

The Danish gambling market 2012 - 2021

The Danish Gambling Authority's industry day 2023

Licences issued for gambling operators in 2012, 2016 og 2021

Gambling category	2012	2016	2021
Betting (including licences that must not exceed a revenue of DKK 1 million)	20	19	22
Online casino (including licences that must not exceed a revenue of DKK 1 million)	41	36	35
AWP gaming machines (operators)	454	400	311
Land-based casinos	7	7	9
Monopoly lotteries	4	4	4
Charity lotteries – Licences	Approx. 800	681	412
Charity lotteries – Notifications (charity lotteries with a total revenue up to DKK 20,000 do not require a licence, they only have to notify the Danish Gambling Authority of the lottery)	Approx. 1.200	941	507

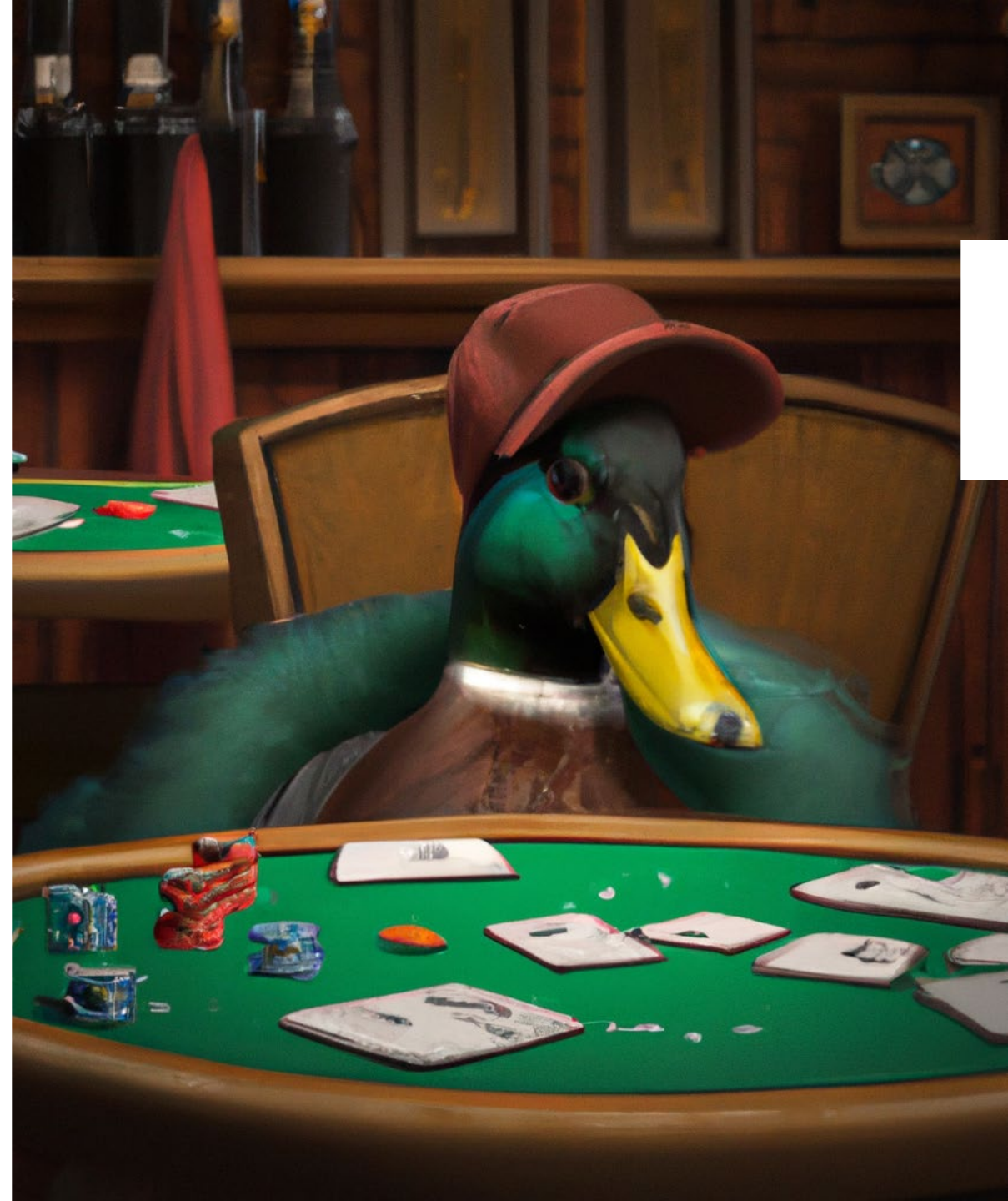
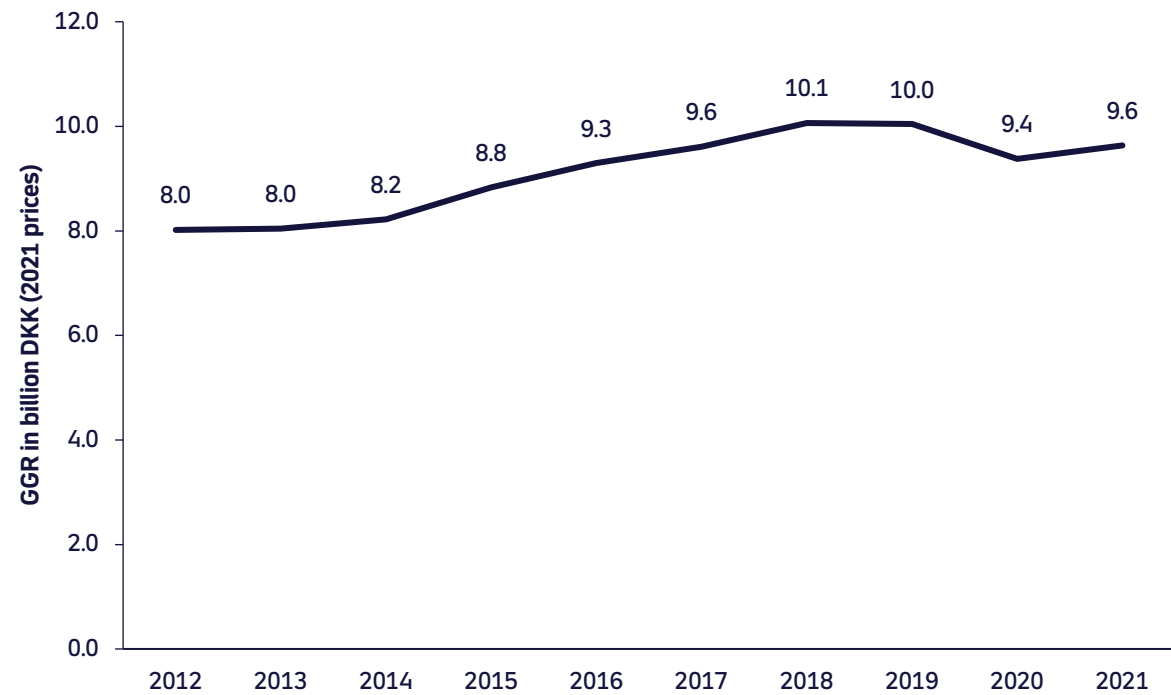
The total gambling market in 2021



