

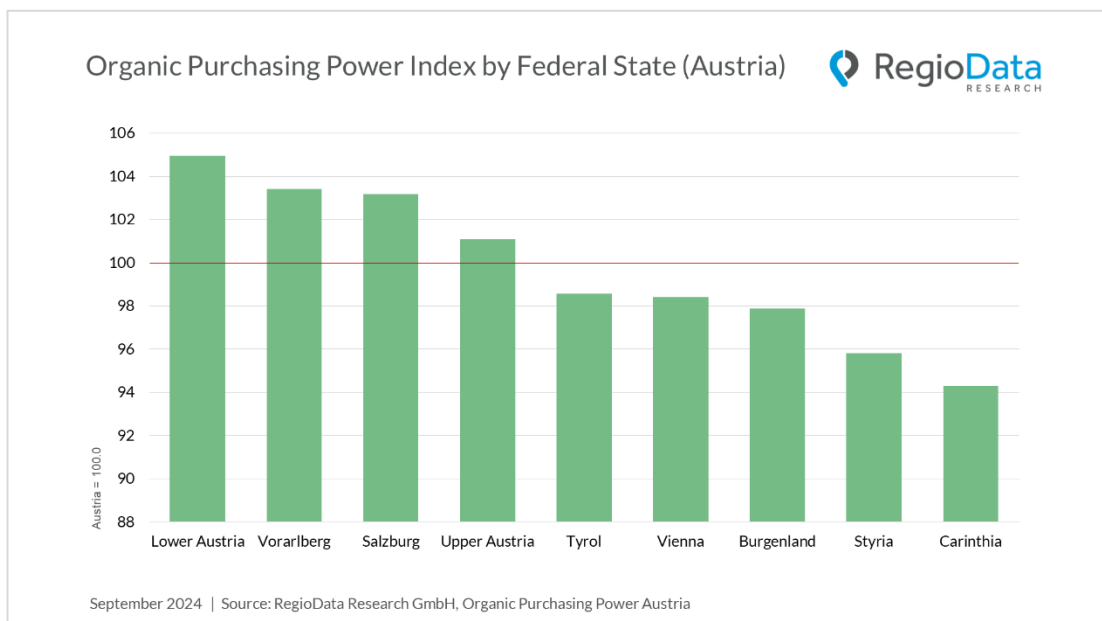
# News

26 September 2024

**RegioData Research GmbH**  
**Amela Salihovic, M.A.**

Theobaldgasse 8 | 1060 Vienna  
 +43 1 585 76 27-50  
 a.salihovic@regiodata.eu  
 www.regiodata.eu

## REGIODATA–ANALYSIS: Regional organic purchasing power – Lower Austria buys the most organic products!



The share of organic food in Austria currently amounts to approximately 11.3% of total food expenditures. Per capita, this figure is €352 per year. The procurement methods vary: while traditional grocery retail still accounts for by far the largest portion, various forms of direct marketing are gradually gaining importance. In addition to the classic "farm gate sales," there is a growing number of self-service shops, specialized market vendors, and various online platforms.

The regional use of organic products in Austria, however, varies significantly. It depends on the local availability, but also largely on the population and social structure, purchasing power, values, ethnic background, education level, and other factors.

The latest RegioData organic purchasing power indicators now provide deeper insights into the population's willingness to spend on organically produced products in Austria.

With an organic purchasing power index of 105 (Austria = 100.0), Lower Austria tops the list, which could be attributed in part to its strong regional agriculture and the highest purchasing power in the country, at nearly €28,300 per capita per year. Vorarlberg follows in second place with a small gap, closely trailed by Salzburg. Slightly below the national average (index < 100) are Tyrol and Vienna, both with an organic purchasing power index of just under 99. Carinthia ranks last in two categories: firstly, as the state with the lowest purchasing power (€25,800), and secondly, with the lowest organic purchasing power index in Austria at 94.3.

In the nationwide comparison of purchasing power for organic products across municipalities, Lower Austria performs significantly above average. Particularly noteworthy are the municipalities of Gießhübl, Bisamberg, Klosterneuburg, and Perchtoldsdorf, which rank at the top with index values between 152.7 and 159.7. Only the somewhat atypical population structure in Vienna's 1st District (Innere Stadt) can surpass this, with an outstanding index value of 178.0.

The lowest index values nationwide range between 62 and 65. Innervillgraten in Tyrol ranks at the bottom of the list. Its remote location and rural structure could contribute to the low spending on organic products. Sankt Georgen ob Judenburg and Lassing, both in Styria, show similarly low index values. Preitenegg in Carinthia and Opponitz in Lower Austria round out the lower end of the list, each with an organic purchasing power index of around 65.

The differences in spending on organic products can be influenced by a variety of factors. Economic conditions, such as the economic structure and income level of the population, play a role, as do regional preferences and the availability of organic products.

Topographical factors, such as geographical location and proximity to neighboring countries, can also affect organic purchasing power.

## About the study

The **RegioData organic purchasing power data** represent the specific expenditures of the residential population on organically produced products. They correspond to the portion of general purchasing power that is available for organic-relevant products.

The study "**Organic Purchasing Power**" is available for all European countries at RegioData starting at €500 (plus 20% VAT). For more information, visit [www.regiodata.eu](http://www.regiodata.eu)

**Press contact:** Amela Salihovic, M.A., T +43 1 585 76 27-50, [a.salihovic@regiodata.eu](mailto:a.salihovic@regiodata.eu)

### **RegioData Research GmbH**

RegioData Research GmbH, headquartered in Vienna and Munich, specializes in regional economic data in Europe. For over 20 years, we have been dedicated to researching, calculating, and analyzing data and structures in European consumer and real estate markets. We provide well-founded decision-making foundations for companies in the retail, real estate, and financial sectors. Up-to-date, clear, and reliable.