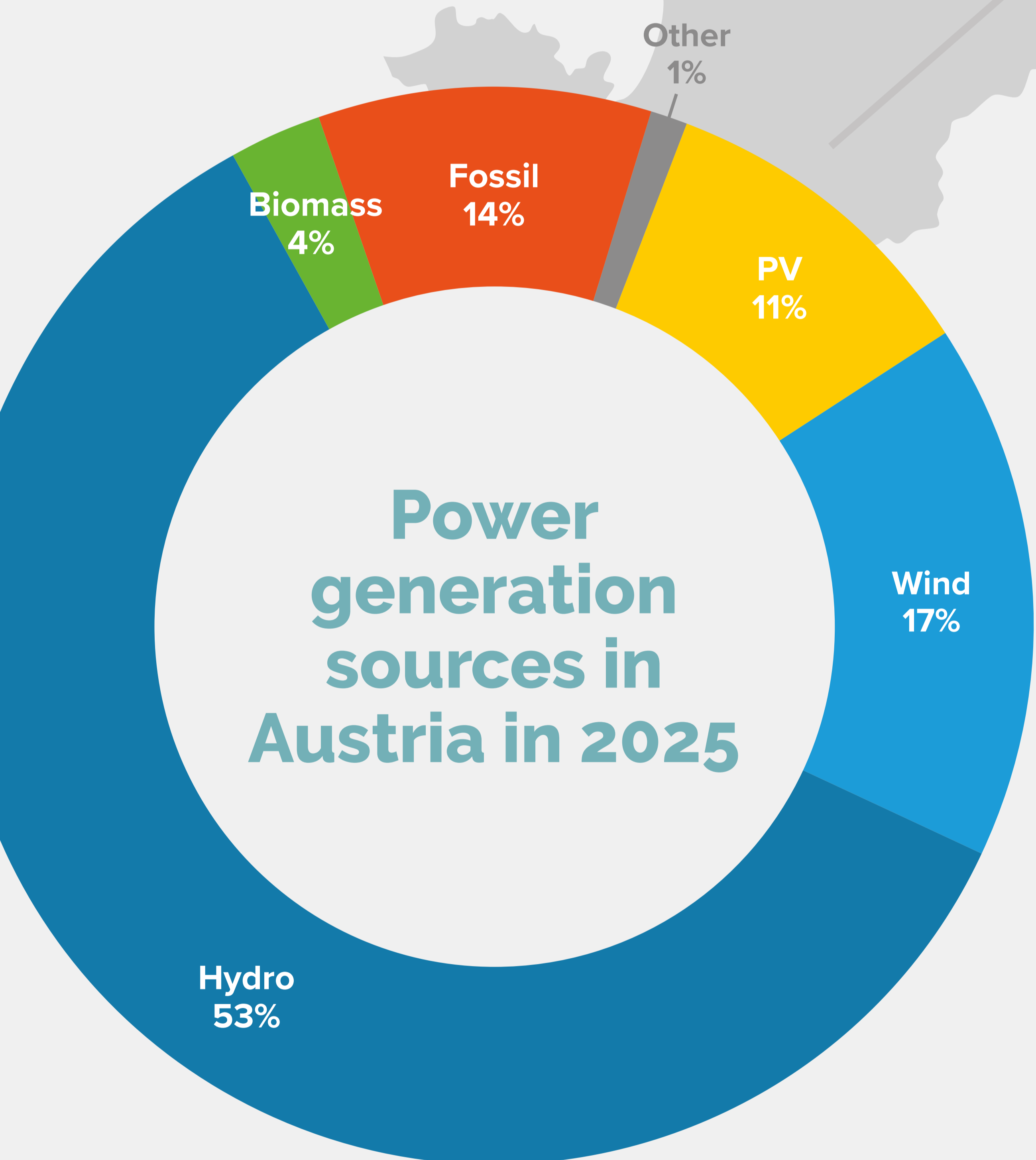


## In line with national decarbonization ambitions

Austria is advancing its energy transition, with renewables supplying over 85% of the country's electricity. Solar PV continues to grow, supported by national incentives, while battery storage is expanding to help integrate variable renewable energy and support the grid.

The country is also making progress in electric mobility and heating, with charging infrastructure expanding and heat pumps becoming more widely used. Together, these developments form the basis of Austria's transition to a more flexible and low-carbon energy system.

Austria has reached about **1,218 Wp** of installed solar capacity per capita, placing it among the countries with higher solar adoption in Europe.



