

June 2023

Danes spent an average of DKK 2,350 on gambling in 2022

The Danes spend less money on gambling products and services than they do in Sweden, Norway, Finland and Iceland. At the same time, gambling in Denmark to a greater extent takes place online compared to many other European countries.

There is a big difference between the European countries' legislation on the provision of gambling. In Denmark, the market for betting and online casinos went from being subject to a state monopoly to being liberalised in 2012. With a licence from the Gambling Authority, it thus became legal for private businesses to offer betting and online casinos on the Danish gambling market. Other European countries have undergone a similar development in recent years.

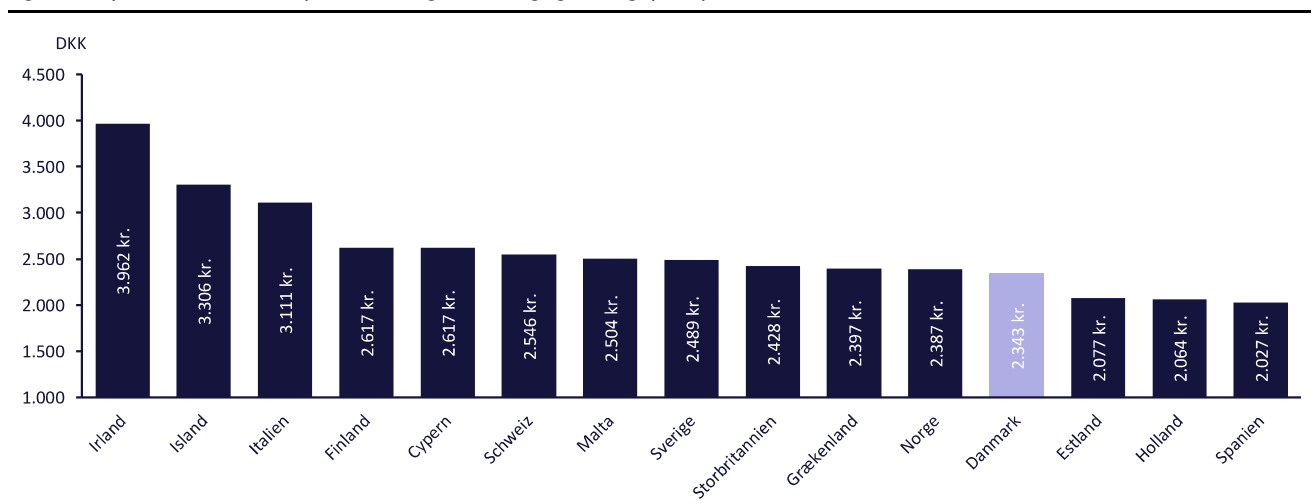
Figures show that there is a big difference in how much is spent on gambling in European countries. In 2022, Danes spent on average approx. DKK 2,350 on gambling products, *cf. figure 1*. The Danes' average gambling spend thus took 12th place in Europe.

Iceland, Finland, Sweden and Norway were all higher on the list in 2022, which means that the Danish gambling spend is the smallest per capita in the Nordic countries. Iceland had the highest gambling spend in the Nordic countries with DKK 3,300 per capita. Looking at the whole of Europe, Ireland tops the list with an average gambling spend of just under DKK 4,000 per capita in 2022.

No. 12

Top-15 of gambling spend in Europe
In 2022, Danes' average gambling spend ranked 12th in Europe.

Figure 1. Top 15 countries in Europe with the highest average gambling spend per adult, 2022



Source: H2 Gambling Capital.

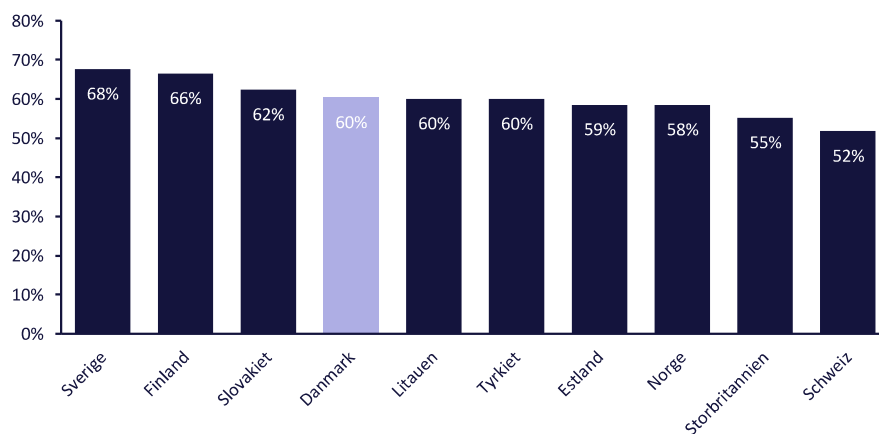
Note: 1) The data was drawn on 25 April 2023. 2) The data basis may change, which is why the figures may be updated later. 3) Gambling spend is measured as BSI. The figures include both the regulated markets and unregulated online markets.

The Danes gamble online to a large extent

Gambling can take place both physically and online. Europeans' opportunity to gamble online has increased in recent years with improved internet access and the spread of smartphones. In 2022, 60 per cent of the gambling spend in Denmark took place online, *cf. figure 2*. This share has been increasing since 2012, when approx. a third of the gambling spend took place online. This must be seen in the light of the fact that Danish society has undergone a high degree of digitisation.

The Danes' share of gambling that take place online was the fourth highest in Europe in 2022, *cf. figure 2*. Sweden had the highest share of online gambling in Europe of almost 68 per cent, followed by Finland. Norway was also placed in the Top-10. It is thus especially in the Nordic countries that online gambling makes up a large proportion of the gambling markets.

Figure 2. Top 10 countries in Europe with largest share of gambling spend generated online, 2022



Source: H2 Gambling Capital. The data basis may change, which is why the figures may be updated later. The data was drawn on 25 April 2023.

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International cooperation between gambling authorities

The Danish Gambling Authority continuously monitors developments in other gambling markets all over the world, among other things in relation to the framework and rules for the provision of gambling in the countries in question. The Danish Gambling Authority also participates in forums with other gambling authorities, where knowledge and experiences are exchanged. The purpose is to learn more about initiatives that can ensure a fair and responsible gambling market.