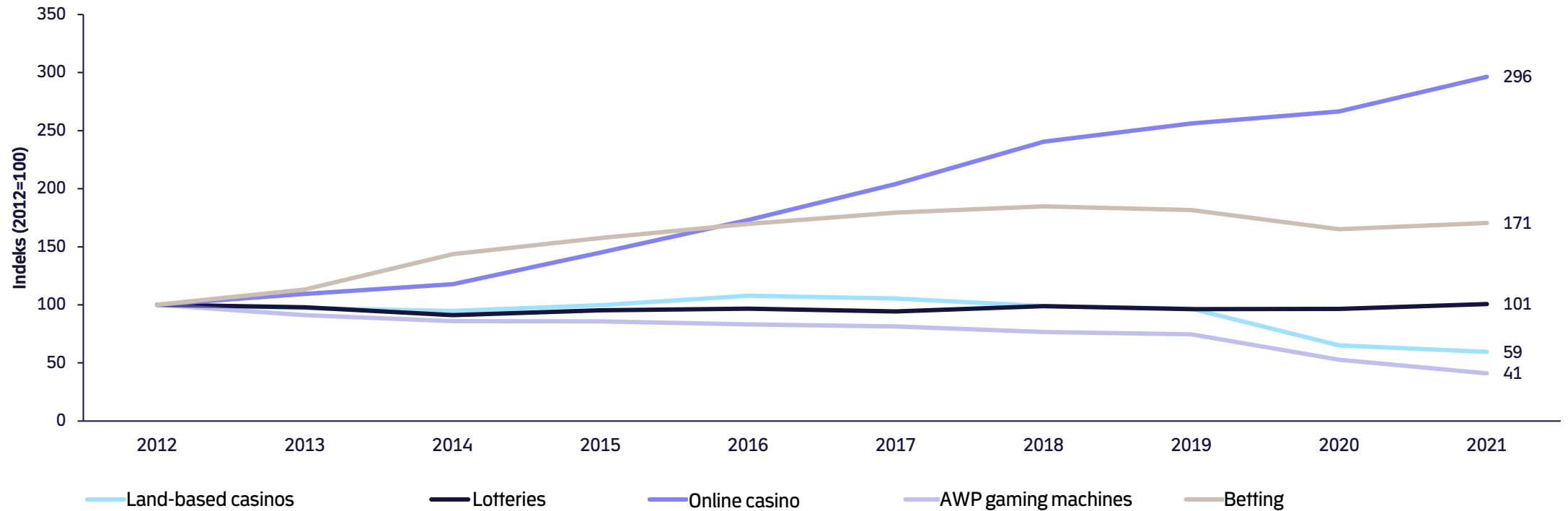
DKK 9.6 billion in GGR (gross gambling yield)

