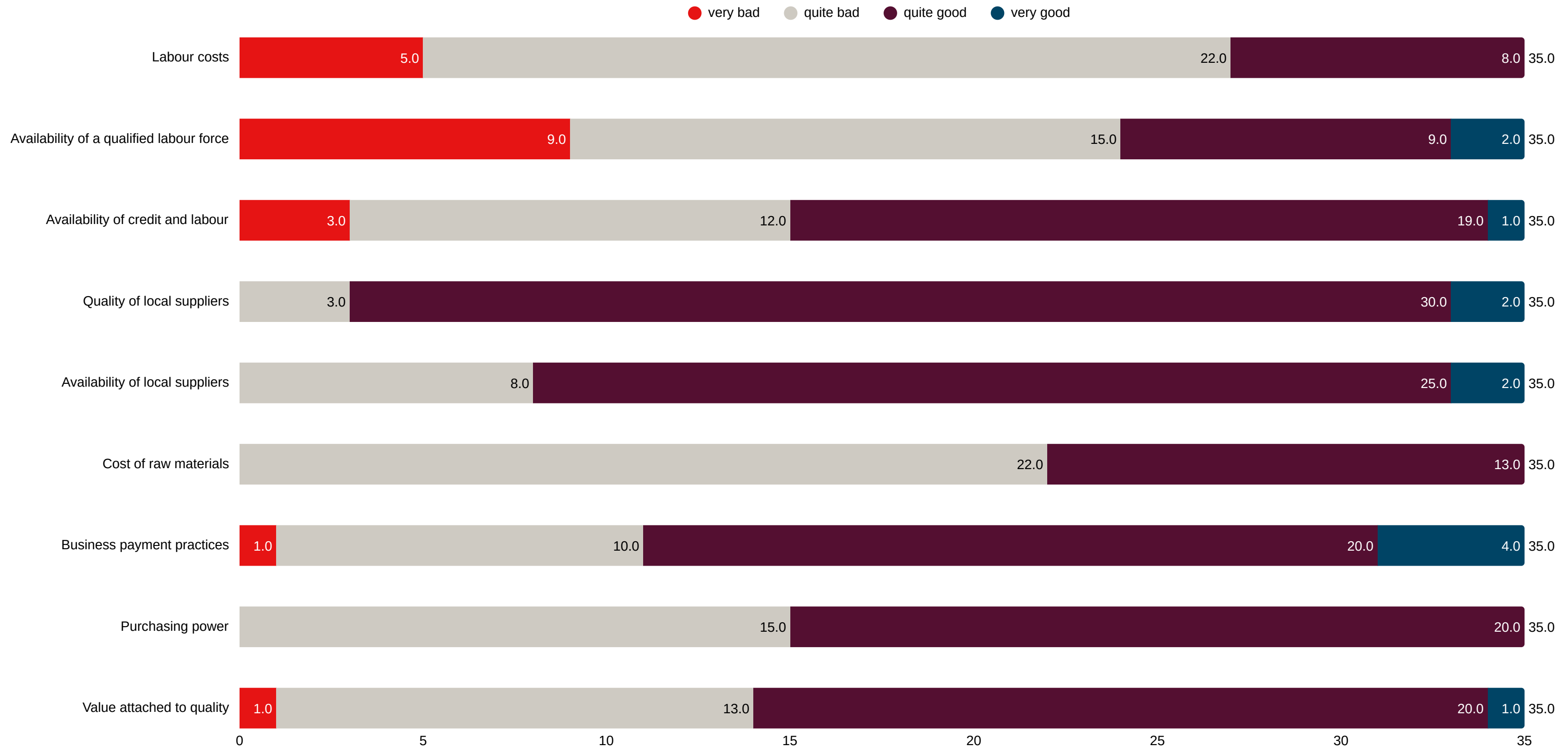
● will increase ● will remain the same ● will decrease



