



# Austria Cities Review

August 2024

Table of Contents

## HEADLINES

### URBAN CONSUMER

Old-age dependency ratio to increase in several major cities  
High internet connectivity makes cities in Austria ready for adopting smart city solutions

### CONSUMER FINANCE

Salzburg to offer the highest disposable income in Austria  
Elevated inflation in Vienna continues to restrict consumer purchasing power

### ECONOMY

Vienna to remain the largest contributor to Austria's economy by 2028  
Passenger cars in use decreased in Klagenfurt

### CITY SCORECARD

Summary 1 - City Scorecard by Pillar 2023

### POPULATION

Chart 1 - Population in 2023 and Population Period Growth 2023-2028  
Chart 2 - Population by Age by City 2023  
Chart 3 - Average Household Size by City 2023  
Chart 4 - Population Density and Net Migration 2023  
Summary 2 - City Scorecard in Population Pillar 2023

### CONSUMER EXPENDITURE

Chart 5 - Total Consumer Expenditure in Austria by City 2023  
Chart 6 - Consumer Expenditure per Capita 2023 and Consumer Expenditure Period Growth 2023-2028  
Chart 7 - City Affordability, Consumer Expenditure on Housing and Transportation 2023  
Chart 8 - Discretionary vs Necessity Consumer Expenditure 2023  
Summary 3 - City Scorecard in Consumer Expenditure Pillar 2023

### DIGITAL CONSUMER

Chart 9 - Share of Households with Internet and Broadband Internet Access 2023  
Chart 10 - Possession of Digital Devices by City 2023  
Summary 4 - City Scorecard in Digital Consumer Pillar 2023

### INCOME AND WEALTH

Chart 11 - Disposable Income per Capita 2023 and Disposable Income Period Growth 2023-2028  
Chart 12 - Share of Households by Disposable Income Band 2023  
Chart 13 - Number of Households with Disposable Income Over USD150,000 2023 and Period Growth 2023-2028  
Chart 14 - Household Possession of Kitchen Durables by City 2023  
Chart 15 - Household Possession of Entertainment Electronics by City 2023  
Chart 16 - Household Possession of Other Durables by City 2023  
Chart 17 - Number of Passenger Cars and Motorcycles per Household 2023  
Chart 18 - Possession of Transport Vehicles by City 2023  
Summary 5 - City Scorecard in Wealth Pillar 2023

### ECONOMY

Chart 19 - GDP per Capita in 2023 and Real GDP Growth by City 2023-2028  
Summary 6 - City Scorecard in Economy Pillar 2023

### LABOUR

Chart 20 - Economically Active Population in 2023 and Employed Population Period Growth by City 2018-2023

Chart 21 - Labour Force Participation Rate and Unemployment by City 2023

Chart 22 - Labour Productivity Value 2023 and Productivity Period Growth by City 2018-2023

Summary 7 - City Scorecard in Labour Pillar 2023

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/austria-cities-review/report](http://www.euromonitor.com/austria-cities-review/report).