GGR = value of stakes – value of winnings (+ value of commission)

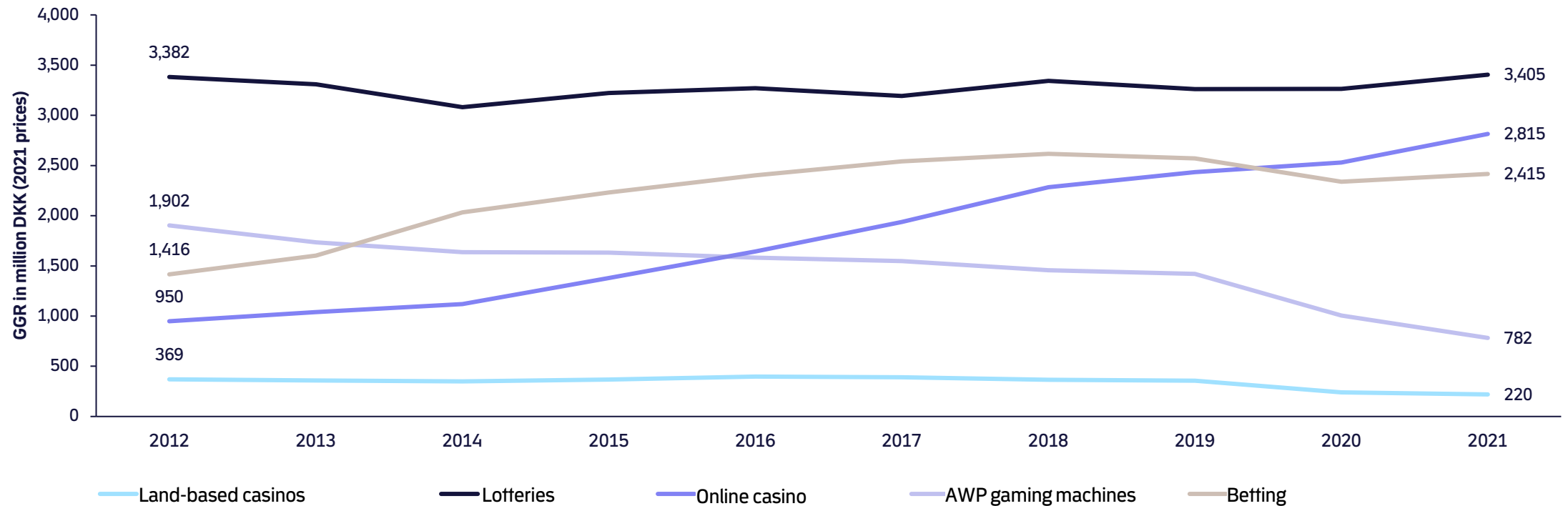
Development in the Danish gambling market 2012 – 2021



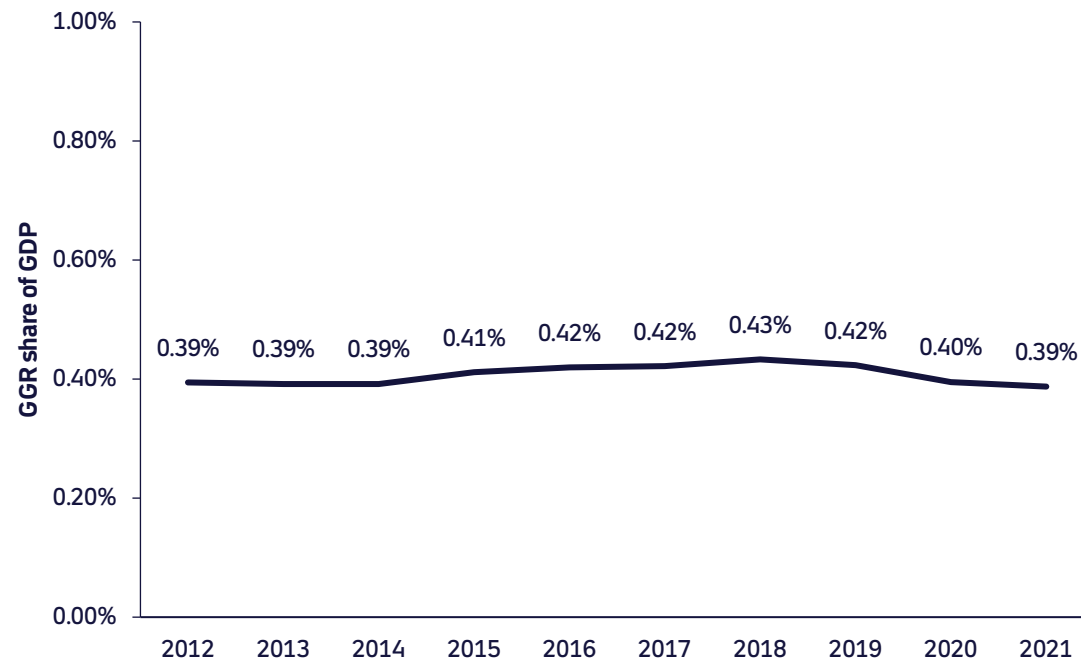
Indexed development (GGR) in the five gambling categories 2012-2021



