

The Gambling Market in Numbers 2025

The Danish Gambling Authority's review of developments in the gambling market in 2025

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Foreword

The Danish Gambling Authority continuously follows and analyses developments in the Danes' gambling behaviour, and we prioritise to publish figures and statistics about the development on our website. We do this in our monthly statistics in Power BI and in a number of reports and other publications.

In "The Gambling Market in Numbers 2025" we have collected the most important figures for the gambling market for the year and compare to the previous years back to 2012, when the Danish gambling market was partially liberalised. The report reviews the development of the individual gambling categories but also looks at trends across categories. There are also statistics for ROFUS (Register of Voluntarily Self-Excluded Players) and the Danish Gambling Authority's helpline StopSpillet. The report includes statistics on how much money the Danes spent on different types of gambling in 2025, how many licences the Danish Gambling Authority has issued to offer gambling on the Danish market, how many people contact the Danish Gambling Authority's help line StopSpillet or which days of the week the Danes bet most on sports and other events.

I hope you will benefit from "The Gambling Market in Numbers 2025".

On behalf of the Danish Gambling Authority,



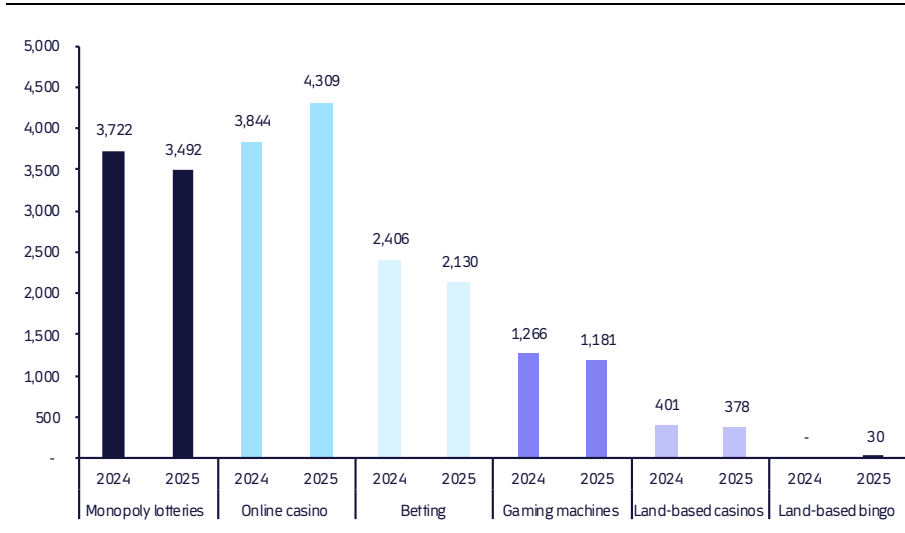
Anders Dorph
Director



Introduction

At the Danish Gambling Authority, it is a core task to continuously analyse developments in the gambling market. The “Gambling Market in Numbers 2025” presents the overall statistical overview of developments in the gambling market. In 36 figures and tables, we show the development both in individual gambling categories (betting, online casinos, slot machines, land-based casinos, lotteries and land-based bingo) and across and follow the development since the partial liberalisation of the gambling market in 2012. We also present statistics on ROFUS (Register of Voluntarily Excluded Players) and the Danish Gambling Authority’s help-line StopSpillet.

Figure 1. GGR for the Danish gambling market 2024-2025, DKK million



Source: Tax data submitted by licence holders to the Danish Tax Agency, Danske Spil A/S, Varelotteriet, Klasselotteriet and Landbrugslotteriet
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

Use of the term gross gaming revenue (GGR)

In “The Gambling Market in Numbers 2025”, gross gaming revenue (GGR) is consistently used as a measure of the size of the gambling market. The GGR is calculated as the player’s stakes in games deducting winnings plus the commission the player may have paid for participating in a game, see Figure 2. The GGR is thus a measure of how much players lose to the gambling operators. Therefore, GGR is often referred to as gambling spend. However, it should be noted that the GGR is higher than what players actually lose, as the bonuses that players use also count as stakes.

Figure 2. Calculation of gross gaming revenue (GGR)

What is GGR?

$$\text{GGR (Gross Gaming Revenue)} = \text{Value of stakes} - \text{Value of winnings} (+ \text{Value of commission})$$

GGR is used internationally among the gambling authorities of other countries to calculate the size of the gambling markets. GGR is also used as the basis for calculating the gambling tax

that licence holders offering betting, online casinos, slot machines, land-based casinos and land-based bingo must pay to the state.

Data basis for the report

“The Gambling Market in Numbers 2025” is based on several different data sources. This includes tax reports from the licence holders to the Danish Tax Agency and data submitted to the Danish Gambling Authority’s control system. Statistics for the monopoly lotteries come from these licence holders’ direct reporting to the Danish Gambling Authority. Data from ROFUS and StopSpillet comes from internal systems of the Danish Gambling Authority.

The data basis for the report may change. The latest updated figures for the gambling market are available in the monthly statistics at spillemyndigheden.dk.

Due to new rules for the offering of charity lotteries, it has not been possible to calculate the GGR for this gambling category for 2025. The GGR for charity lotteries is therefore also not included in the overall GGR on the Danish gambling market, which is why this must be taken into account when comparing with the Danish Gambling Authority’s previous releases of the overall GGR for other years.

GDP regulation

In “The Gambling Market in Numbers 2025”, gross gaming revenue is regulated according to the development of the Danish gross domestic product (GDP), as set out in the Economic Statement of the Ministry of Economic Affairs (December 2025), at the 2026 level. Thus, the Danish Gambling Authority follows the same regulatory method as the rest of the Ministry of Taxation and Economic Growth.

New report on channelisation rate

The channelisation rate for the online gambling market in Denmark, which accounts for the share of gambling on websites that have a Danish licence to offer gambling, has previously appeared in the Gambling Market in Numbers publications, but does not do so in the 2025 edition. This is because at the time of publication, the Danish Gambling Authority is working to ensure the quality of existing figures in the field. The Danish Gambling Authority expects to publish a separate report on the channelisation rate later in 2026.

Therefore, it has also not been possible to make a comparison of the gambling spend in Denmark with other European countries, as gambling on websites that do not have a licence to offer gambling is an important part of the data basis for this.

Key figures for the gambling market in 2025

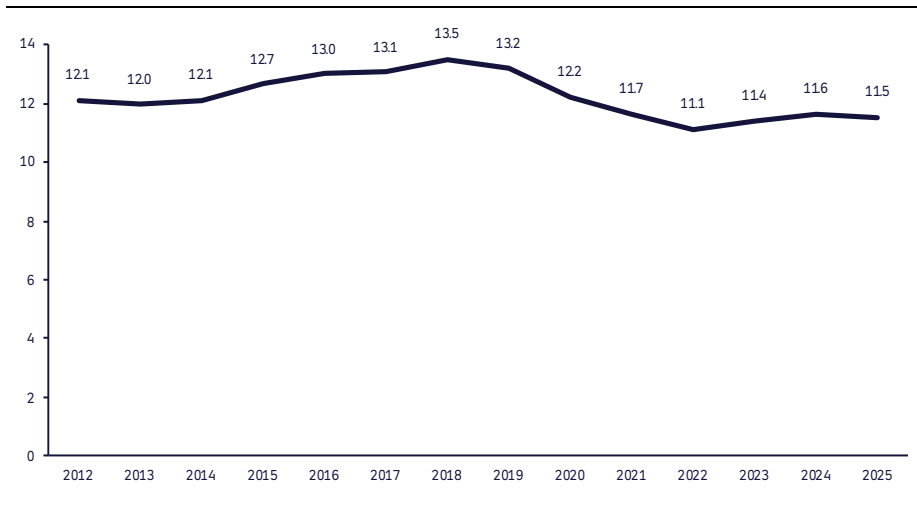
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1.1 Development of the gambling market in 2025

The total gambling market in Denmark amounted to DKK 11.5 billion in GGR in 2025, see Figure 3. This is a decrease of DKK 116 million compared to 2024, corresponding to 1 per cent. Since 2012, the GGR has decreased by DKK 591 million, corresponding to 4.9 per cent. During both 2020, 2021 and 2022, the gambling market was affected by covid-19 restrictions, which resulted in closures of restaurants, gambling halls and casinos, which negatively affected the GGR.

DKK 11.5 billion.

Figure 3. GGR for the overall Danish gambling market 2012-2025, DKK billion.