In 2025, renewable sources generated 44.2<sup>1</sup> TWh of electricity in Austria. With hydropower and wind included, renewables accounted for

**85%**

of the country's electricity.

In 2025, solar PV systems generated about 5.7 TWh, covering around

**11%**

of electricity production. Total installed PV capacity reached 11.1<sup>2</sup> GWp.

Austria still needs about 8 GW of solar capacity to reach its 2030 target of

**19 GW**

under its NECP. This shows there is strong potential for investment in the sector in the country.

Source: 1: [www.energy-charts.info](http://www.energy-charts.info)  
 2: Solar Power Europe – EU Solar Market Outlook 2025-2030.

## Scaling Up Solar and Storage

In 2025, Austria added 1.7 GWp of new solar capacity, bringing the total to 11.1 GWp. To reach the 2030 target of 19 GW, the country needs to add about 1.6 GWp per year on average, which seems possible based on recent growth. The International Energy Agency has a slightly higher estimate, expecting capacity to reach between 18.2 and 20.7 GW by 2030. At the same time, Austria is expanding battery storage to support the increasing share of renewables, with large-scale systems planned to reach 2.7 GW and small-scale systems 6 GW by 2040. Austria's combined growth in solar and battery storage shows a clear path toward a cleaner and more flexible energy system.



**Mônica Anater, PhD**  
 Researcher at Dutch New Energy Research

# Battery Storage, Heating and E-Mobility Trends

Austria will need 8.7 GW of battery storage by 2040, according to PV Austria, APG, Graz University of Technology, and d-fine. Large-scale batteries are expected to reach 1.4 GW by 2030 and 2.7 GW by 2040, while small-scale systems may grow to 3.7 GW and 6 GW. Current capacity is about 1 GW, showing the need for expansion. Heat pump use is also rising: by 2025, around 586,000 units were installed, with annual sales exceeding 50,000 since 2022. About 14% of households now use them. Electric mobility is expanding as well. Austria has over 34,700 public and semi-public charging points (26% AC). In 2025, about 68,000 electric and plug-in hybrid vehicles were sold, bringing the total fleet to roughly 357,000.



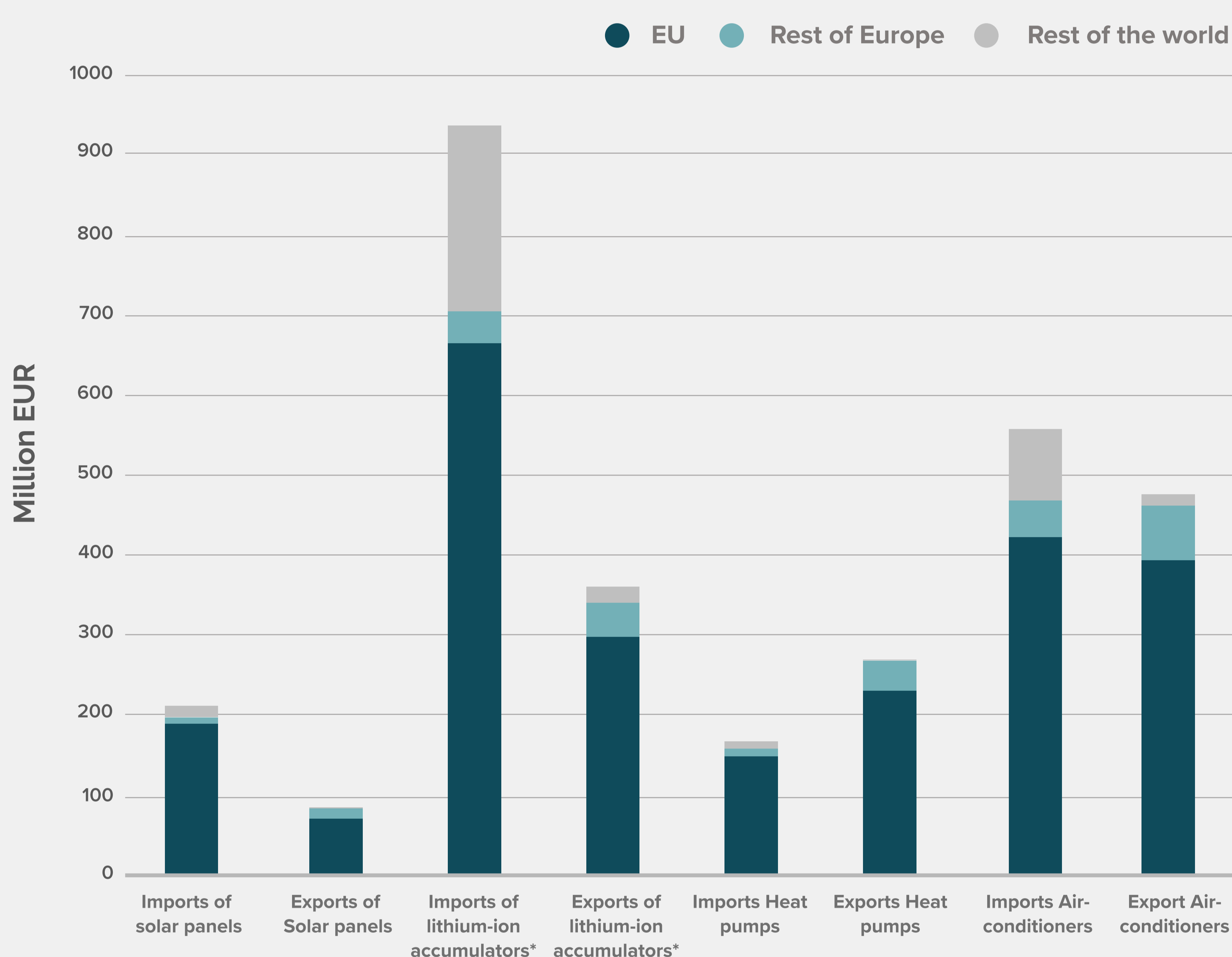
Source: 3: **Flexibilitäts- und Speicherbedarf im österreichischen Energiesystem, 2025.**  
 4: **The European Heat Pumps Association**  
 5: **Eurostat-Comext database**