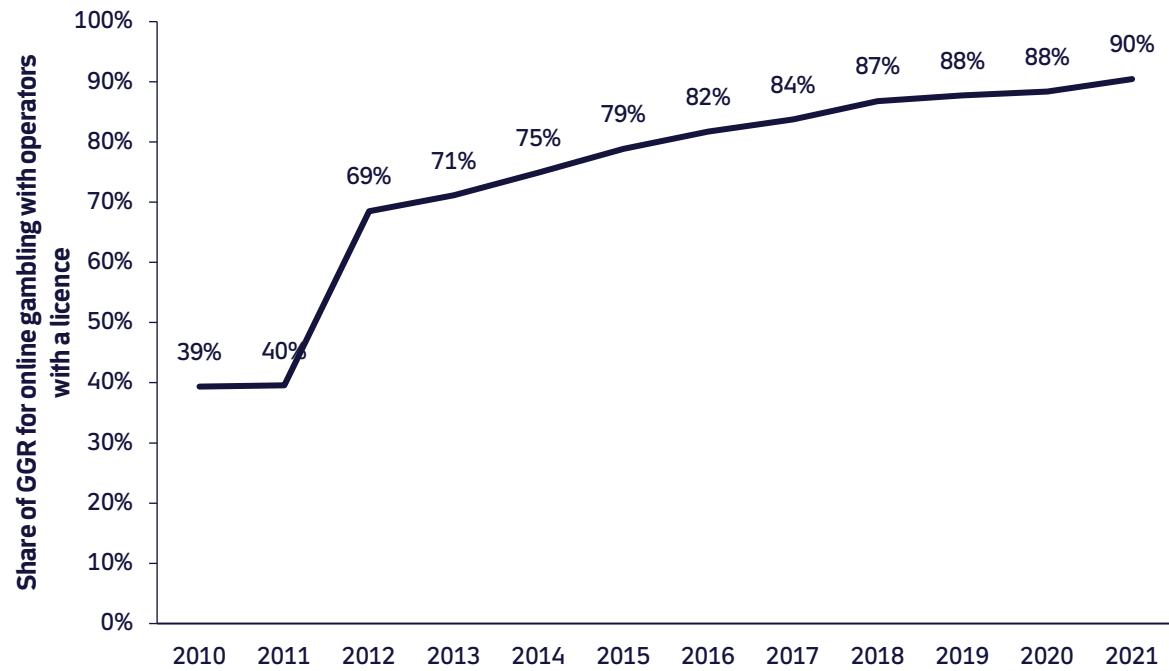
Development of GGR in the five gambling categories 2012-2021