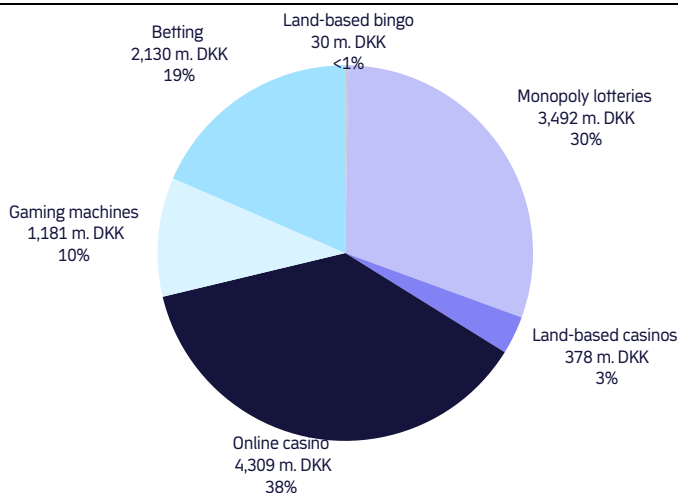


GGR for the gambling market in 2025

Source: Tax data submitted by licence holders to the Danish Tax Agency, Danske Spil A/S, Varelotteriet, Klasselotteriet and Landbrugslotteriet
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)
 Note: The figures do not include charity lotteries

Based on GGR, online casinos were the largest gambling category in 2025 with DKK 4,309 million, equivalent to 38 per cent of the gambling market, see Figure 4. Monopoly lotteries and betting together accounted for almost half of the gambling market, while slot machines and land-based casinos had market shares of 10 per cent and 3 per cent, respectively.

Figure 4. Market shares for gambling categories in 2025

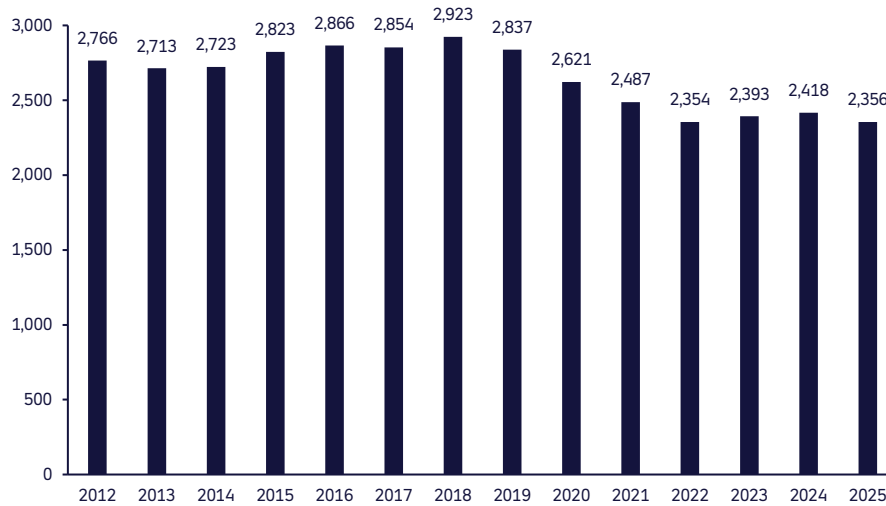


Source: Tax data submitted by licence holders to the Danish Tax Agency, Danske Spil A/S, Varelotteriet, Klasselotteriet and Landbrugslotteriet
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)
 Note: The figures do not include charity lotteries

The development of the gambling market must also be seen in the context of population growth. In 2025, Danes spent an average of DKK 2,356 on gambling, see Figure 5. This is DKK

62 less than in 2024, corresponding to a drop of 2.5 per cent. Compared to 2012, spend per capita in 2025 has decreased by DKK 410, which corresponds to 14.8 per cent.

Figure 5. Average gambling spend per capita over 18 years 2012-2025



Source: Tax data submitted by licence holders to the Danish Tax Agency, Danske Spil A/S, Varelotteriet, Klasselotteriet and Landbrugslotteriet

Note: 2026 level. Measured by GDP (Economic Statement December 2025)

Note: The figures do not include charity lotteries

1.2 Gambling licences in 2025

One of the main tasks of the Danish Gambling Authority is to issue licences to offer gambling in Denmark.

In 2025, there were 1,970 licenses for offering gambling on the Danish market during the year, see *Table 1*.

1,970

Licences to offer gambling in Denmark in 2025

In Denmark there are four operators that have a monopoly on lottery. However, there is no monopoly on lotteries offered for a charitable purpose. In 2025, the rules for the offering of charity lotteries were modernised so that today there are three licence categories. In 2025, there were 666 category 1 licenses for lotteries with a total annual sales amount from DKK 15,000 to DKK 200,000. There were 922 category 2 licenses for lotteries with a total annual sales amount from DKK 15,000 to DKK 5 million.

The new rules for the offering of charity lottery are available at lotteriregler.dk.

There is also no monopoly on the offering of land-based bingo. It has been possible to offer land-based bingo on the liberalised gambling market since 1 January 2025, for which 12 licences were issued in 2025.

There were 27 and 41 licences to offer betting and online casino, respectively. Of these, two of the betting licences and three of the licences for online casinos were revenue restricted. A revenue-restricted licence is valid for one year and conditional on the fact that the GGR must not exceed DKK 1 million and the gambling turnover must not exceed DKK 10 million.

In 2025, there were 277 licences to set up slot machines in restaurants and gambling halls. As of 31 December 2025, 23,172 slot machines were licenced. There were also seven licences to offer land-based casino.

Lists of licence holders are available at spillemyndigheden.dk.

Table 1. Licences / Reports to offer gambling in Denmark in 2025

Gambling category	Number of licences
Betting	25
Betting – Revenue-restricted	2
Online casino	38
Online Casino - Revenue-restricted	3
Slot machines	277
Land-based casinos	7
Monopoly lotteries	4
Land-based bingo	12
Charity lotteries – Category 1 – Sales from DKK 15,000 to DKK 200,000	666
Charity lotteries – Category 2 – Sales from DKK 15,000 to DKK 5 million	922
Charity lotteries – Category 3 – Sales from DKK 5 million to DKK 100 million	14

Source: the Danish Gambling Authority

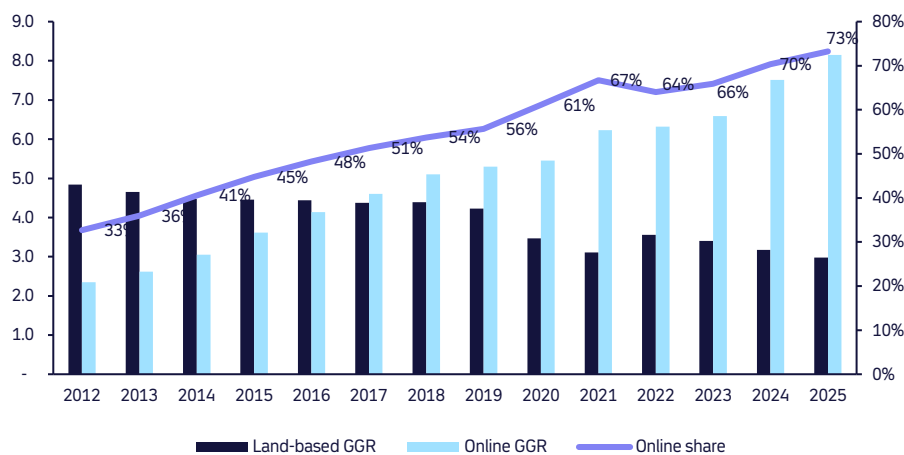
1.3 Development in land-based gambling and online gambling

In Denmark, you can gamble both online and land-based at gambling halls, restaurants, kiosks, etc.

In 2025, 73 per cent of the total GGR came from online gambling, see Figure 6. This is an increase of 40 percentage points compared to 2012. It should be noted that land-based gambling in 2020-2022 was affected by covid-19 restrictions, which meant that gambling halls and casinos in periods were closed, affecting the share of online gambling in those years.

Apart from 2022, the share of GGR coming from online gambling has been increasing every year since 2012. The land-based GGR has fallen since 2012, while the GGR from online gambling has risen. The rise in GGR, which characterises the development in the Danish gambling market, is therefore driven by the rise in online gambling.

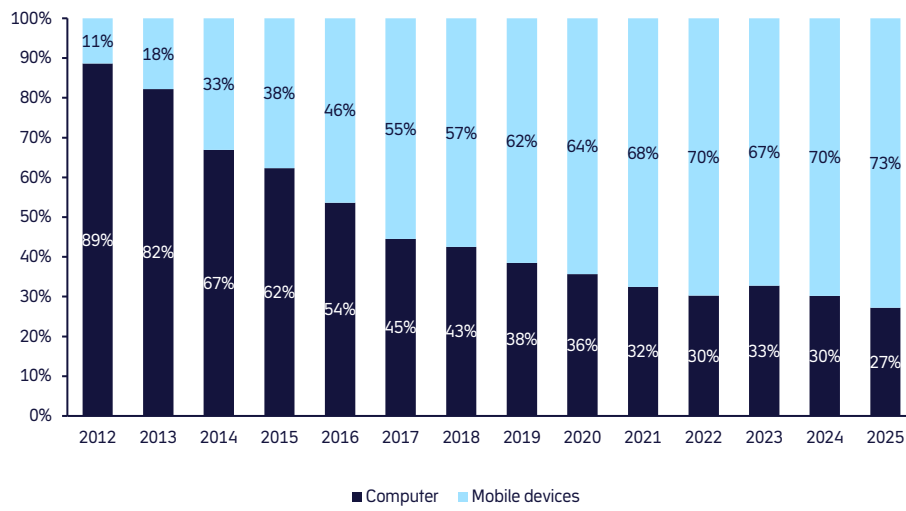
Figure 6. GGR in the gambling market by sales channels, DKK billion 2012-2025



Source: The Danish Gambling Authority's gambling control system, tax data submitted by licence holders to the Danish Tax Agency, Danske Spil A/S, Varelotteriet and Landbrugslotteriet.