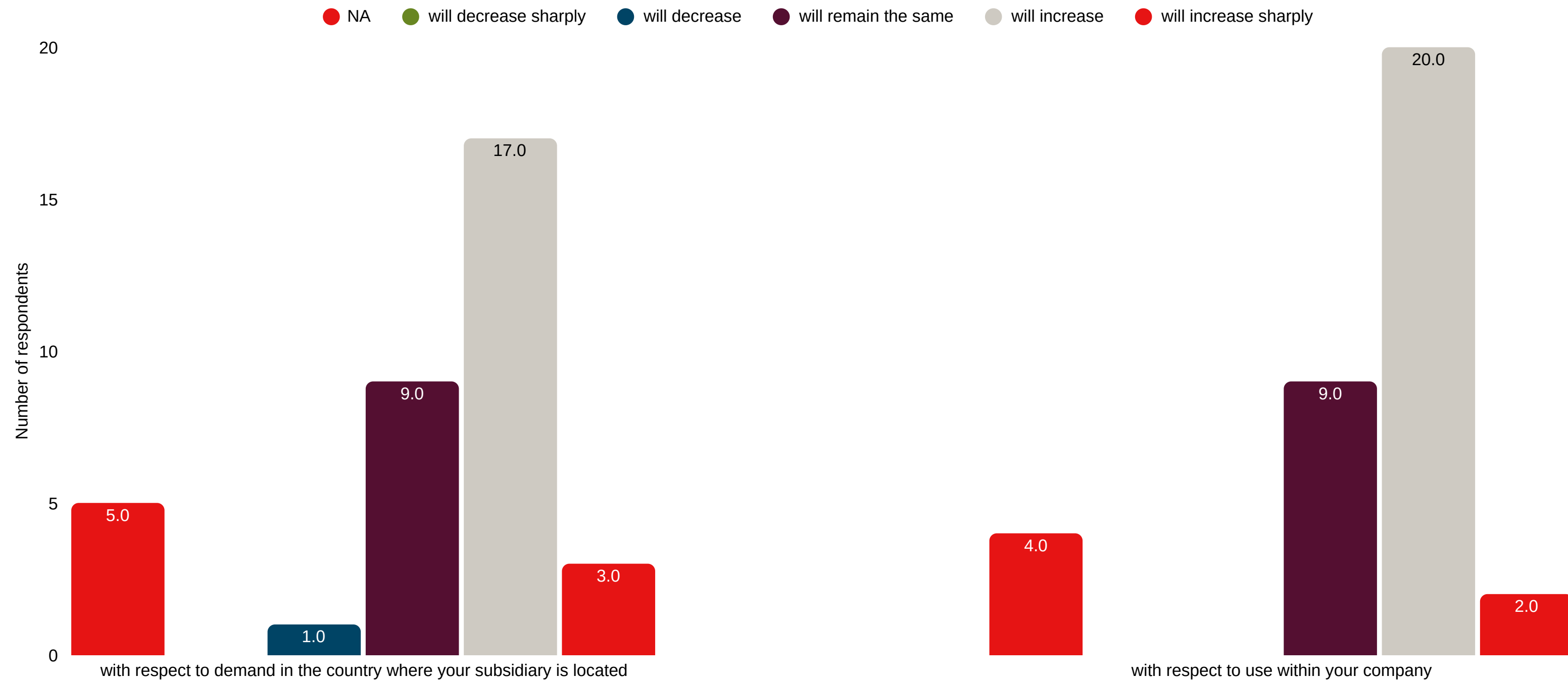
How do you assess the following regulatory and market-related topics in your subsidiary's country?