GGR for the total gambling market as a share of GDP 2012-2021



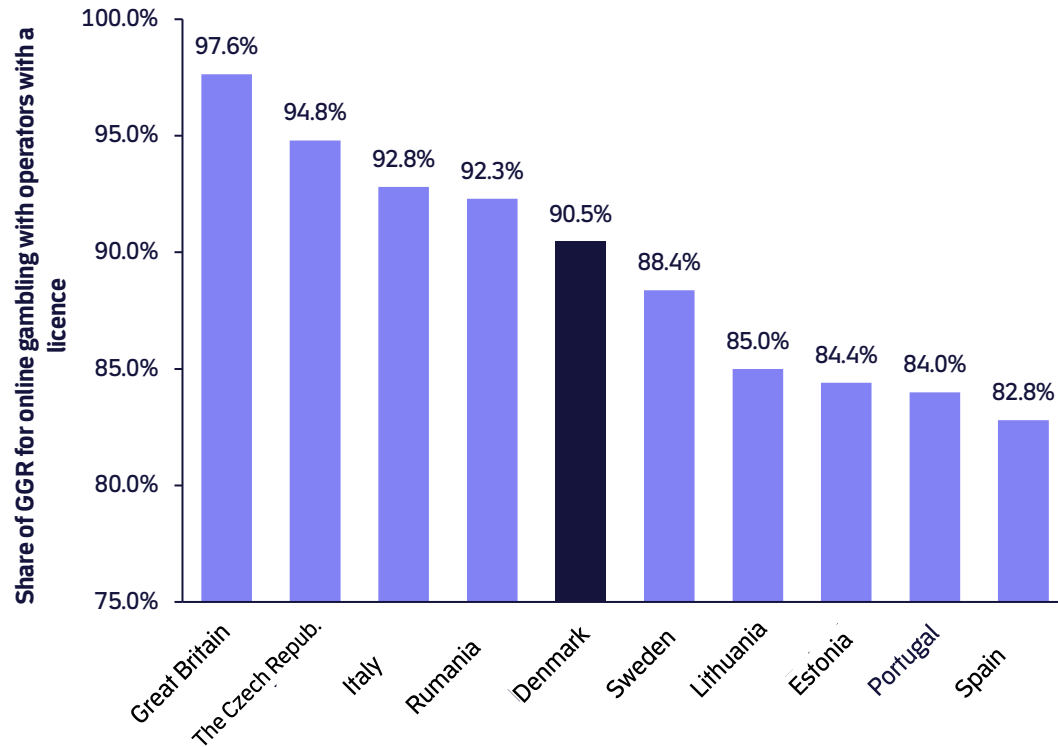
Online channelling rate 2010 – 2021



Source: H2 Gambling Capital. Data may change, which is why figures may be updated later. Data is drawn on 4 May 2022. Note: The spending on gambling is measured as GGR.



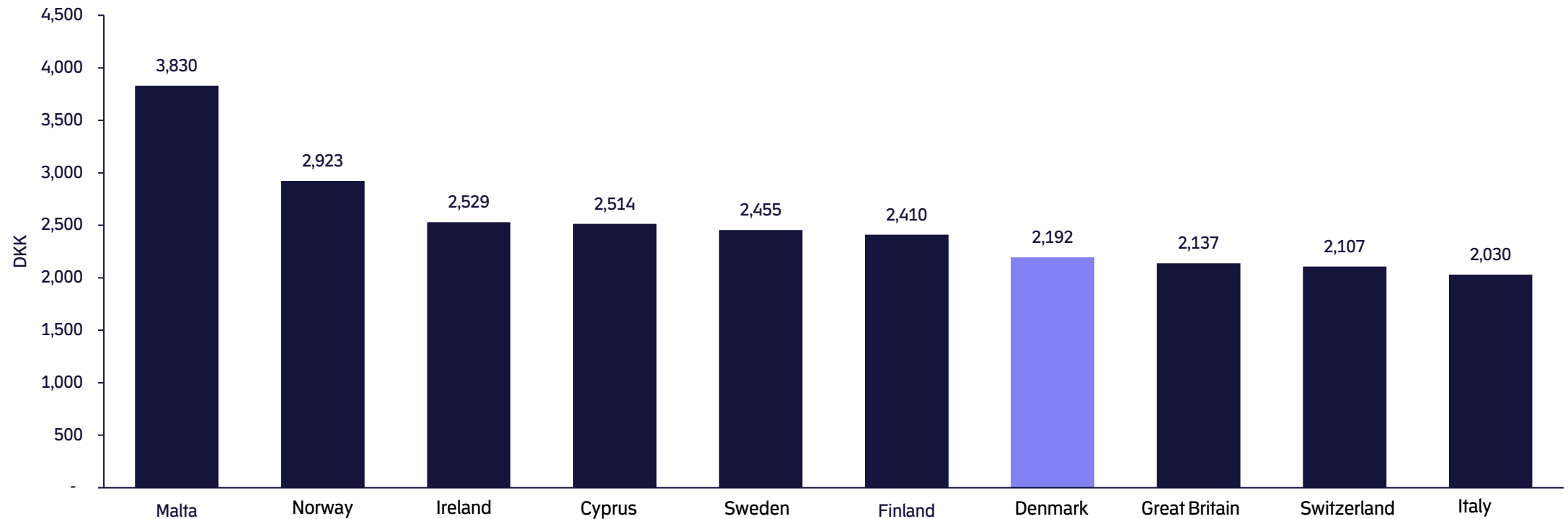
Top 10 countries in Europe with the highest online channelling rate in 2021



Source: H2 Gambling Capital. Data may change, which is why figures may be updated later. Data is drawn on 4 May 2022. Note: The spending on gambling is measured as GGR.