Online gambling is available via the computer and mobile devices such as mobile phones and tablets. Since 2012, the share of GGR for online betting and online casinos coming from mobile devices has increased from 11 per cent to 73 per cent. This development should also be seen in the context of the general technological development in Denmark, where it is becoming increasingly easier to buy and sell goods and services via mobile devices.

Figure 7. GGR for online betting and online casinos by sales channels



Source: The Danish Gambling Authority's control system

1.4 ROFUS – Register of Voluntarily Self-Excluded Players

The Danish Gambling Authority administers ROFUS (Register of Voluntarily Self-Excluded Players), where Danish players can exclude themselves from online gambling, betting in land-based shops as well as gambling at land-based casinos either temporarily for 24 hours, one, three or six months or permanently. Final exclusion means that the player can get out of the register again at the earliest after one year.

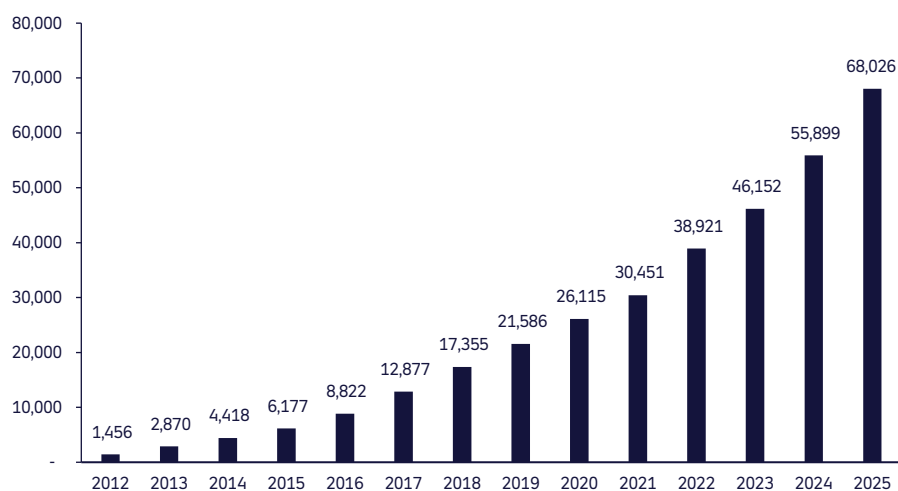
Gambling operators licensed by the Danish Gambling Authority are legally required to refer to ROFUS in their marketing. This helps to ensure that Danish players are aware of the option of excluding themselves from gambling.

At the end of 2025, there were 68,026 Danes registered in ROFUS, *see figure 8*. This is an increase of 12,000 Danes compared to the end of 2024, when 56,000 Danes were registered. Since ROFUS was established in connection with the partial liberalisation of the gambling market in 2012, there has been an increase in the number of registered Danes each year.

68,026

Number of registered Danes in ROFUS at the end of 2025

Figure 8. Persons registered with ROFUS 2012-2025



Source: Danish Gambling Authority

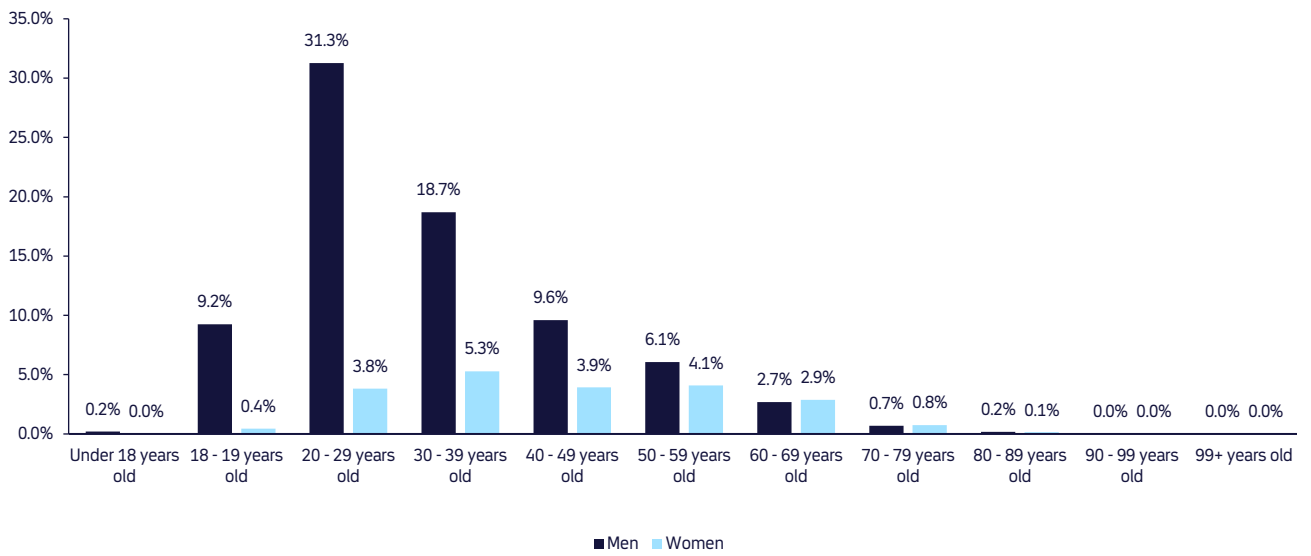
Note: The data set includes both players who are temporarily and permanently excluded. For 2012-2019 and 2023-2025, the data was collected on 1 January the following year, for 2020 and 2021 on 31 December and for 2022 on 5 January 2023. Therefore, the figure only indicates how many registered were on the day the numbers were collected. The 24-hour temporary exclusion category is included only for 2023-2025, as these figures are not available for the other years.

It has been the trend since the establishment of ROFUS that the majority of registered are men.

As of 1 January 2026, 53,505 of the registered individuals were men, corresponding to 79 per cent, *see Figure 9*. At the same time, it is also a tendency that it is especially young people who exclude themselves from gambling, as 69 per cent of the registered were under the age of 40. 41 per cent of those registered were men under 30 years of age.

Although young people under the age of 18 are not allowed to gamble neither online nor in land-based stores or casinos, there were still 144 people in that age group, who were registered in ROFUS as of 1 January 2026, equivalent to 0.2 per cent of all registered. This may, for example, be with the purpose of avoiding gambling when they reach the age of 18.

Figure 9. ROFUS registered by sex and age, 1 January 2026

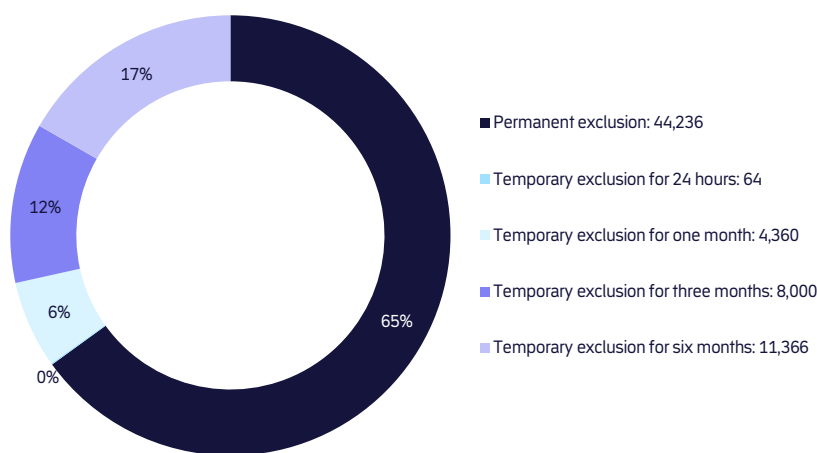


Source: Danish Gambling Authority

The majority of registered individuals in ROFUS have permanently excluded themselves, a trend that has always been characteristic of ROFUS and which as of 1 January 2026 was true for 44,236 registered, equivalent to 65 per cent, see Figure 10.

Of the temporary exclusion types, 11,366 had opted for six months, corresponding to 17 per cent. 8,000 registered players had opted for three months of exclusion, equalling 12 per cent, while 4,360 persons, or 6 per cent, had opted for one month of exclusion. 64 individuals were excluded for 24 hours.

Figure 10. Players registered with ROFUS by exclusion type, 1 January 2026



Source: the Danish Gambling Authority

1.5 StopSpillet – Gambling addiction helpline

StopSpillet is the Danish Gambling Authority’s helpline where players, relatives and professionals can call or chat for advice and guidance on gambling addiction and responsible gambling.