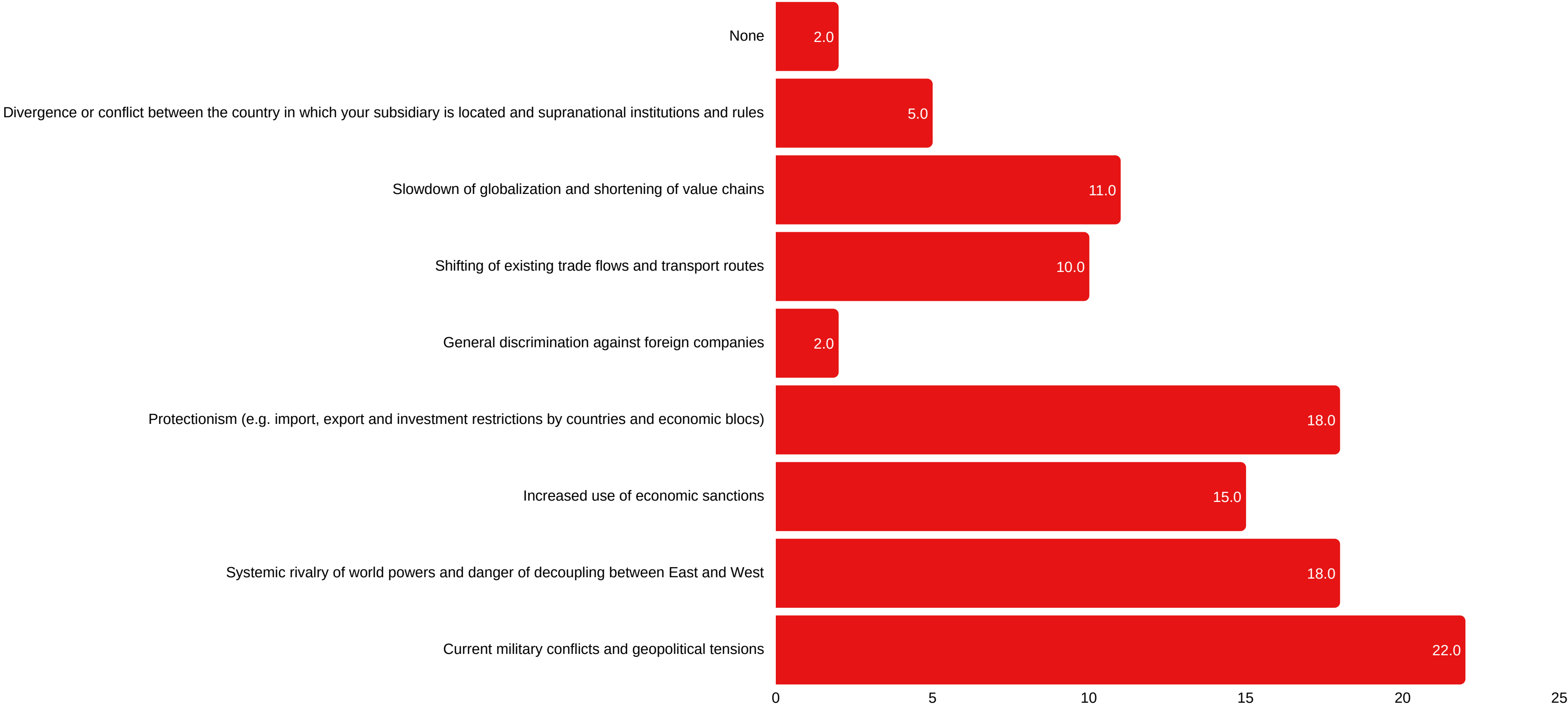
How do you assess the following regulatory and market-related topics in your subsidiary's country?