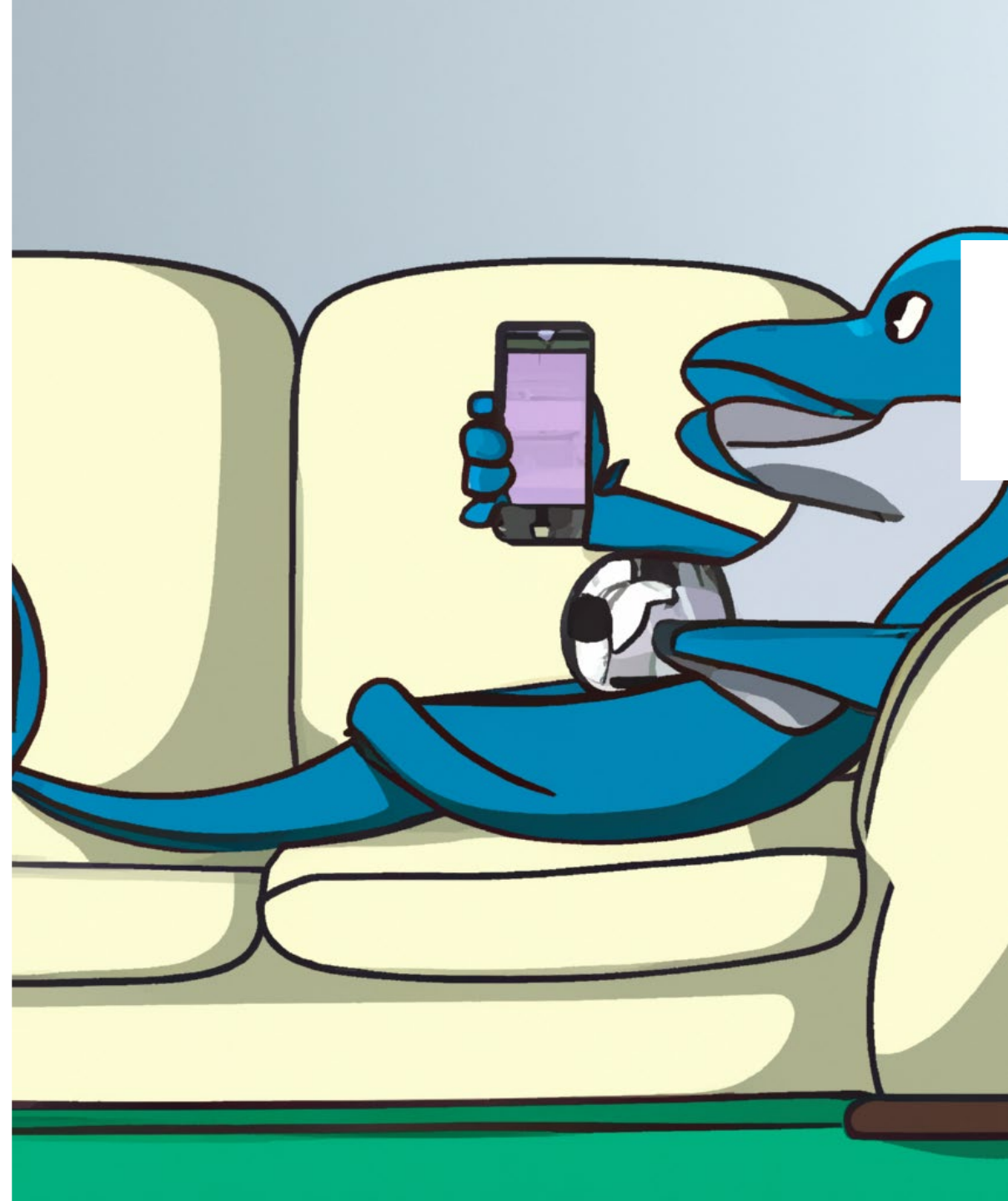
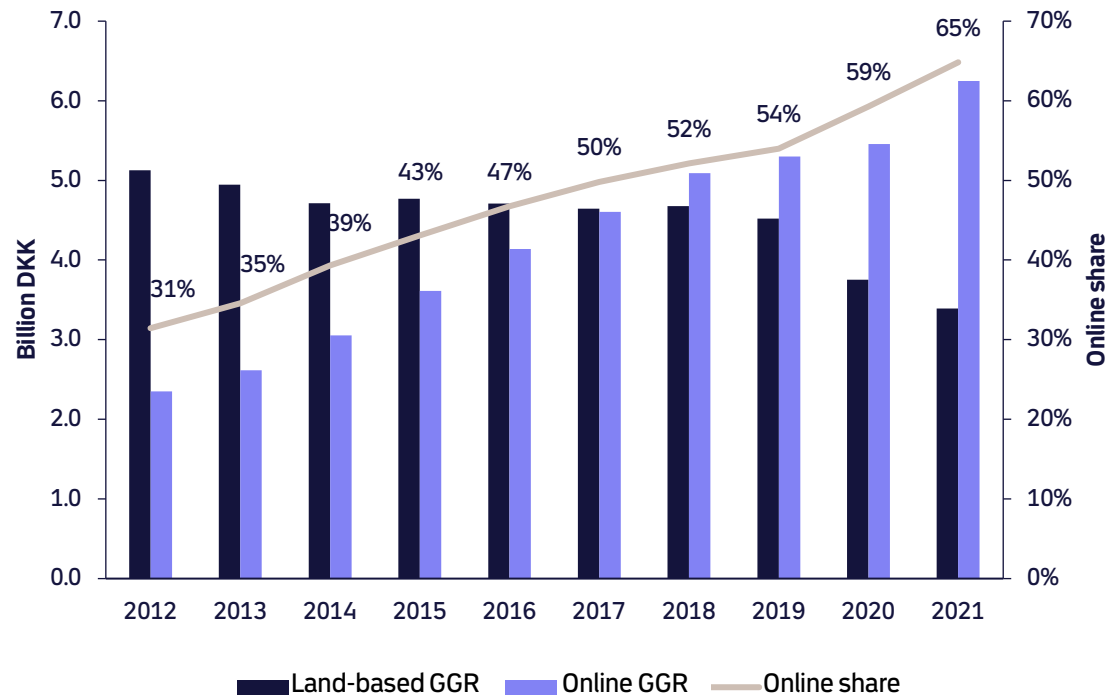