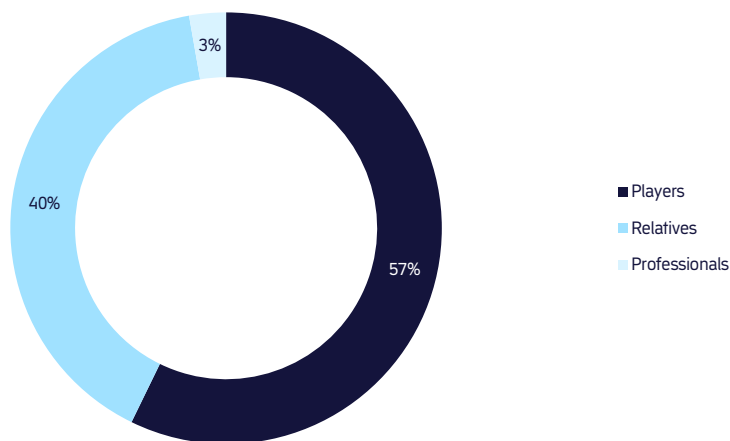
In 2025, StopSpillet received 727 inquiries, making 2025 the busiest year for StopSpillet since its opening in 2019, with 728 inquiries. By comparison, there were 544 inquiries in 2024.

The majority of inquiries for StopSpillet came from players, which was the case for 416 of the inquiries in 2025, or 57 per cent, see *Figure 11*. 291 inquiries came from relatives, equivalent to 40 per cent, while 20 inquiries came from professionals, equivalent to 3 per cent.

727

Inquiries to StopSpillet in 2025 from players, relatives and professionals

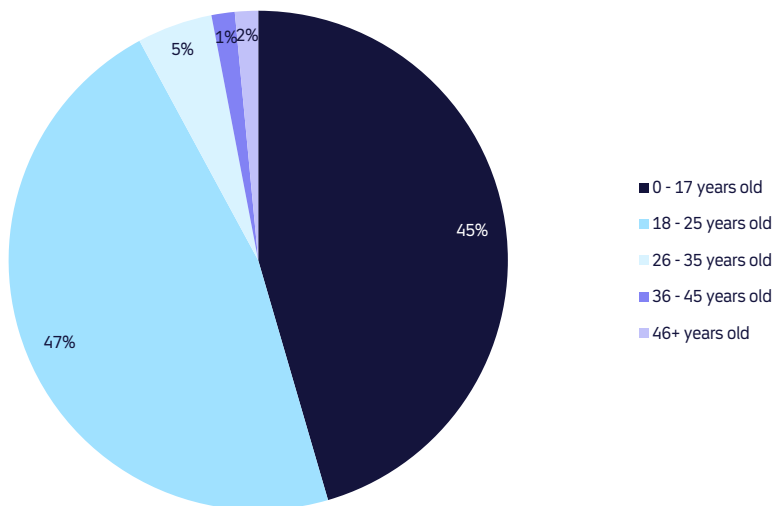
Figure 11. Distribution of inquiries for StopSpillet in 2025



Source: the Danish Gambling Authority

Most players who turn to StopSpillet have gambled for the first time at an early age, see *Figure 12*. 45 per cent of players who turn to StopSpillet in 2025 have thus gambled for the first time before the age of 18, which is the age limit for most of the gambling types in Denmark.

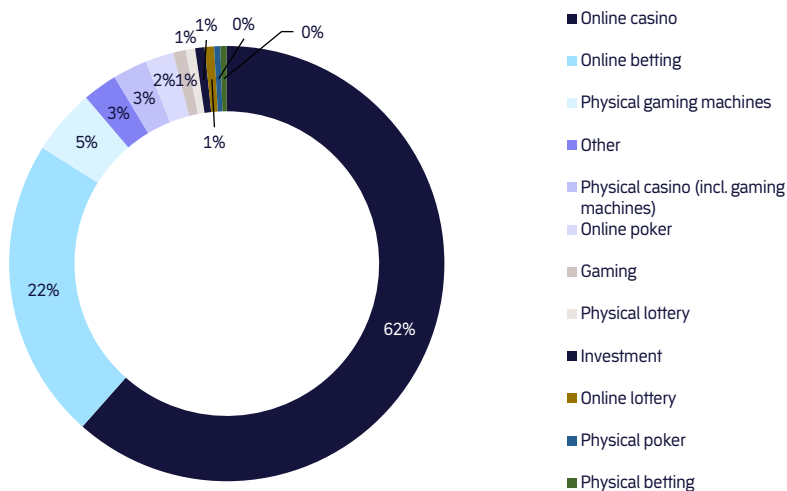
Figure 12. Distribution of gambling debut age for players turning to StopSpillet, 2025 inquiries



Source: the Danish Gambling Authority

During the conversation with the players, StopSpillet’s advisers ask about which types of gambling constitute the players’ problem games. Most people who contact StopSpillet list online gambling as a problem. In the 2025 inquiries, online casinos and online betting represented 62 per cent and 22 per cent of the listed types of gambling, respectively, see Figure 13. StopSpillet also had conversations with players stating land-based slot machines, land-based casinos, online poker, gambling related to gaming, land-based lottery, investment products, online lottery, land-based poker, land-based betting and other as problem games.

Figure 13. Players’ problem game types, 2025 inquiries

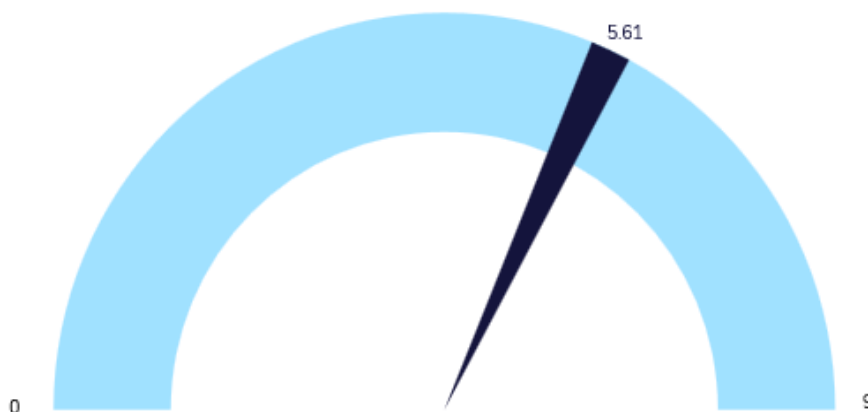


Source: the Danish Gambling Authority

Note: Up to two gambling types are registered per player. Only players who have contacted StopSpillet themselves are included.

When players turn to StopSpillet, they can get help clarifying if they are affected by problem gambling. This is done, among other things, by talking to StopSpillet’s advisers about your gambling habits and using a gambling addiction test. The test gives a score from 0 to 9. If you score 4 or above, it indicates that you have a gambling addiction. In 2025, the average score for the players who turned to StopSpillet was 5.61, see Figure 14. The figure therefore indicates that the players who contact StopSpillet, on average, have a problematic relationship to gambling.

Figure 14. Average player score on gambling addiction test, 2025 inquiries



Source: the Danish Gambling Authority

Development of the gambling areas in 2025

2

2.1 Monopoly lotteries

In Denmark there is a monopoly on offering lotteries except for land-based bingo and charity lotteries.

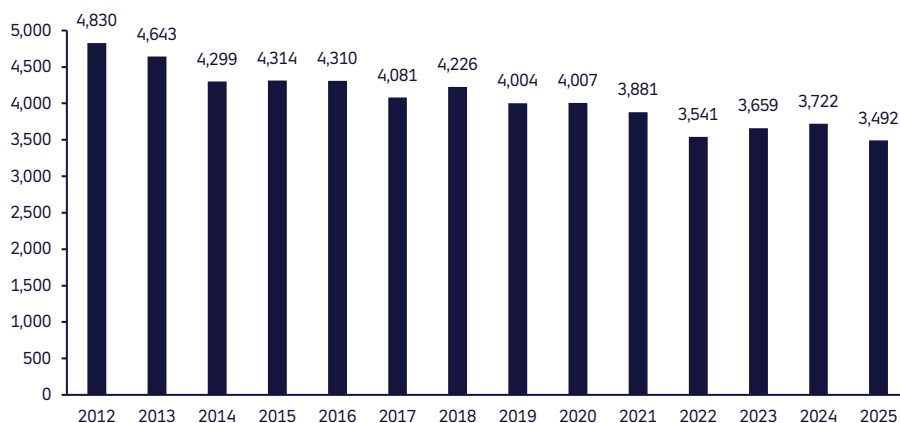
In 2025, the total GGR for the monopoly lotteries (Danske Lotteri Spil A/S, Det Danske Klasseslotteri A/S, Varelotteriet and Landbrugslotteriet) amounted to DKK 3,493 million. This is a decrease of DKK 230 million compared to 2024, equivalent to 6.2 per cent.

Monopoly lotteries have been characterised by a decline in GGR since the partial liberalisation of the gambling market in 2012. During the period, the GGR has decreased from DKK 4,830 million in 2012 to DKK 3,492 million in 2025, which corresponds to 27.7 per cent.

