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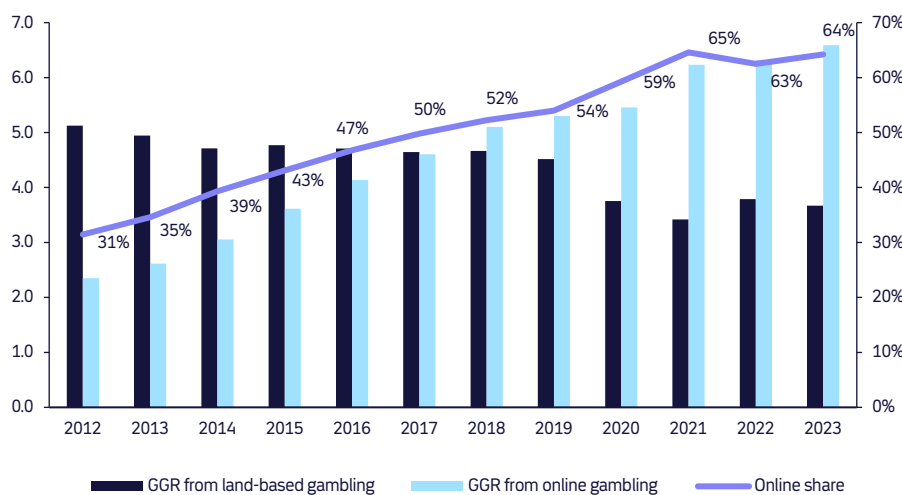
Danes most often gamble online

Figures from the Danish Gambling Authority show that Danes are increasingly gamble online rather than in land-based locations. At the same time, online casinos are the Danes' favourite type of online gambling.

In Denmark, you can gamble both online, on a computer or mobile phone, or in physical locations, for example in a gambling hall, casino or kiosk. Since 2012, when betting and online casinos were liberalised, there has been a growing trend for Danes to gamble online instead of in physical locations.

In 2012, 31 per cent of the total gambling spend in Denmark was generated online. Five years later, in 2017, about half of the spending came from online games, and by 2023, the share had increased to 64 per cent. This development also means that Denmark is among the countries in Europe with the largest share of gambling spend generated online.

Figure 1. Spending on the gambling market by sales channels, DKK billion, 2012-2023



Source: The Danish Gambling Authority's gambling control system, tax data reported by license holders to the Danish Tax Agency, Danske Spil A/S, Det Danske Klasseslotteri A/S, Varelotteriet, Landbrugslotteriet and accounts from licenses for charity lotteries.

Danes especially gamble at online casinos

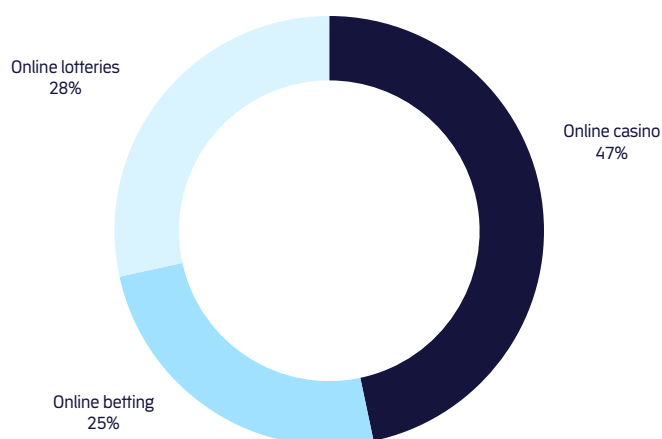
Danes can play several different games online. In 2023, the most popular online gambling type was online casino, with Danes spending DKK 3.1 billion on it. This corresponds to 47 per cent of the total online gambling spend. Online casino is also the gambling type in Denmark where spending has increased the most since 2012.

At online casinos, Danes especially prefer gaming machines. In 2023, the consumption of online gaming machines amounted to DKK 2.3 billion, corresponding to 76 per cent of the total spending on online casino.

The second largest gambling type online is lotteries. Lotteries include, for example, Lotto, Eurojackpot, class lotteries and scratch cards. In 2023, Danes' online spending of this type of game amounted to DKK 1.9 billion, corresponding to 28 per cent of the spending on online games. This also means that more than half of the spending on lottery in Denmark takes place online.

Finally, online betting on sports and other events accounted for 25 per cent of Danes' online gambling spend in 2023. This means that 75 per cent of the spending on betting took place online.

Figure 2. Online gambling spend in 2023 by gambling areas



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

How to calculate gambling spend

The Danish Gambling Authority measures gambling spend as the gambling operators' gross gaming revenue (GGR). GGR is calculated based on players' deposits (including bonuses) minus winnings, plus the commission players pay for participating in games. GGR is a measure of how much players collectively lose/spend on gambling.

The Danish Gambling Authority follows developments in the gambling market

The Danish Gambling Authority continuously monitors and analyzes the development in Danes' gambling consumption, which ensures that the Danish Gambling Authority is updated on the latest trends in the gambling market. It supports effective supervision of gambling operators to ensure fair and responsible gambling in Denmark. At [Spillemyndigheden.dk](https://spillemyndigheden.dk) you can find more statistics about Danes' gambling spend.