## Austria's Trade Flows in 2025<sup>5</sup>

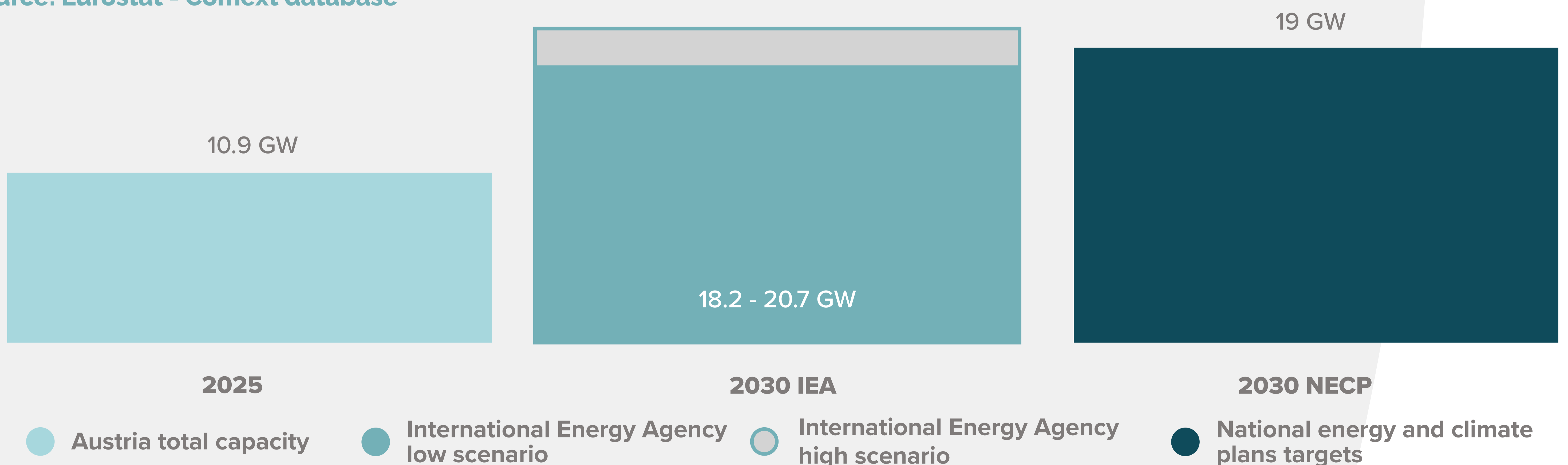
Austria maintains strong trade activity in key energy technologies, largely within the European Union. Last year, the country imported €211 million in PV panels and exported €87 million. Trade in lithium-ion batteries was also significant, with imports reaching €935 million and exports €360 million.

In the heating and cooling sector, Austria imported €166 million worth of heat pumps in 2025, while exports totaled €268.3 million. Air conditioner imports reached €560 million, with exports at €480 million.

These figures reflect Austria's active role in the regional market and the increasing relevance of these technologies, particularly storage, in its energy transition.