-6.2%

Development of GGR for monopoly lotteries from 2024 to 2025

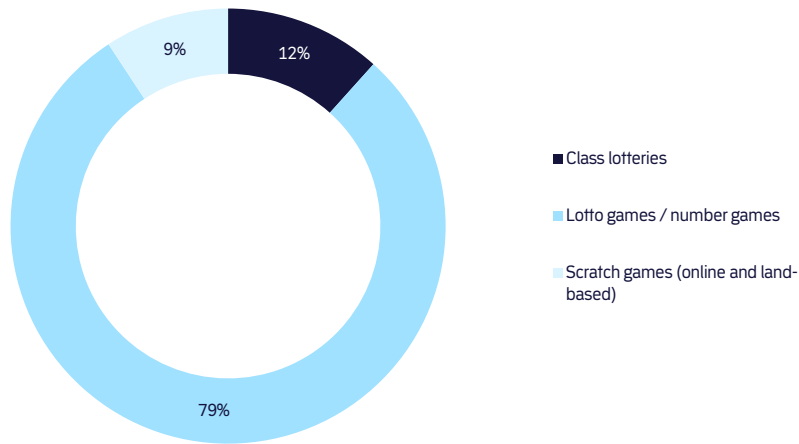
Figure 15. GGR for monopoly lotteries 2012-2025, DKK million



Source: Danske Spil A/S, Varelotteriet, Klasseslotteriet and Landbrugslotteriet
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

As in previous years, the GGR for lottery/number games still accounted for the vast majority of the total GGR for the gambling category in 2025, see Figure 16. To be exact, the GGR for these game types, which include Lotto, Vikinglotto, Joker, Eurojackpot, Alf Eller Intet and Keno, amounted to DKK 2,762 million, equivalent to 79 per cent of the total GGR for the monopoly lotteries. The total GGR of the three class lotteries amounted to DKK 407 million, equivalent to 12 per cent, while the scratch card games (both online and land-based) amounted to DKK 323 million, equivalent to 9 per cent.

Figure 16. Share of GGR for monopoly lotteries by game type, 2025



Source: Danske Spil A/S, Varelotteriet, Klasseslotteriet and Landbrugslotteriet
Note: 2026 level. Measured by GDP (Economic Statement December 2025)

2.2 Land-based bingo

From 1 January 2025, land-based bingo can be offered not only as a charity lottery but also on the liberalised gambling market without the requirement that the profits from the game must go to a charitable purpose. By 2025, there were 12 licences to offer land-based bingo.

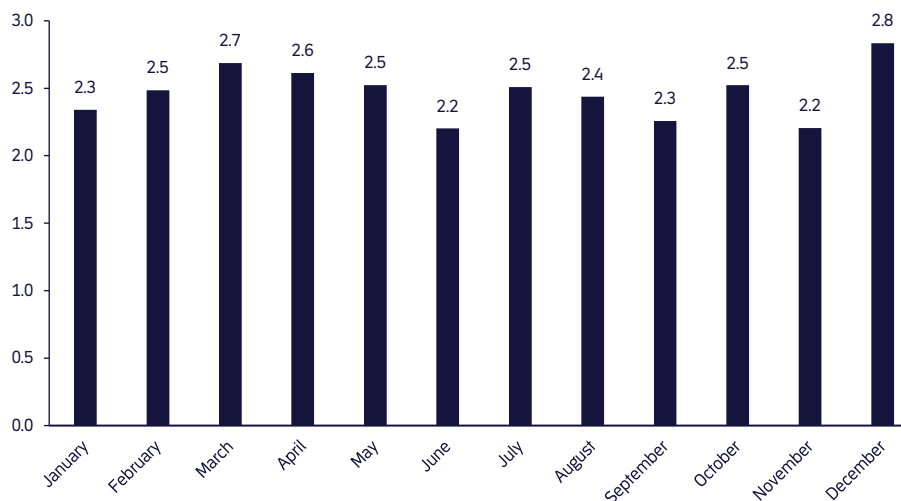
In 2025, the GGR for land-based bingo in the liberalised market amounted to DKK 30 million, which corresponds to less than 1 per cent of the total Danish gambling market in 2025. This makes the category the smallest on the Danish gambling market in 2025 measured by GGR.

The average monthly GGR was DKK 2.5 million. June was the month with the lowest GGR of DKK 2.2 million, while December had the highest GGR of DKK 2.8 million, see *Figure 17*.

DKK 30
million

GGR for land-based bingo in 2025

Figure 17. GGR for land-based bingo in 2025, DKK million



Source: Tax data submitted by licence holders to the Danish Tax Agency
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

2.3 Land-based casino

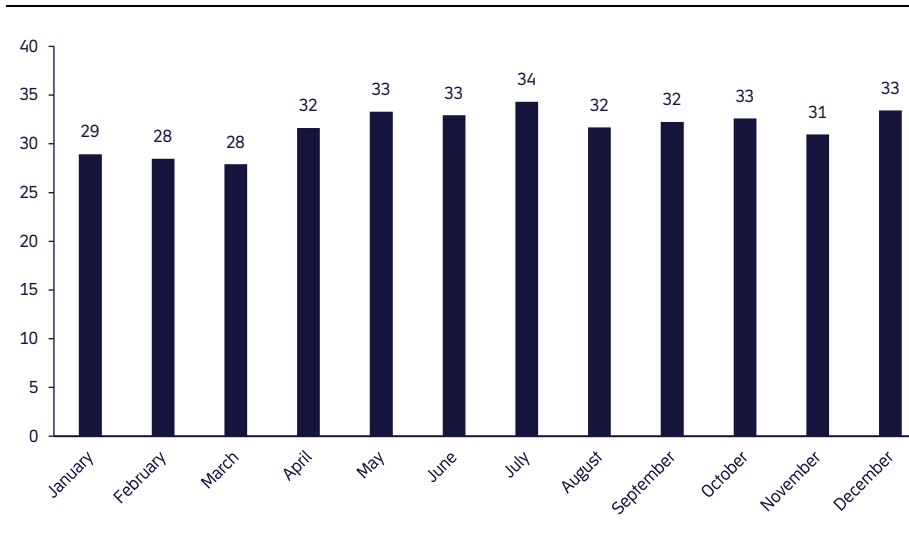
In 2025, the GGR for land-based casinos amounted to DKK 378 million, which is a decrease of DKK 23 million compared to 2024, equivalent to 5.6 per cent.

The average monthly GGR was DKK 32 million. March was the month with the lowest GGR of DKK 28 million, while July saw the highest GGR with DKK 34 million.

-5.6%

Development in GGR for land-based casinos from 2024 to 2025

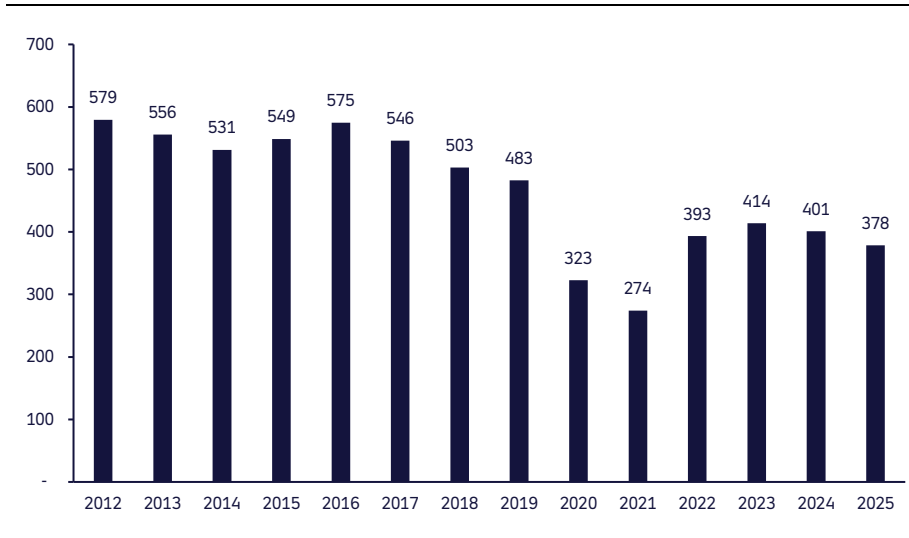
Figure 18. GGR for land-based casinos in 2025, DKK million



Source: Tax data submitted by licence holders to the Danish Tax Agency
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

Since the partial liberalisation of the Danish gambling market in 2012, there has been a decline in the GGR for land-based casinos, which was especially evident in 2020-2022, when covid-19 in periods led to closures of the casinos. From 2012 to 2025 the GGR has fallen by 35 per cent.

Figure 19. GGR for land-based casinos 2012-2025, DKK million



Source: Tax data submitted by licence holders to the Danish Tax Agency
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

2.4 Slot machines

In 2025, the GGR for slot machines accounted for DKK 1,181 million, a decrease of DKK 86 million compared to 2024, equivalent to 6.8 per cent. This means that the slot machines accounted for 10 per cent of the total Danish gambling market in 2025.

