

Press release: 13 489-256/24

# 31% of enterprises use e-commerce

## Almost a fifth of turnover generated with e-commerce in 2023

Vienna, 2024-12-09 – Three out of ten enterprises in Austria sold goods or services via e-commerce in 2023. Almost a fifth of turnover was generated in this way. As the survey on the usage of information and communication technologies (ICT) in enterprises 2024 by Statistics Austria also shows, large enterprises rely on e-commerce much more frequently than small and medium-sized ones.

“More and more enterprises in Austria are selling goods or services via e-commerce. In 2023, three out of ten enterprises processed sales via websites, apps, online marketplaces or electronic data interchange systems; in the previous year, the share of enterprises that used e-commerce was with 26% significantly lower. The share of e-commerce in enterprises’ total turnover also rose sharply within a year. In 2023, enterprises generated on average almost a fifth of their total turnover with e-commerce, compared to 14% in 2022,” says Statistics Austria Director General Tobias Thomas.

### More than half of large enterprises sell via e-commerce

The comparison by size of the enterprise shows substantial differences: in small enterprises (10 to 49 employees), the proportion of those using e-commerce in 2023 was 29%, in medium-sized enterprises (50 to 249 employees) it was 39%, while at 54%, more than half of large enterprises (250 and more employees) relied on e-commerce.

Shares also differ considerably by economic sector: while 22% of enterprises in the production sector used e-commerce in 2023, the figure for the service sector was 35%.

### Almost a fifth of the turnover is generated via e-commerce sales

On average, 19% of the turnover was generated via e-commerce in 2023. The proportion of turnover generated via e-commerce by small enterprises (11%) and medium-sized enterprises (14%) was considerably lower than that by large enterprises (26%). Compared to the previous year, the proportion of turnover generated through e-commerce sales increased by 5 percentage points (2022: 14%).

There were also clear differences in the share of turnover attributable to e-commerce by economic sector. In 2023, e-commerce accounted for 21% of turnover in the production sector and 17% in the service sector. This means that although the proportion of enterprises with e-commerce sales is higher in the service sector than in the production sector, the share of turnover generated by e-commerce is higher in the latter.

For detailed results and further information on digitalisation please refer to our [website](#).

**Enterprises with sales via e-commerce as well as the proportion of turnover generated via e-commerce in 2022 and 2023 – in percent of all enterprises and in percent of the total turnover**

Characteristic	Enterprises <sup>1</sup> with e-commerce sales		Proportion of the turnover generated via e-commerce sales	
	2022	2023	2022	2023
	in % of all enterprises		in % of the total turnover	
<b>Total</b>	<b>26,0</b>	<b>30,8</b>	<b>14,2</b>	<b>19,1</b>
<b>Industry (ÖNACE 2008)</b>				
<b>Production sector</b>	<b>16,5</b>	<b>22,1</b>	<b>16,5</b>	<b>20,8</b>
Manufacturing (10–33)	27,3	31,7	25,3	27,7
Electricity, gas, steam and air conditioning supply; water supply; sewerage, waste management and remediation activities (35–39)	17,0	33,8	5,1	13,9
Construction (41–43)	5,6	11,7	0,9	1,1
<b>Service sector</b>	<b>30,4</b>	<b>34,8</b>	<b>11,9</b>	<b>17,3</b>
Wholesale and retail trade; repair of motor vehicles and motorcycles (45–47)	36,9	40,3	13,2	20,0
Transportation and storage (49–53)	21,6	29,3	16,5	16,9
Accommodation and food service activities (55, 56)	49,7	52,5	17,2	24,1
Information and communication (58–63)	23,0	28,9	6,6	8,9
Real estate activities; professional, scientific and technical activities (68–75)	8,4	13,2	4,6	3,6
Administrative and support service activities; repair of computers and communication equipment (77–82, 95.1)	18,3	21,1	8,7	10,9
<b>Size</b>				
10 to 49 employees	23,5	28,7	6,2	10,8
50 to 249 employees	35,3	38,5	10,3	14,3
250 or more employees	52,8	54,0	22,1	26,1

S: STATISTICS AUSTRIA, Surveys on ICT usage in enterprises 2023 and 2024. – Data collection: February to July of the corresponding survey year. – Reference period: 2022 or 2023 respectively.

1) E-commerce sales include sales of goods or services via websites, apps or e-commerce marketplaces as well as EDI-based systems.

**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.

**E-commerce sales** are sales of goods or services via websites, apps or e-commerce marketplaces as well as automated electronic data interchange systems (EDI). Sales via personally written rather than automatic emails are excluded. Payment and delivery of the products ordered via e-commerce may be done online or offline.

**Statistics Austria** is the central organisation for official data and statistics on society, the economy, the state and the environment. As a national statistical institute, it is committed to the statutory principles of independence, impartiality and objectivity. Statistics Austria is headed by Tobias Thomas, Director General Statistics, and Franz Haslauer, Director General Finance.

**Further enquiries:**

For information on results and methodology, please contact:

Valentina Kropfreiter, phone: +43 1 711 28-7569, e-mail: [valentina.kropfreiter@statistik.gv.at](mailto:valentina.kropfreiter@statistik.gv.at)

Martina Kürsten, phone: +43 1 711 28-7161, e-mail: [martina.kuersten@statistik.gv.at](mailto:martina.kuersten@statistik.gv.at)

For interview requests, please contact the press office: [presse@statistik.gv.at](mailto:presse@statistik.gv.at)

**Media owner, producer and publisher:**

STATISTICS AUSTRIA | Federal Institution under Public Law | Guglgasse 13 | 1110 Vienna | [www.statistik.at](http://www.statistik.at)

Press: phone: +43 1 711 28-7777 | e-mail: [presse@statistik.gv.at](mailto:presse@statistik.gv.at)

© STATISTICS AUSTRIA