



EXPANSION
STRATEGIES LTD.

BUSINESS WHITE PAPER

EXPLORING AUSTRIA: A GUIDE FOR
NEW MARKET OPPORTUNITIES

EXPANSION STRATEGIES LTD.

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Introduction

Austria is a beautiful country in Europe with a rich history and culture. This guide will help you understand Austrian culture and lifestyle so you can see if it's a good place to grow your business.

Key Values and Beliefs

Important Values

Austrians value order, structure, and stability. They like things to be organized and on time. Tradition and community are very important, and education is highly valued.

Family and Social Life

Family is very important in Austria. Families often live close to each other and spend a lot of time together. Austrians are polite and formal, especially with people they don't know well. Friendships, once formed, are deep and long-lasting.

Work Ethic

Austrians are known for their strong work ethic. They are very professional and punctuality is highly regarded. There is a clear line between work time and personal time. When the workday is over, they focus on relaxing and spending time with family and friends.

Income and Living Standards

Economic Overview

Austria has a strong economy and high living standards. The average monthly income is about €3,200, which is higher than in some other European countries where the average monthly income might be around €1,200. This means Austrians generally have more money to spend.

Living Standards

Austria has an excellent healthcare system, high-quality education, and good social services. Housing is generally affordable, though it can be expensive in big cities like Vienna.

Daily Habits and Customs

Everyday Life

Austrians balance work and leisure well. They enjoy outdoor activities like hiking and skiing, and they often attend cultural events on weekends and holidays.



Eating Out and Takeaway Culture

Dining Norms

Austrians enjoy eating out. There are many restaurants offering traditional Austrian food and international dishes. Meals are often leisurely and enjoyed with family and friends.

Takeaway Culture

The takeaway culture is growing in Austria, especially in cities. Cafés and bakeries offer take-away options, and this trend increased during the COVID-19 pandemic. However, people still enjoy sitting down for meals. In other regions, takeaway culture is also growing, but traditional sit-down meals remain very popular.

Views on Personal Health

Personal health is becoming more important to Austrians. There is a growing interest in healthy lifestyles, which includes balanced diets, regular exercise, and preventive healthcare. Many Austrians are choosing healthier eating habits and activities like jogging, cycling, and going to the gym. They are willing to spend extra money on healthy products.

Public Opinion on Sustainability

General Sentiment

Austrians are positive about sustainability and protecting the environment. They support policies to reduce carbon emissions and promote green technology. Consumers are also becoming more conscious, often choosing eco-friendly products and are willing to pay extra for these products.

Conclusion

Austrian culture is a mix of tradition and modern influences. The country offers high living standards, a strong work ethic, and increasing environmental awareness. This guide gives you a basic understanding of Austrian values, habits, and customs, helping you evaluate if Austria is a good market for your business expansion.

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