\* Batteries for electric vehicles included.  
 Source: Eurostat - Comext database



## Media Partners



# Visitor profile 2026

## Visitor analysis

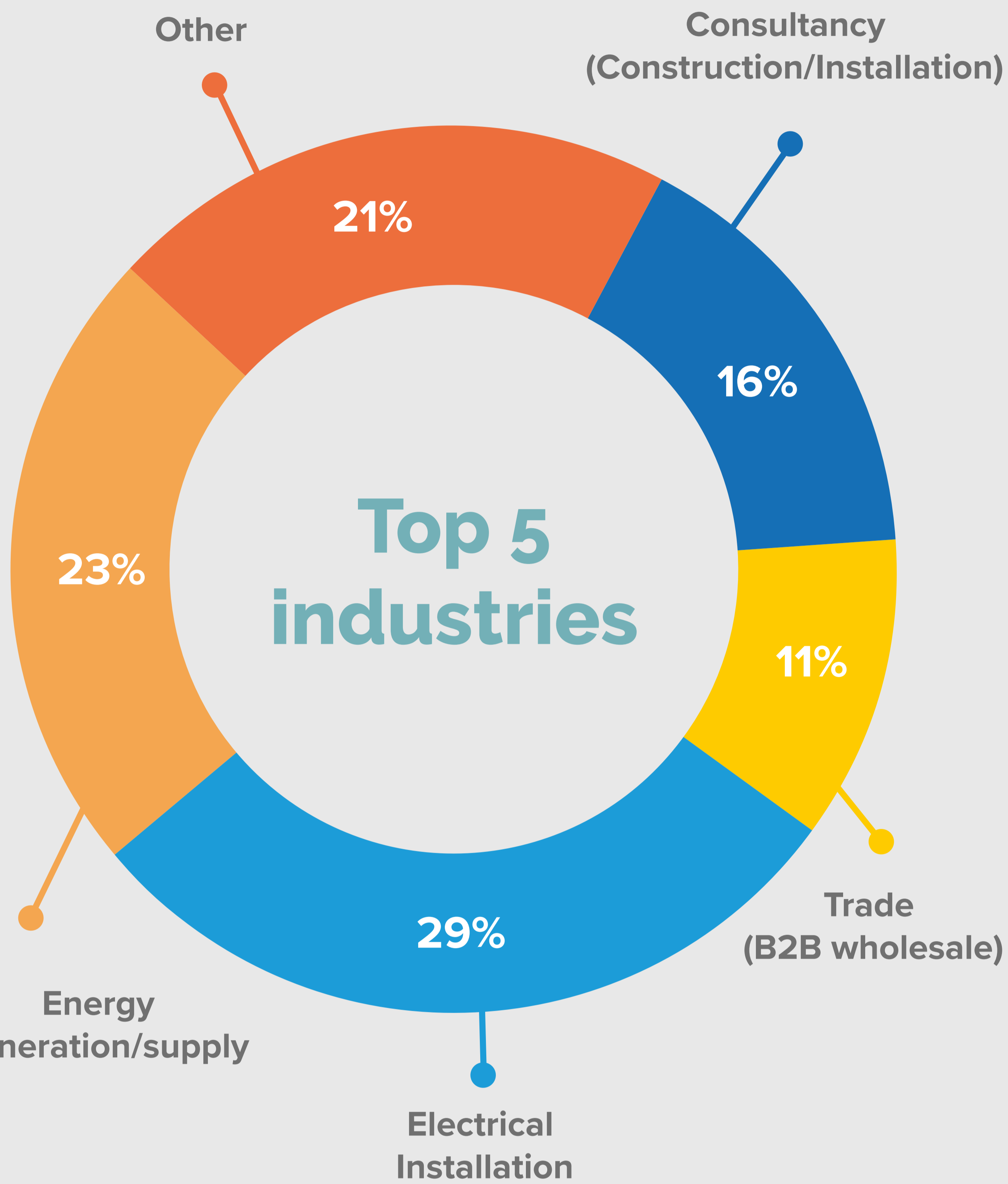
Participants	Total
Total exhibitors	101
Total visitors	2,844