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

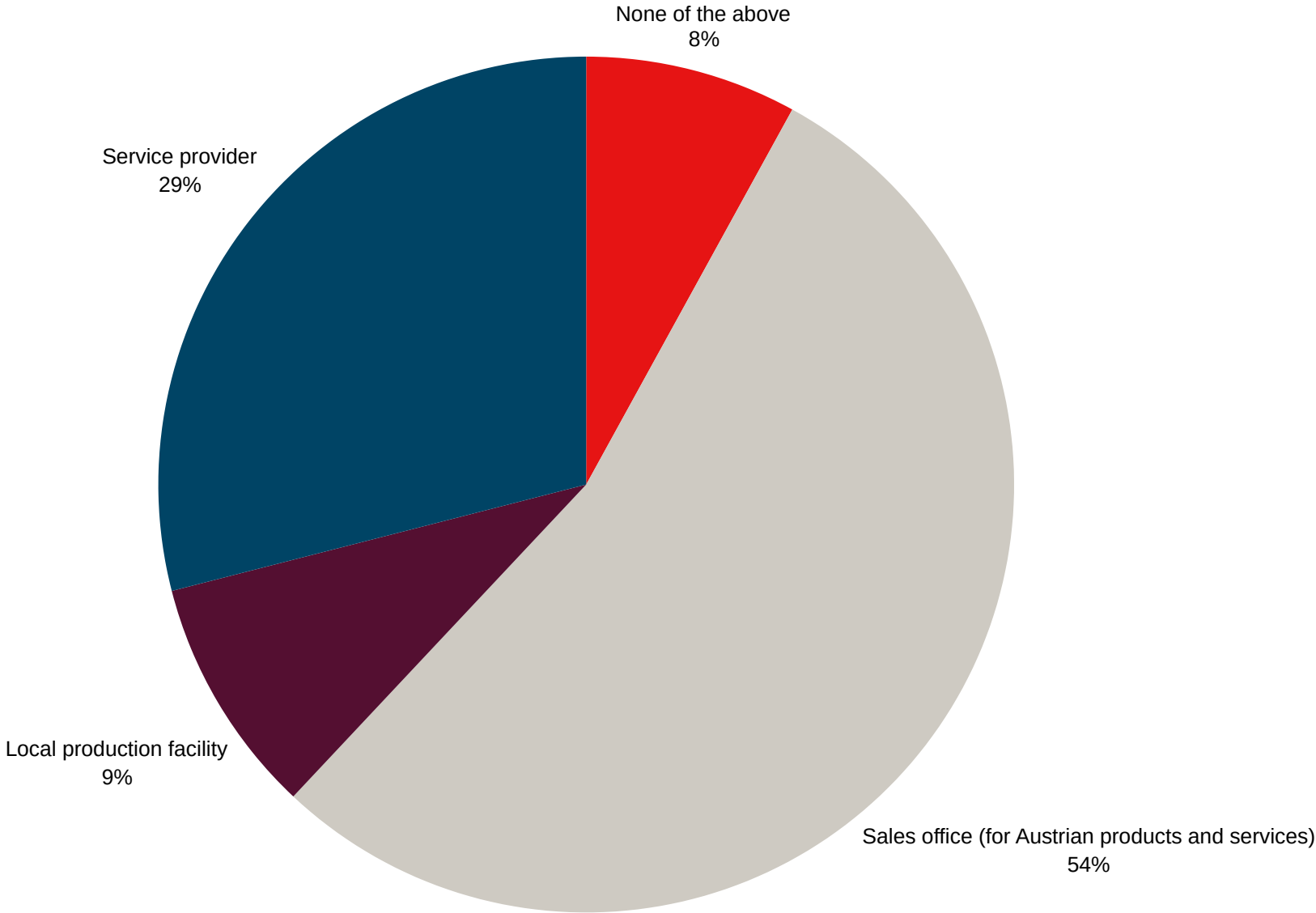


Which current geopolitical phenomena pose the greatest risk potential for the economic activity of your company in the subsidiary's country?

