

Press Release

April 13, 2026

RegioData Research GmbH
Mag. Tanya Hahn

Theobaldgasse 8, 1060 Vienna
+43 1 585 76 27-50
t.hahn@regiodata.eu

<https://www.regiodata.eu/>

Purchasing Power in Austria 2026: Strong Growth in Salzburg, Weaker Development in Carinthia and Vienna

Average purchasing power in Austria will continue to show an overall positive trend in 2026. At the same time, long-term regional differences are shifting while economically strong regions maintain their high levels, rural areas in particular are experiencing above-average growth and are gradually catching up.

Federal States in Comparison 2026: Stable Ranking with Slight Convergence

Nominal purchasing power of the resident population has increased in all federal states in recent years, although differences in levels persist.

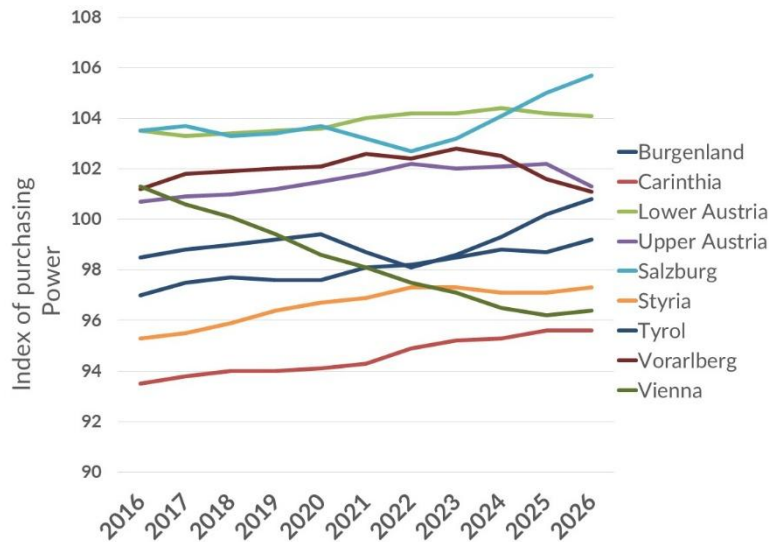
Salzburg ranks first with €30,954 per capita, followed by Lower Austria (€30,476) and Upper Austria (€29,669). Vorarlberg (€29,595) and Tyrol (€29,525) are also in the upper range.

The middle group includes Burgenland (€29,039) and Styria (€28,492), while Vienna (€28,239) and Carinthia (€27,987) remain below the national average.

Overall, economically stronger federal states continue to show higher purchasing power levels. At the same time, states with lower initial levels have caught up more strongly in recent years, leading to slight convergence—though clear differences remain.

Long-Term Developments by Federal State (2016–2026)

Development of the Purchasing Power Index in Austrian Federal States (2016–2026)



April 2026 | Source: RegioData Research GmbH, Purchasing Power Austria –2026

Note: Purchasing power index (Austria = 100.0)

Vienna’s development is particularly striking: the capital shows the strongest relative decline over the observed period, losing position compared to other states. Reasons include higher unemployment, an influx of lower-income population groups, and an increasing wave of retirements among the “boomer” generation.

In contrast, several federal states show above-average dynamic growth. Tyrol, Burgenland, and Carinthia stand out with the strongest gains in the long-term comparison. Salzburg has also performed very well and has regained the top position.

Overall, the trend indicates a slight shift in purchasing power dynamics: while western and southern states as well as structurally weaker regions are catching up, traditional centers like Vienna are losing relative momentum.

Differences become even more pronounced at the municipal level, where disparities remain extremely high.

“Top and Bottom Five” 2026: Significant Disparities Within Austria

Municipality	Average Purchasing Power per Capita 2025 (€)
Top 5 municipalities in Austria (highest purchasing power):	
Vienna, 1st district	46.826 €
Lech	41.201 €
Gießhübl	40.869 €
Bisamberg	40.815 €
Ischgl	40.696 €
Bottom 5 municipalities in Austria (lowest purchasing power):	
Innervillgraten	18.957 €
Preitenegg	19.528 €
Lassing	19.615 €
Opponitz	19.618 €
Sankt Georgen ob Judenburg	19.753 €

The analysis of the strongest and weakest municipalities highlights the wide range within Austria. At the municipal level, disparities in purchasing power are particularly evident.

The highest per capita value in 2026 is recorded in Vienna’s 1st district (€46,826), followed by Lech (€41,201), Gießhübl (€40,869), Bisamberg (€40,815), and Ischgl (€40,696). These municipalities benefit from strong economic structures and, especially in tourism and suburban areas, above-average incomes.

At the lower end of the ranking are mainly smaller, structurally weaker municipalities. Innervillgraten has the lowest purchasing power (€18,957), followed by Preitenegg (€19,528), Lassing (€19,615), Opponitz (€19,618), and Sankt Georgen ob Judenburg (€19,753).

Overall, the gap is substantial: there is a difference of around €28,000 per capita between the strongest and weakest municipalities. This highlights the persistent regional disparities within Austria.

Conclusion: Shifting Dynamics – Catch-Up Process Continues

Purchasing power in Austria continues to rise overall—though only modestly in the past year. However, regional development varies significantly.

While economically strong federal states largely maintain their high levels, several states and especially rural regions show above-average growth and are catching up in the long term.

Overall, the trend points toward a gradual convergence of regional purchasing power levels. Differences remain, but are increasingly offset by varying growth rates. The dynamics are thus shifting partly away from traditional centers toward other regions of Austria. While economically strong regions maintain their position, rural areas are gaining importance and gradually catching up with urban centers.

Note

“Purchasing power” is defined as the sum of all types of income, including wages and salaries, self-employment income, capital income, rental income, agricultural income, pensions, benefits, and similar sources. From this, mandatory deductions such as taxes and social security contributions are subtracted. Purchasing power therefore refers to disposable income available to households.

About the Study

The RegioData purchasing power indicators present the regional level of prosperity within a country in a clear and concise way. The index shows the deviation from the national average level of prosperity (set at 100).

The study “Purchasing Power Austria – Edition 2026” is available from €800 per country (plus 20% VAT) from RegioData. More information at: www.regiodata.eu

Press contact: Mag. Tanya Hahn, T.: +43 1 585 76 27-50, t.hahn@regiodata.eu

RegioData Research GmbH

RegioData Research GmbH, headquartered in Vienna and Munich, specializes in regional economic data in Europe. For more than 20 years, the company has been dedicated to the research, calculation, and analysis of data and structures in the European consumer and real estate markets. We provide well-founded decision-making bases for companies in retail, real estate, and the financial sector – current, clear, and reliable.