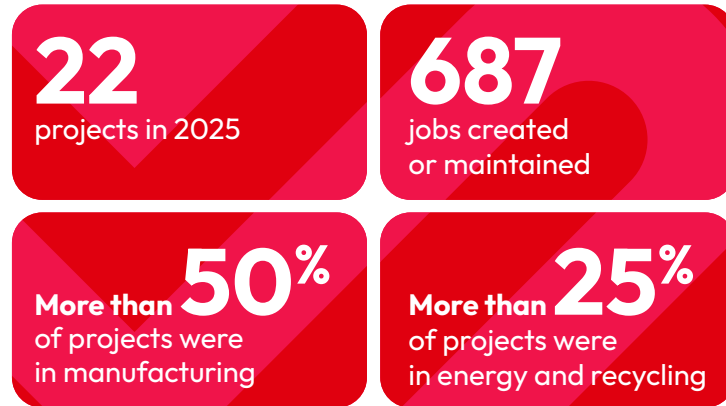


Austria

Annual Report 2025

There were **22 Austrian investment projects** recorded in France in 2025, which created or maintained **687 jobs**.¹ More than half of projects were related to manufacturing activities.



Number of projects and jobs by investment type

Investment type	Projects	Jobs
Creation	8	152
Expansion	12	385
Takeover	1	150
Safeguarding and partnership	1	-

They chose France in 2025

Red Bull: Founded in 1984, Red Bull is an Austrian firm based in Fuschl am See. In 1987, it launched a new category of functional products: energy drinks. After rapid growth in Austria, the business established itself internationally and is now the global leader in its sector, present in more than 175 countries and employing over 20,000 people worldwide. Present in the French market since 2008, Red Bull France has experienced sustained growth, making France a strategic market on a global scale. In 2026, the French subsidiary employed more than 370 people and is increasing its investments, in both sports and culture. This growth momentum and the increase in staff led Red Bull France to move to new premises in Paris (Ile de France region) in early 2026.

Top 3 business activities

Manufacturing	12 projects
Decision-making centers	6 projects
Logistics	2 projects

Top 3 host regions

Ile de France (Paris region)	11 projects
Auvergne-Rhône-Alpes	4 projects
Bourgogne-Franche-Comté	3 projects

Austrian investments in France

According to its definition,² INSEE recorded 160 businesses in France originating from Austria, employing 13,120 full-time equivalents.

In 2025, 22 new investment projects from Austria were recorded in France, of which 21 created or maintained 687 jobs.

Production/manufacturing activities accounted for the majority of Austrian projects (55%) and the most jobs (37%), followed by decision-making centers (27% of projects; 36% of jobs).

Sector-wise, the energy and recycling sector accounted for more than one in four projects (27%) and was also the largest employer (29% of jobs). Building/construction and agri-food each accounted for 14% of projects. Of particular note was that 22% of jobs were related to the sport and leisure sector, accounting for 27% of all jobs in this sector forecast in 2025.

Half of all Austrian projects were destined for Ile de France (Paris region), followed by Auvergne-Rhône-Alpes (18%) and Bourgogne-Franche-Comté (14%).

² Source: French National Institute for Statistics and Economic Studies (INSEE), 2025; stock of foreign businesses in France, according to the INSEE definition of December 31, 2022, excluding confidential data.

Top 5 business sectors by projects

Business sector	Number		Share	
	Projects	Jobs	Projects	Jobs
Energy and recycling	6	200	27%	29%
Building, construction	3	74	14%	11%
Agri-food	3	67	14%	10%
Machinery and mechanical equipment	2	75	9%	11%
Electrical/IT equipment	2	21	9%	3%

Breakdown of projects by business activity

Business activity	Number		Share	
	Projects	Jobs	Projects	Jobs
Decision-making centers	6	247	27%	36%
Logistics	2	165	9%	24%
Production/Manufacturing	12	255	55%	37%
R&D, engineering, design	1	10	5%	1%
Business services	1	10	5%	1%
Total	22	687	100%	100%

Change in projects and jobs since 2021 (excluding retail outlets)