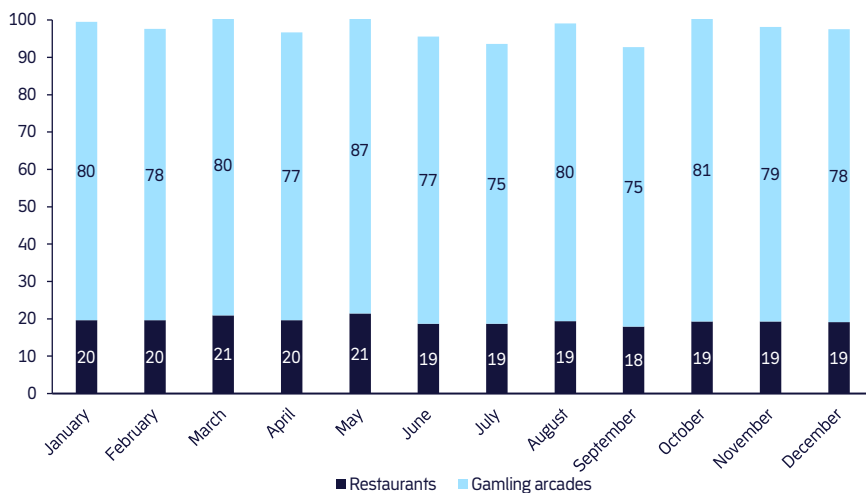
Most of the GGR comes from slot machines set up in gambling halls, see *Figure 20*. In 2025, the GGR for these machines accounted for exactly 80 per cent of the market, while the slot machines in restaurants accounted for 20 per cent. On 31 December 2025, the slot machines were set up in 1,043 restaurants and 748 gambling halls all over the country.

Over the course of 2025, there has been gambling activity at 21,534 slot machines, resulting in an average GGR of almost DKK 55,000 per slot machine.

-6.8%

Development of GGR for slot machines from 2024 to 2025

Figure 20. GGR for slot machines in 2025 by restaurants and gambling halls, DKK million



Source: Tax data submitted by licence holders to the Danish Tax Agency
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

The market for slot machines has been marked by a decline in the GGR since 2012, when the gambling market in Denmark was partially liberalised, see *Figure 21*. The decline was reinforced in 2020-2022 as a result of covid-19 restrictions, which meant that restaurants and gambling halls in periods were closed. From 2012 to 2025 the GGR has decreased by 60.5 per cent.

Figure 21. GGR for slot machines 2012-2025, DKK million

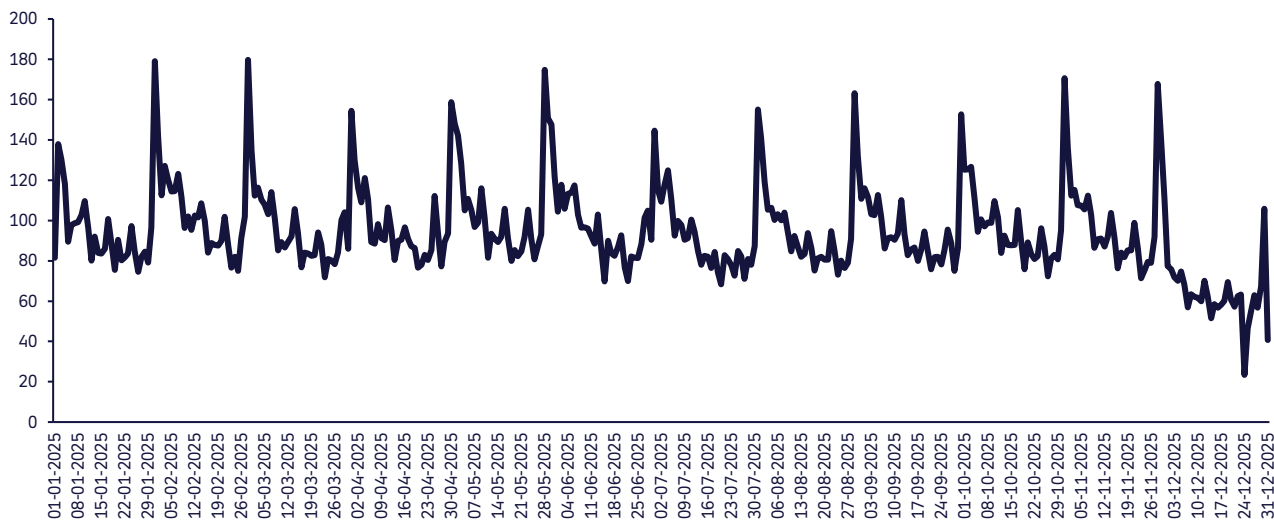


Source: Tax data submitted by licence holders to the Danish Tax Agency
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

Danes gamble the most on slot machines on the last weekday of the month, when most Danes have a payday, see Figure 22.

Friday the 28th of February was the day in 2025, when the Danes inserted the most money in the slot machines, while Wednesday the 24th of December was the day when the least money was inserted in the slot machines.

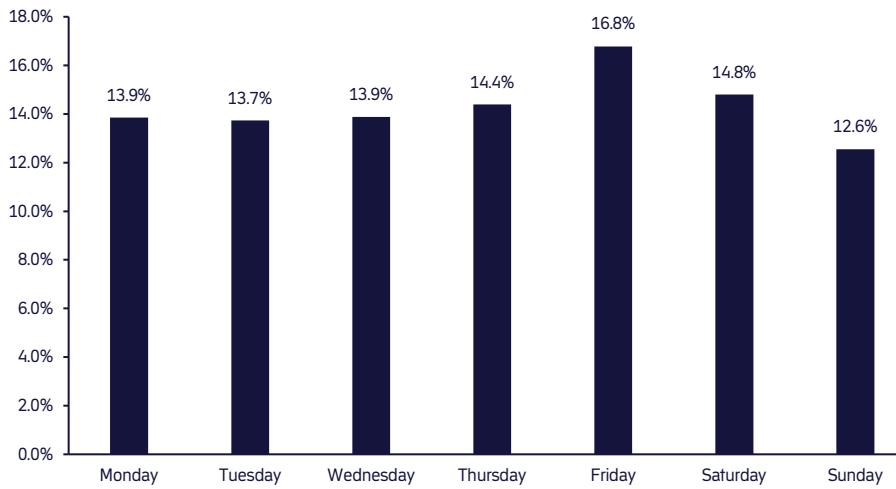
Figure 22. Indexed daily development in DKK into slot machines in 2025



Source: Tax and control data submitted to the Danish Gambling Authority

Danes gamble the most on slot machines on Fridays. The gambling activity on Fridays accounted for almost 17 per cent of the total amount that came into the slot machines in 2025, see Figure 23. Conversely, the gambling activity in 2025 was at its lowest on Sundays, which accounted for 12.6 per cent of the total spend.

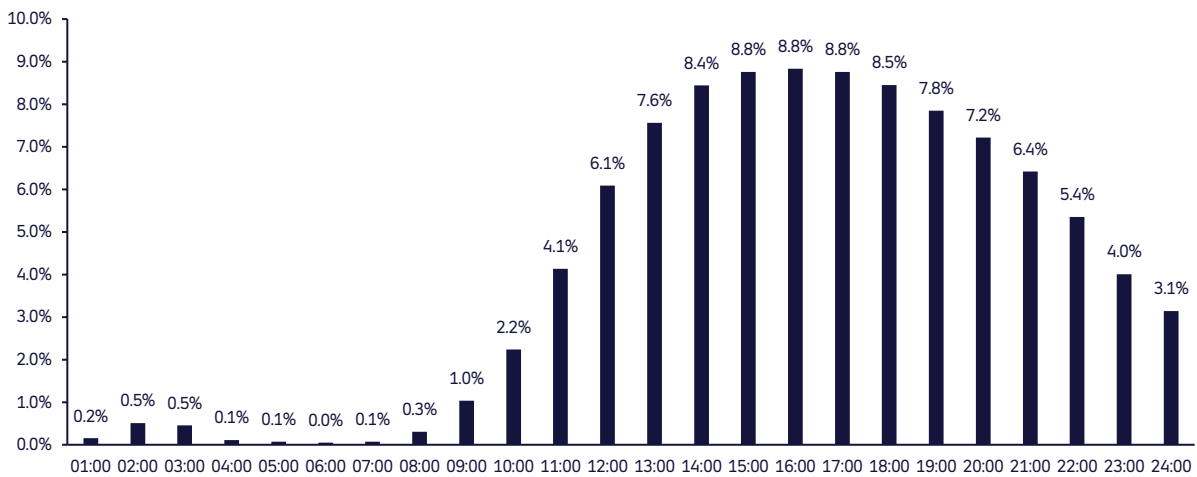
Figure 23. DKK into slot machines by weekday in 2025



Source: Tax and control data submitted to the Danish Gambling Authority

It is possible to gamble on slot machines in restaurants 24 hours a day, while it is not possible to gamble on slot machines set up in gambling halls between 24:00 am and 7:00 am, since the gambling halls must be closed during this period. Therefore, gambling activity during the first seven hours of the day only accounted for about one per cent of total activity in 2025. The Danes gamble the most in the afternoon and early evening, see Figure 24. Therefore, the amount inserted in the slot machines between 12:00 and 20:00 pm represented 66 per cent of the total amount inserted in in the slot machines in 2025.

