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Enterprises' use of artificial intelligence almost doubled within a year

20% of enterprises already use artificial intelligence

Vienna, 2024-10-16 – Austrian enterprises are increasingly relying on artificial intelligence (AI). In 2024, one out of five enterprises already use AI-based technologies, compared to one out of ten enterprises in 2023. This is shown by the latest results of the survey on the usage of information and communication technologies (ICT) in enterprises carried out by Statistics Austria.

“The use of artificial intelligence in Austrian enterprises is developing dynamically. Currently, 20% of enterprises are using AI technologies. This is almost twice as many as in the previous year, when just under 11% of enterprises used AI. When it comes to the use of AI, the size and activities of the enterprise are particularly decisive: proportionally, more large enterprises use AI technologies than small ones, and more enterprises from the service sector than in production,” says Tobias Thomas, Director General Statistics at Statistics Austria.

Use of AI nearly twice as high as in the previous year

Currently, 20% of enterprises in Austria with at least ten employees use AI-based technologies; while only 11% of enterprises did so in 2023 (see table). AI-based technologies are used by 23% of enterprises in the service sector, but only by 15% of enterprises in the production sector. As expected, the use of AI is highest amongst enterprises from the information and communication industry with 61%. Furthermore, the share of enterprises using AI-based technologies is lower in small enterprises (10–49 employees: 18%) than in medium (50–249 employees: 29%) and large enterprises (250 and more employees: 50%).

Majority use more than one AI-based technology; AI-tools for text mining are most popular

While 20% of enterprises use at least one AI-based technology, 11% use at least two and 7% at least three AI-based technologies. Thus, the majority of AI-using enterprises use more than one AI-based technology.

AI technologies for text mining are used most frequently – by 65% of enterprises that use AI. Also popular are AI-based technologies for natural language generation (41%), for data analysis (34%), for speech recognition (29%) and for process automation or assisted decision-making (24%). AI-based technologies for image recognition and image processing (17%) as well as AI-based technology in autonomously moving machines or vehicles (6%) are used by less enterprises. The strong increase in the use of AI compared to the previous year can be attributed to the increased use of AI-based technologies for text mining as well as for natural language generation.

For more detailed results or additional information on the use of ICT in enterprises please refer to our [website](#).

Enterprises using AI-based technologies¹ 2023 and 2024

Characteristic	Enterprises using AI-based technologies	
	2023	2024
	in % of all enterprises	
Total	10.8	20.3
Industry (ÖNACE 2008)		
Production sector	8.5	15.4
Manufacturing (10–33)	12.3	22.7
Electricity, gas, steam and air conditioning supply; water supply; sewerage, waste management and remediation activities (35–39)	14.0	26.3
Construction (41–43)	4.3	7.4
Service sector	11.8	22.5
Wholesale and retail trade; repair of motor vehicles and motorcycles (45–47)	8.3	15.7
Transportation and storage (49–53)	8.3	13.5
Accommodation and food service activities (55, 56)	3.6	15.9
Information and communication (58–63)	37.0	60.8
Real estate activities; professional, scientific and technical activities (68–75)	23.5	37.0
Administrative and support service activities; repair of computers and communication equipment (77–82, 95.1)	7.7	19.5
Size		
10 to 49 employees	8.9	17.8
50 to 249 employees	16.9	29.1
250 or more employees	35.2	50.0

S: STATISTICS AUSTRIA, Surveys on ICT usage in enterprises 2023 and 2024. – Data collection: February to July of the corresponding survey year. – Reference period: Time of data collection.

1) Artificial intelligence refers to technologies that imitate intelligent behaviour and have a degree of autonomy to perform specific tasks.

Information on methodology, definitions: The results are derived from the survey on the usage of information and communication technologies (ICT) in Austrian enterprises 2024. The survey was based on Regulation (EU) 2019/2152 and Implementing Regulation (EU) 2023/1507 for the reference year 2024. These regulations require all EU member states to carry out this sample survey with a uniform questionnaire and standardised methodology. EU-wide results are expected to be published by Eurostat in January 2025.

About 6 600 Austrian enterprises with ten or more employees (from the following industries: manufacturing; electricity, gas, steam and air conditioning supply, water supply, sewerage, waste management and remediation activities; construction; wholesale and retail trade, repair of motor vehicles and motorcycles; transportation and storage; accommodation and food service activities; information and communication; real estate activities; professional, scientific and technical activities; administrative and support service activities; repair of computers and communication equipment) participated in the survey from February to July 2024.

Artificial Intelligence (AI) refers to technologies that mimic intelligent behaviour and have a certain degree of autonomy to perform certain tasks (e.g. machine learning, deep learning, text, speech or image recognition). AI technologies include purely software-based systems (e.g. chatbots, software for facial recognition, speech recognition, translation of texts or data analysis based on machine learning) as well as software-based systems that are integrated in autonomous devices (e.g. autonomous drones or vehicles, robots in warehouse management or production processes).

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