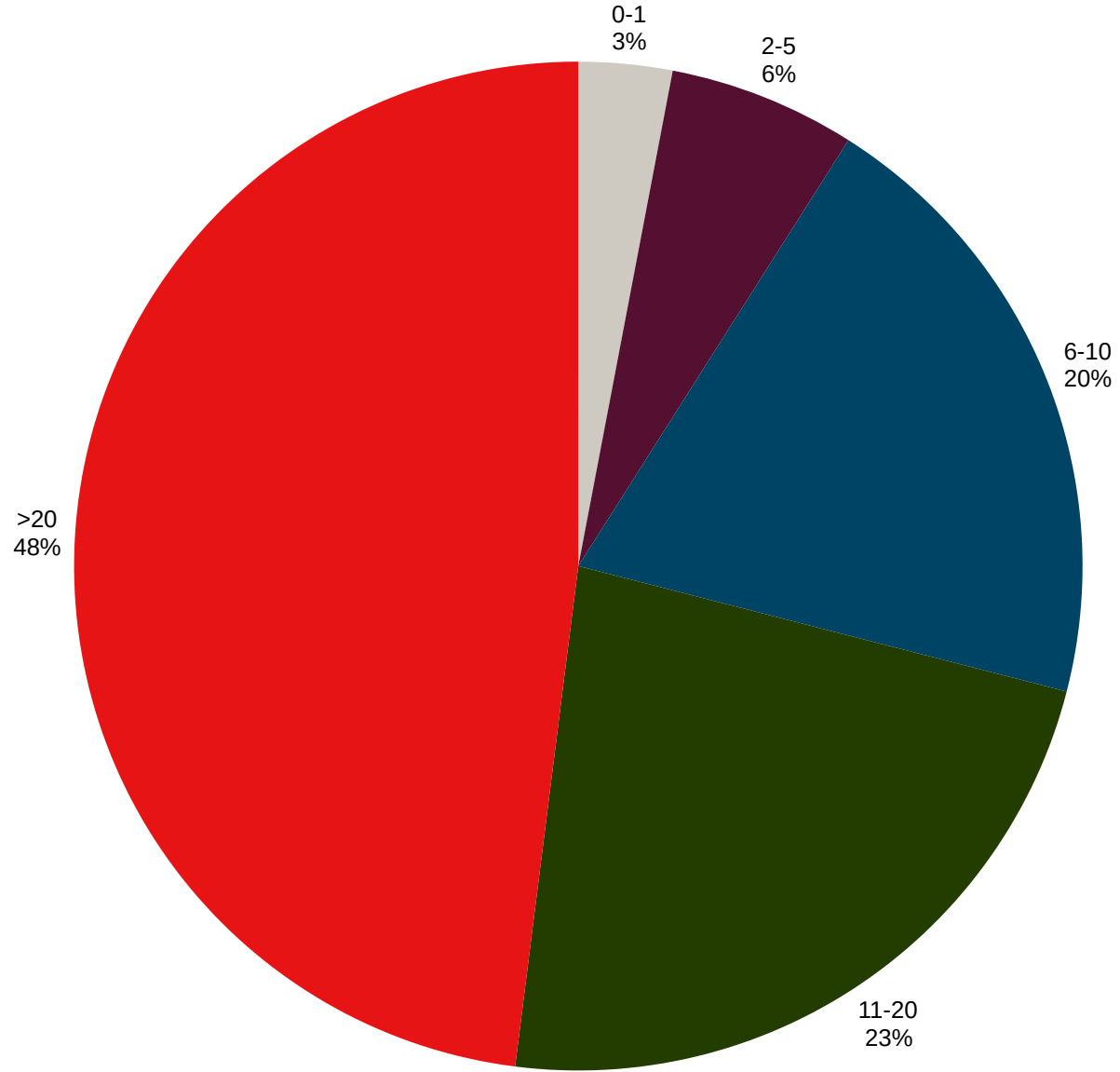


AUSTRIAN BUSSINESS IN THE UK... 300 subsidiaries – 12% response rate.

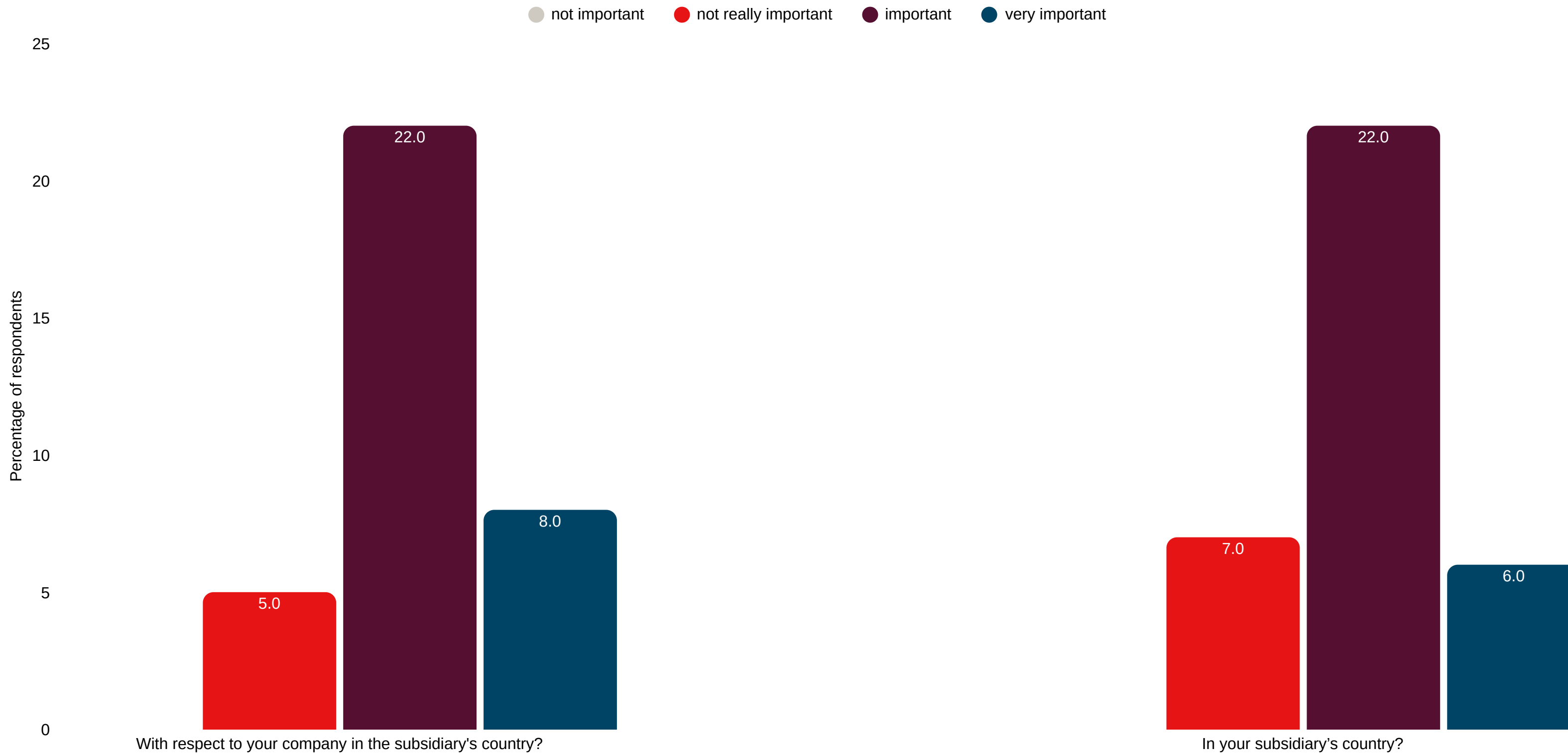
What is the main activity of your company in the subsidiary's country?



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



How important is the topic of sustainability...



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