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Services sector with turnover growth in 2024

Turnover in retail down to the previous year

Vienna, 2025-03-06 – According to Statistics Austria, Austrian service enterprises generated 1.1% more turnover in nominal terms in 2024 than in the previous year. Retail, on the other hand, generated 0.8% less turnover in nominal terms than in 2023. Adjusted for inflation (real), this corresponds to a decrease of 1.6%.

“Significant turnover growth in accommodation and food service activities boosted the domestic service sector in 2024. On average for the year, service enterprises recorded an increase in turnover of 1.1%. In contrast, turnover in the retail sector fell by a nominal 0.8% overall. Adjusted for inflation, this is a drop of 1.6%. The positive annual results of the motor vehicle trade and the retail trade were unable to compensate for the poor performance of the wholesale trade. According to preliminary data, the retail trade continued its growth trajectory at the beginning of 2025 with real turnover growth of 2.9%,” says Statistics Austria Director General Tobias Thomas.

In **2024**, the Austrian **services sector** generated an increase in turnover of 1.1%, which can be attributed primarily to accommodation and food services with an increase of 4.3%. The real estate and housing sector was down significantly with a drop of 8.1% (see table 1).

The **trade** sector posted a turnover decrease (–0.8% in nominal terms, –1.6% in real terms), which was mainly due to the negative development of the wholesale trade (–3.3% in nominal and real terms, while motor vehicle trade (+2.2% in nominal terms and +0.5% in real terms) and retail trade (+2.1% in nominal terms and +0.5% in real terms) achieved a year-on-year increase (see table 2).

Table 1: Services January to December 2024, unadjusted

Selected sectors	Change turnover compared with the period last year in %	
	In nominal terms	
Services	1.1	
Transportation and storage	3.1	
Accommodation and food service activities	4.3	
Information and communication	2.8	
Real estate activities	-8.1	
Professional, scientific and technical activities	2.2	
Administrative and support service activities	1.1	

S: STATISTICS AUSTRIA, short-term statistics services.

Table 2: Trade January to December 2024, unadjusted

Selected sectors	Change turnover compared with the period last year in %	
	In nominal terms	In real terms
Trade	-0.8	-1.6
Wholesale and retail trade and repair of motor vehicles and motorcycles	2.2	0.5
Wholesale trade, except motor vehicles and motorcycles	-3.3	-3.3
Retail trade, except motor vehicles and motorcycles	2.1	0.5

S: STATISTICS AUSTRIA, short-term statistics trade.

December 2024: Retail trade down, service companies with sales growth

According to the final data, **trade** recorded a 1.3% year-on-year growth in turnover in **December 2024**, which corresponds to a real decline of 1.2%. Wholesale trade suffered the biggest drop in turnover (+0.7% in nominal terms; -2.6% in real terms). The motor vehicle trade was up by 2.5% in nominal terms and down by -0.3% in real terms. The retail sector achieved an increase in turnover compared to December of the previous year (+1.6% nominal; +0.8% real). This affected both food retailers (+2.6% nominal; +1.2% real) and non-food retailers (+2.0% nominal; +1.5% real; see table 3).

The **services sector** recorded an increase in turnover of 1.9% in **December 2024** compared with the same month of the previous year. The highest increases in turnover were achieved by the accommodation and food services sector with 7.3% and other business services with an increase of 3.9% (see table 4).

Table 3: Trade December 2024, unadjusted

Selected sectors	Change turnover compared with the period last year in %	
	In nominal terms	In real terms
Trade	1.3	-1.2
Wholesale and retail trade and repair of motor vehicles and motorcycles	2.5	-0.3
Wholesale trade, except motor vehicles and motorcycles	0.7	-2.6
Retail trade, except motor vehicles and motorcycles	1.6	0.8

S: STATISTICS AUSTRIA, short-term statistics trade.

Table 4: Services December 2024, unadjusted

Selected sectors	Change turnover compared with the period last year in %	
	In nominal terms	
Services	1.9	
Transportation and storage	3.7	
Accommodation and food service activities	7.3	
Information and communication	3.1	
Real estate activities	-10.7	
Professional, scientific and technical activities	3.8	
Administrative and support service activities	3.9	

S: STATISTICS AUSTRIA, short-term statistics services.

January 2025: Retail trade up

According to preliminary data, the **retail sector** recorded a 4.0% increase in turnover in **January 2025** compared with the previous year, which corresponds to a real increase of 2.9%. This increase was made up of food retail (+5.1% nominal; +3.1% real) and non-food retail (+4.2% nominal; +3.7% real; see table 5).

Table 5: Retail Trade January 2025, preliminary and unadjusted

Selected sectors	Change turnover compared with the period last year in %	
	In nominal terms	In real terms
Retail trade (excluding automotive retail; incl. service stations)	4.0	2.9
Retail trade (excluding automotive retail and service stations)	4.6	3.4
Food	5.1	3.1
Non-Food	4.2	3.7

S: STATISTICS AUSTRIA, short-term statistics trade.

The preliminary calculations of retail turnover for January 2025 were carried out based on 54% of turnover volume. For detailed results and further information please refer to our [website](#).

Information on methodology, definitions: The short-term statistics for trade and services switched to the base year 2021 (annual average 2021=100) as of January 2024. With this base year change, major changes have been made in the short-term statistics, as the new EU Regulation 2019/2152 had to be implemented. For users, the level of detail has changed in trade, the publication is now based on NACE 3-digit codes. For services, additional areas have been included and the turnover index is now available on a monthly basis. Furthermore, a price-adjusted turnover index (Index of Services Production) is calculated in services, which is based on the services producer price index. Since this price index is published after the short-term statistics, revisions are possible whenever new data is available.

The new time series and methodological notes are available on our website. Statistics Austria's evaluations are based on turnover already collected from companies and on advance VAT returns. Statistics Austria publishes economic data for trade and services together with Eurostat approximately 60 days after the end of the respective reporting month. These data revise the previously published preliminary retail trade figures (after around 30 days).

Rates of change are based on unrounded index values.

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.

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