Figure 24. DKK into slot machines by hours of the day in 2025



Source: Tax and control data submitted to the Danish Gambling Authority

2.5 Betting

By 2025, 27 gambling operators were licensed to offer betting in Denmark. Two of the 27 licences were restricted in revenue, which is a special form of licence valid for one year, and where the GGR must not exceed DKK 1 million. A betting licence which is not revenue-restricted may be valid for up to five years.

There was great variation in how much licence holders achieved in GGR. Thirteen licence holders achieved a GGR of less than DKK 25 million, six licence holders achieved a GGR of between DKK 25 million and DKK 100 million, while six licence holders achieved a GGR of over DKK 100 million.

Table 2. Betting licences in 2025 by GGR

GGR (DKK million)	Number of licences
Under 5	9
5 – 10	1
10 – 25	3
25 – 50	3
50 – 100	3
100 – 200	3
200 - 500	2
Over 500	1

Source: The Danish Gambling Authority.

Note: Revenue-restricted licences are not included.

In 2025, the GGR for betting amounted to DKK 2,130 million. This is a decrease of DKK 277 million compared to 2024, corresponding to 11.5 per cent. Thus betting accounted for 19 per cent of the total Danish gambling market in 2025.

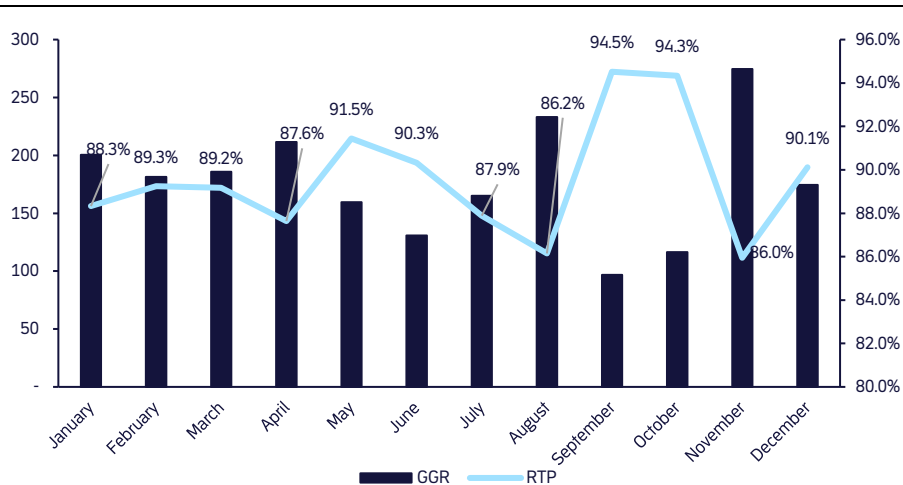
The return to player percentage (RTP) affects the size of the GGR of the gambling operators. RTP is an expression of the average percentage of winnings that players receive when gambling. For example, an RTP of 90 per cent means that the player gets an average of DKK 90 back when they stake DKK 100 on a bet.

In 2025, the average RTP was 89.7 per cent. It varied during the year between 86.0 per cent in November and 94.5 per cent in September, *see Figure 25*.

-11.5%

Development of GGR for betting from 2024 to 2025

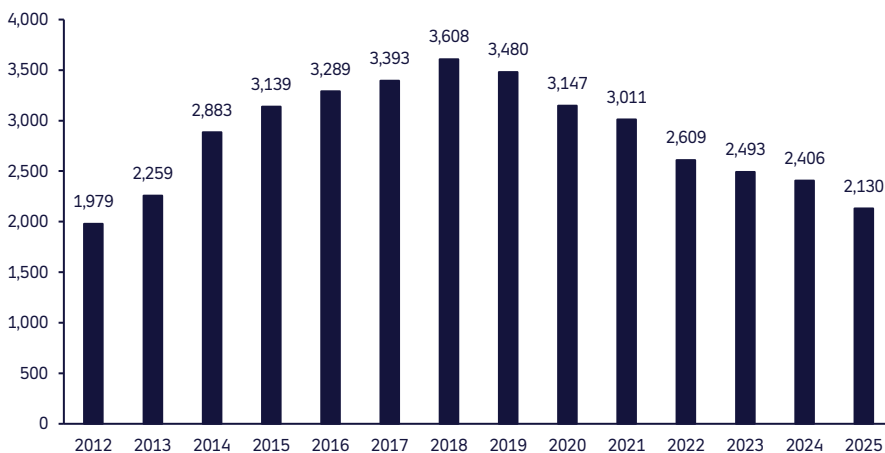
Figure 25. GGR, DKK million and RTP for betting in 2025



Source: Tax data submitted by licence holders to the Danish Tax Agency
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

After the liberalisation of betting in 2012, the betting market experienced an annual increase in GGR towards 2018, after which it has fallen, see Figure 26. Compared to 2012, the GGR has increased by 7.6 per cent in 2025.

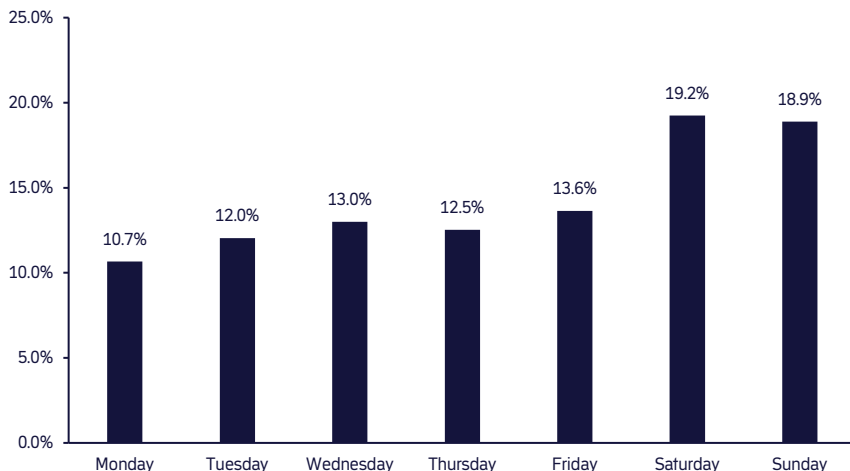
Figure 26. GGR for betting 2012-2025, DKK million



Source: Tax data submitted by licence holders to the Danish Tax Agency
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

Betting on football matches and other sports is available every day of the year. However, bets are mostly placed on weekends. Thus, in 2025, 38 per cent of the betting deposits were placed on Saturdays and Sundays, see Figure 27. It should be taken into account that many matches in European football take place on these days of the week.

Figure 27. Deposit on betting by weekdays, 2025

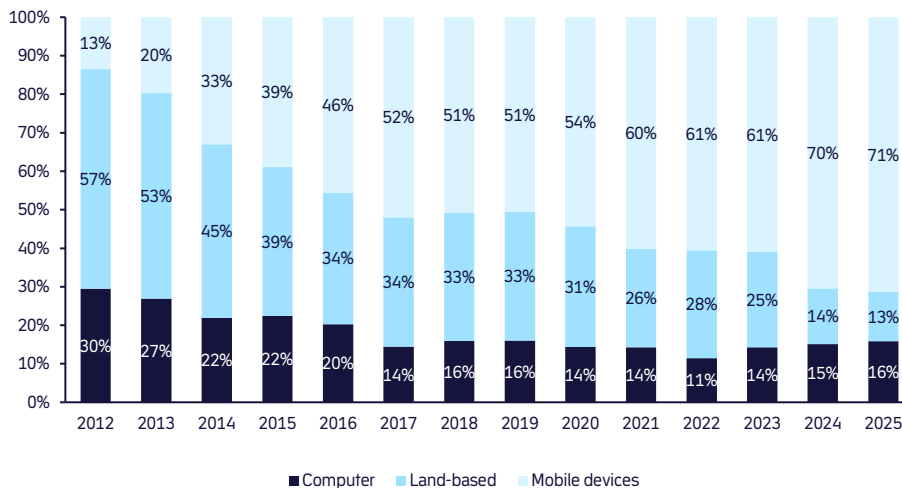


Source: The Danish Gambling Authority's control system

Betting is available both as land-based gambling, i.e. in a kiosk or at a supermarket, or online on the computer or a mobile device like a mobile phone or a tablet.

When betting was liberalised in 2012, more than half of the GGR came from land-based gambling. Since then, the share has declined, and by 2025 13 per cent of the GGR came from land-based gambling. In the same period, the share of GGR from gambling on computers has also declined. In turn, the share of GGR from mobile devices has increased to 71 per cent in 2025 from 13 per cent in 2012, see Figure 28.

Figure 28. GGR for betting by sales channel, 2012-2025



Source: The Danish Gambling Authority's control system

2.6 Online casino

By 2025, 41 gambling operators were licensed to offer online casinos. Three of the 41 licences were revenue-restricted, which is a special type of license valid for one year and where the GGR must not exceed DKK 1 million. An online casino licence that is not revenue-restricted can be valid for up to five years.

There was great variation in how much licence holders achieved in GGR. 19 licence holders had a GGR below DKK 25 million, six licence holders had a GGR between 25 and DKK 100 million, while 13 licence holders had a GGR above DKK 100 million.