Top 10 European countries with the highest average gambling spend per adult in 2021

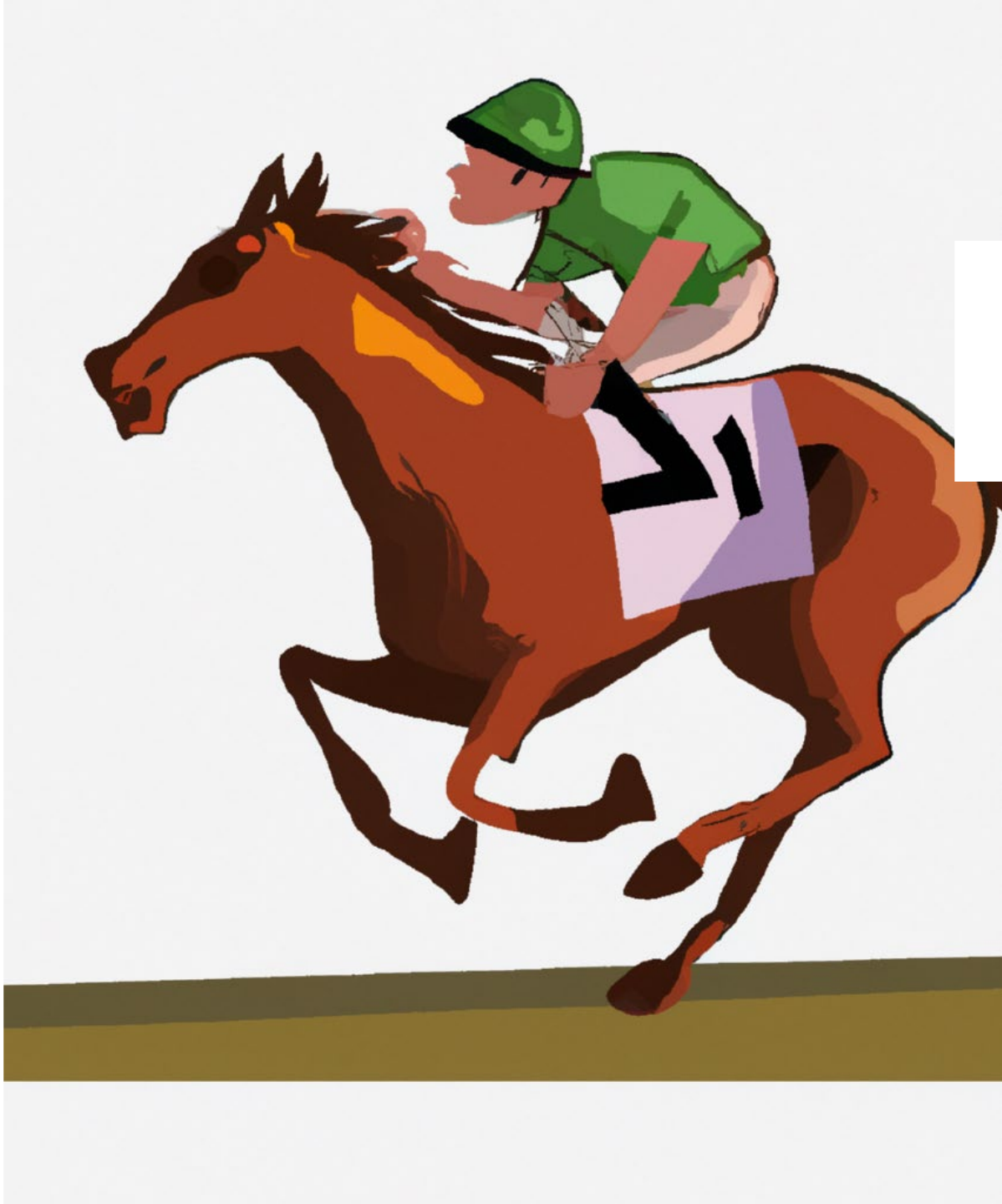
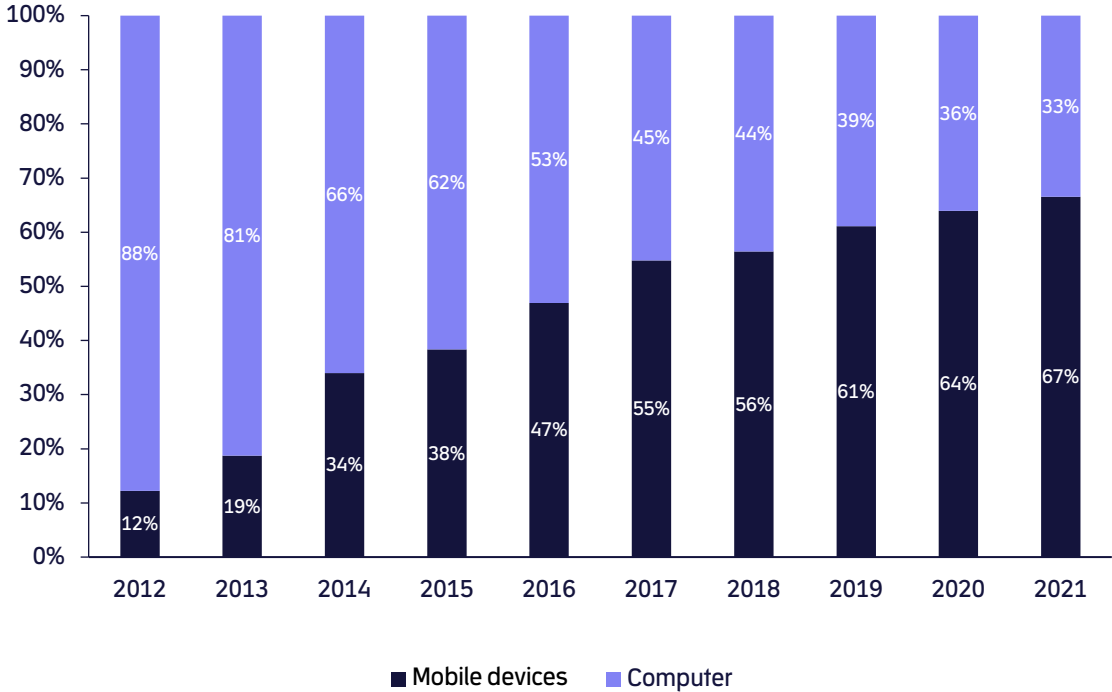


