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Austrian enterprises rank among the EU leaders in artificial intelligence use

30% of enterprises in Austria use AI, compared with 20% across the EU

Vienna, 2026-06-24 – Austria ranks among the leading EU-27 countries in the adoption of artificial intelligence (AI) by enterprises. In 2025, 20% of enterprises across the EU reported using AI technologies, compared with 30% in Austria. Nevertheless, Statistics Austria's survey on the use of information and communication technologies (ICT) reveals that 77% of Austrian enterprises not currently using AI have not yet considered adopting these technologies.

"30% of Austrian enterprises use artificial intelligence, positioning Austria among the frontrunners within the EU, where 20% of enterprises have adopted AI technologies. At the same time, significant untapped potential remains: more than three quarters of Austrian enterprises that do not currently use AI have not yet considered implementing such technologies," says Manuela Lenk, Director General Statistics at Statistics Austria.

Artificial intelligence is evolving rapidly

In Denmark, artificial intelligence is used in 42% of enterprises with 10 or more employees in 2025, the highest figure in Europe (see table 1). Finland, Belgium, Sweden, Luxembourg and the Netherlands also report higher AI adoption rates than Austria, each with levels above 30%.

Since 2021, the use of AI has increased in all EU Member States—owing in no small part to the continuous development of AI technologies—albeit to varying degrees. In Austria, this share more than tripled from 9% in 2021 to 30% in 2025. Only a few countries show even stronger growth dynamics: In Estonia, the figure rose from just 3% in 2021 to 23% in 2025—almost eight times as many enterprises. The EU-27 average more than doubled over this period (2021: 8%; 2025: 20%).

Most enterprises have not yet considered AI

Despite the rapid increase in the use of artificial intelligence in Austria, it is evident that the majority of enterprises not using AI have not yet considered its use at all (77%, see table 2). Among the other enterprises that are not yet using AI but are considering it, the following reasons are given for the current non-use: 15% report a lack of in-house expertise, while for 11% each, data protection concerns or legal uncertainties are the reasons for not deploying artificial intelligence. The least common reason for not using AI is the perceived lack of benefit to the enterprise, cited by only 5% of the enterprises in question.

Table 1: Enterprises using AI 2021–2025 across the EU – in percent of all enterprises

EU-27	Enterprises using AI[1] in % of all enterprises				Change 2021–2025 in percentage points
	2021	2023	2024	2025	
EU-27	**8**	**8**	**13**	**20**	**+12**
Belgium	10	14	25	35	+25
Bulgaria	3	4	6	9	+6
Denmark	24	15	28	42	+18
Germany	11	12	20	26	+15
Estonia	3	5	14	23	+20
Finland	16	15	24	38	+22
France	7	6	10	18	+11
Greece	3	4	10	9	+6
Irland	8	8	15	20	+12
Italy	6	5	8	16	+10
Croatia	9	8	12	15	+6
Latvia	4	5	9	12	+8
Lithuania	4	5	9	21	+17
Luxembourg	13	14	24	34	+21
Malta	10	13	17	22	+12
Netherlands	13	14	23	33	+20
Austria	**9**	**11**	**20**	**30**	**+21**
Poland	3	4	6	8	+5
Portugal	7	8	9	12	+5
Romania	1	2	3	5	+4
Sweden	10	10	25	35	+25
Slovakia	5	7	11	18	+13
Slovenia	12	11	21	22	+10
Spain	8	9	11	20	+12
Czech Republic	4	6	11	18	+14
Hungary	3	4	7	10	+7
Cyprus	3	5	8	9	+6

S: Eurostat, Community Survey on ICT usage in enterprises 2021–2025. – Time of the survey: First half of the respective survey year. – Enterprises with at least 10 employees or self-employed persons of the industries (NACE Rev. 2.0) 10–33, 35–39, 41–43, 45–47, 49–53, 55, 56, 58–63, 69–75, 77–82 and 95.1. – Artificial intelligence refers to technologies that mimic intelligent behaviour and exhibit a degree of autonomy in carrying out specific tasks.
1) No data on AI were collected in 2022.

Table 2: Enterprises by reasons for non-AI-usage 2025 across the EU – in percent of enterprises without using AI

Reason	Austria	EU-27
	in % of enterprises without using AI	
AI was not considered at all	77	86
AI was considered, but not pursued further for the following reasons	23	14
Lack of internal expertise	15	10
Data privacy concerns	11	7
Legal uncertainties	11	8
Difficulties with availability/quality of the necessary data	9	6
Incompatibility with existing equipment, software or systems	8	6
Costs too high	6	5
Ethical concerns	6	3
Lack of benefit	5	3

S: Eurostat, Community Survey on ICT usage in enterprises 2025. – Time of the survey: First half of 2025. – Enterprises with at least 10 employees or self-employed persons of the industries (NACE Rev. 2.0) 10–33, 35–39, 41–43, 45–47, 49–53, 55, 56, 58–63, 69–75, 77–82 and 95.1. – Multiple-answer question. – Artificial intelligence refers to technologies that mimic intelligent behaviour and exhibit a degree of autonomy in carrying out specific tasks.

Detailed results on the use of artificial intelligence in enterprises in Austria across the EU, as well as in-depth national AI findings, are published in the report "ICT usage in enterprises 2025" (available in German only). Further information on digitalisation in enterprises can be found on our website.

Information on methodology, definitions: The results are derived from the survey on the usage of information and communication technologies (ICT) in Austrian enterprises 2025. Enterprises with at least 10 employees and self-employed persons from the 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.

The survey is based on the EU regulation (EU) 2019/2152 and the corresponding implementing regulation (EU) 2024/1883 for the reference year 2025. These regulations require all EU member states to carry out this sample survey with a uniform questionnaire and standardised methodology. EU results are derived from Eurostat (as of 26 February 2026).

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 Manuela Lenk, Director General Statistics, and Franz Haslauer, Director General Finance.

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