## Top 3 countries of origin

Austria	76%
Germany	15%
Other	9%

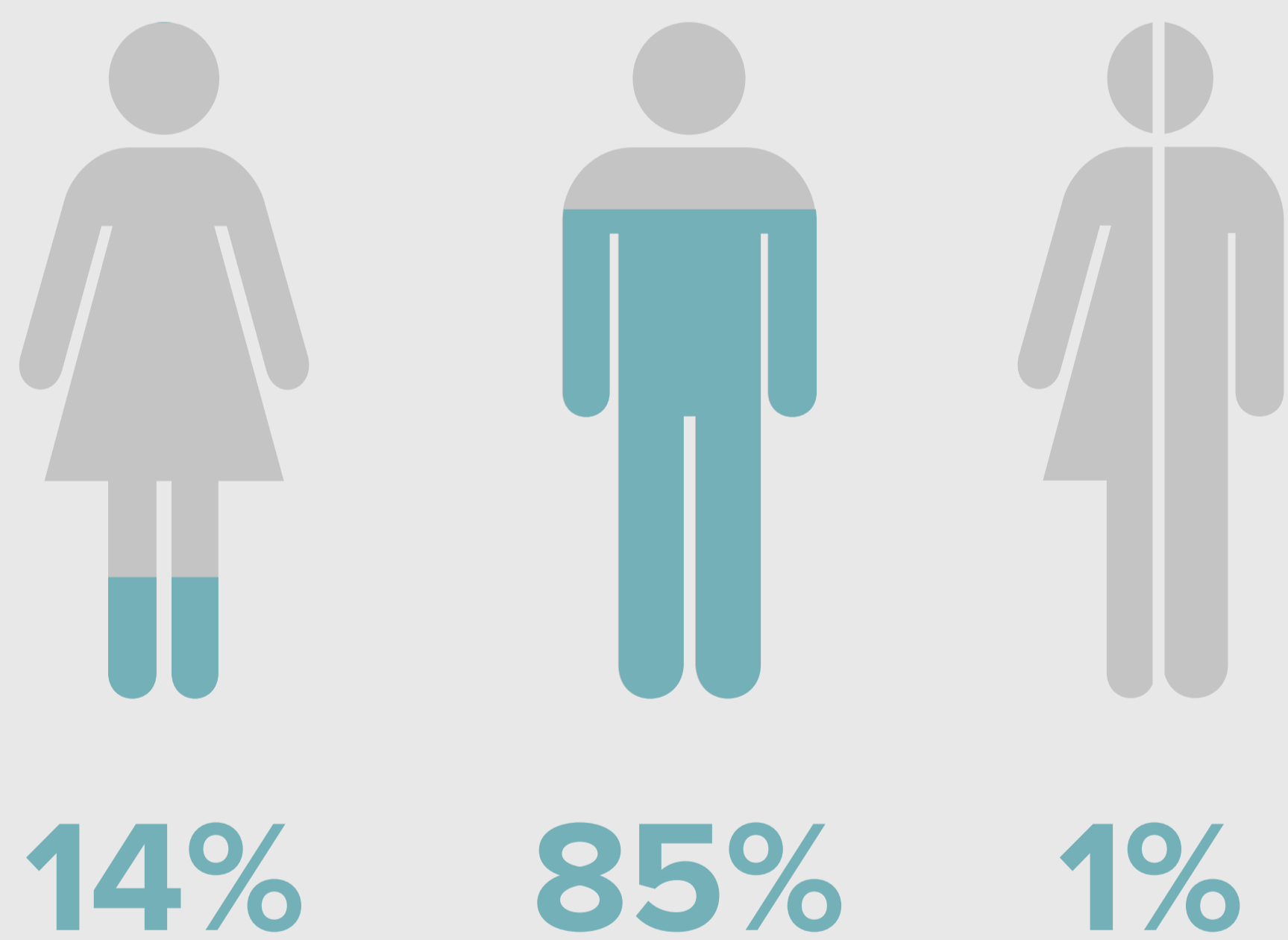
## Our visitors are decision makers

Our visitor group primarily consists of key decision-makers within the industry. This includes Managing Directors, Senior Management, Business Owners, experts in Service & Technical Solution, as well as representatives from government institutions and other function groups. This diverse mix makes sure that Sustainable Solutions Wien brings together the people who shape the future of our sector.



## Top 5 functions

1. Business Owner	23%
2. Senior Management	22%
3. Managing Director	20%
4. Technical Employee	18%
5. Other	17%



## Gender in the industry

Currently, over 85% of professionals in our industry are men. We are actively committed to initiatives that increase visibility and opportunities for women and non-binary individuals in this male-dominated sector. Through inclusive programs, role models, and targeted support, we aim to contribute to a more balanced representation and help make the industry more attractive and accessible to everyone.

## Proven success formula

Backed by over a decade of successful renewable energy exhibitions across Europe, we're proud to be at the forefront of driving sustainable innovation.



Scan to see the agenda!