Source: H2 Gambling Capital. Data may change, which is why figures may be updated later. Data is drawn on 4 May 2022. Note: The spending on gambling is measured as GGR.

GGR on the gambling market categorised by sales channels 2012-2021



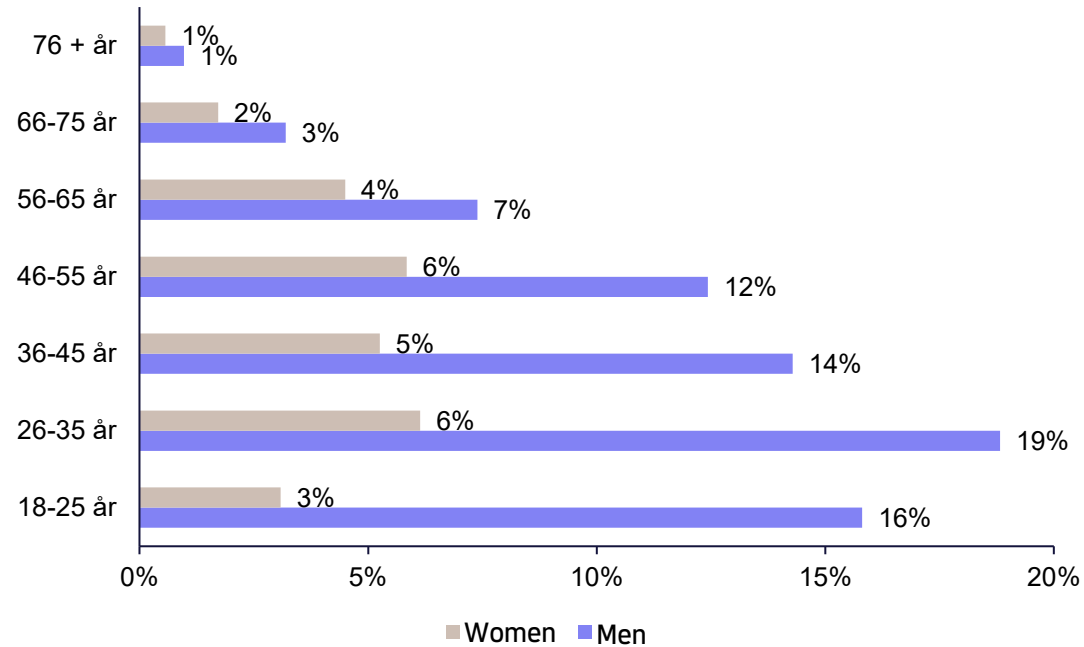
GGR for online casino and online betting categorised by sales channels



Demographic profile of players in 2020

År = years old

Online casino



Online betting