12.1%

Increase in GGR for online casinos from 2024 to 2025

Table 3. Online casino licences in 2025 by GGR

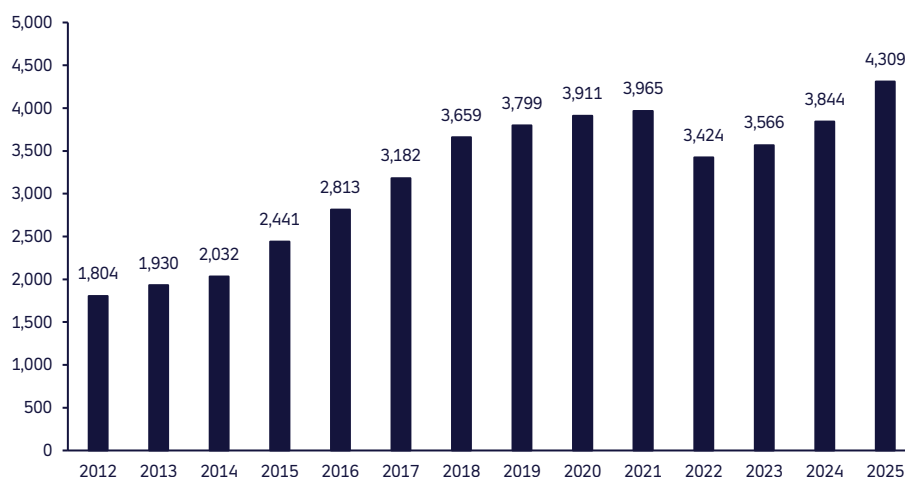
GGR (DKK million)	Number of licences
Under 5	11
5 – 10	4
10 – 25	4
25 – 50	2
50 – 100	4
100 – 200	5
200 - 500	7
Over 500	1

Source: The Danish Gambling Authority.

Note: Revenue-restricted licences are not included.

In 2025, the GGR for online casinos amounted to DKK 4,309 million, equivalent to 38 per cent of the total gambling market. This is an increase of DKK 465 million compared to 2024, which corresponds to 12.1 per cent. From 2012 to 2025, the GGR has grown by 139 per cent.

Figure 29. GGR for online casinos, 2012-2025 million DKK

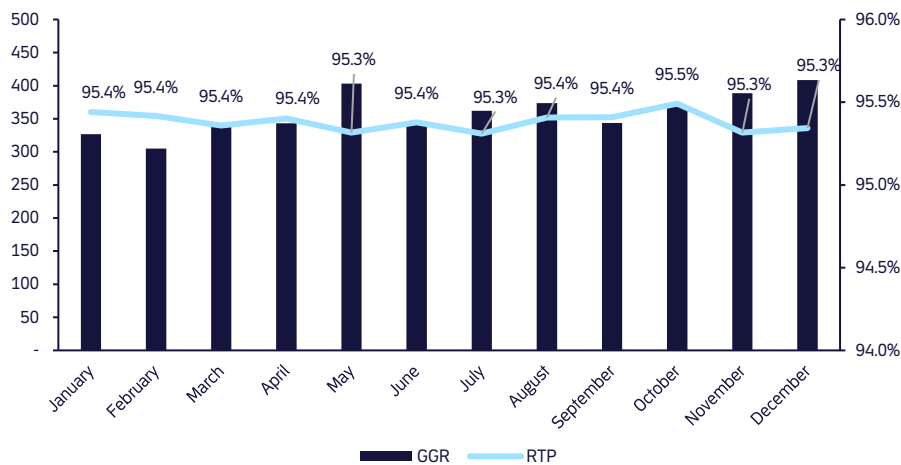


Source: Tax data submitted by licence holders to the Danish Tax Agency

Note: 2026 level. Measured by GDP (Economic Statement December 2025)

The average return to player percentage (RTP) for online casinos in 2025 was 95.36 per cent. July was the month of 2025 with the lowest RTP of 95.31 per cent, while it was highest in October with 95.49 per cent.

Figure 30. GGR, DKK million, and RTP for online casino in 2025

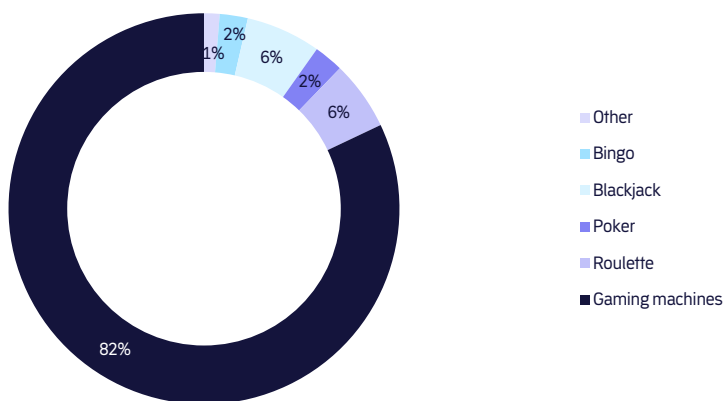


Source: Tax data submitted by licence holders to the Danish Tax Agency
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

At online casinos, Danes can play several types of games. In 2025, the GGR from online slot machines amounted to DKK 3,535 million, equivalent to 82 per cent of the online casino market, see Figure 31. Roulette and blackjack accounted for DKK 246 and DKK 267 million in GGR, respectively, equivalent to 6 per cent of the total GGR for each gambling category.

The GGR for poker amounted to DKK 105 million, corresponding to 2 per cent. Finally, bingo and other game types accounted for DKK 100 and DKK 56 million, respectively, corresponding to 2 and 1 per cent.

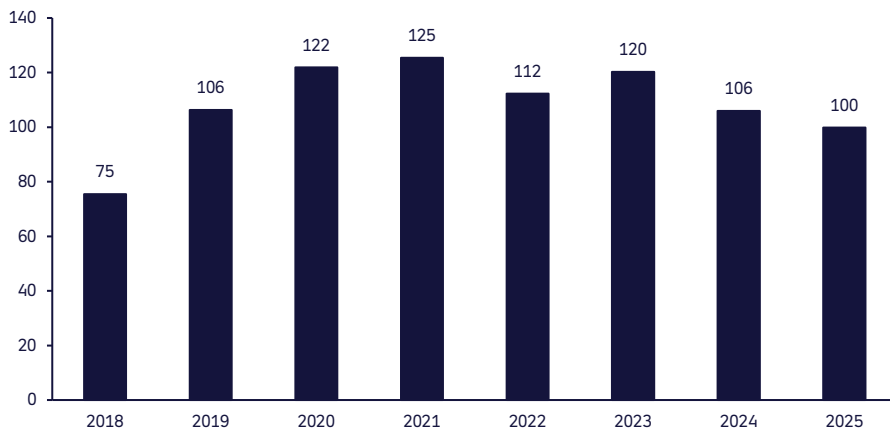
Figure 31. GGR for online casinos in 2025 by game types



Source: The Danish Gambling Authority's control system

Online bingo was liberalised in 2018. In 2018, the GGR was DKK 75 million, but then increased like the overall online casino market until 2022, where there was a decline, see Figure 32. From 2018 to 2025, bingo's share of the online casino market has fallen from 2.4 to 2.3 per cent.

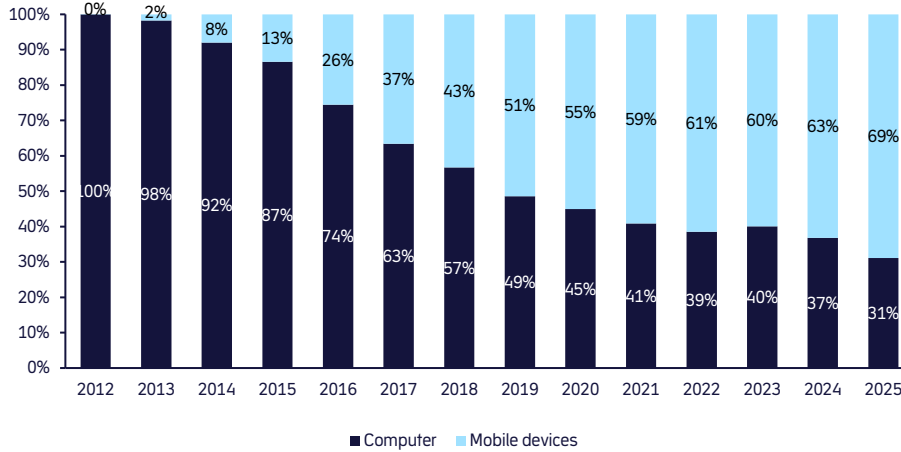
Figure 32. GGR for online bingo 2018-2025, DKK million



Source: Tax data submitted by licence holders to the Danish Tax Agency
 Note: 2026 level. Measured by GDP (Economic Statement December 2025)

Since 2012, there has been a growing trend for Danes to gamble at online casinos on mobile devices such as a mobile phone or tablet rather than on the computer. In 2025, the share of GGR for online casinos derived from gambling on mobile devices was 69 per cent, the highest ever, see Figure 33. In 2012, almost all GGR was generated from gambling on computers.

Figure 33. GGR for online casinos by sales channels, 2012-2025



Source: The Danish Gambling Authority's control system

