

Denmark 2024 Digital Decade Country Report

Denmark's performance towards the Digital Decade targets and objectives.

In 2023, Denmark made notable progress in increasing its number of ICT specialists. Considering its previous progress, challenges persist in the digitalisation of SMEs and, more generally, in enterprises' take-up of advanced technologies, such as Artificial Intelligence (AI). However, in the past year, Denmark progressed in the digitalisation of public services for businesses.



Two Main Strengths or Areas of Progress

Digitalisation of public services

The country shows a high degree of digitalisation in its public services (scoring 84.2 out of 100 on the digitalisation of public services for citizens and 88.7 out of 100 for businesses). People and businesses are generally encouraged to interact using digital tools.

ICT specialists

ICT specialists as a percentage of the Danish population in employment are at 5.9%, which is above the EU average of 4.8%, although there is still an important gender difference (only 22.6% of employed ICT specialists are women).



Two Main Weaknesses or Areas to Improve

Digitalisation of SMEs

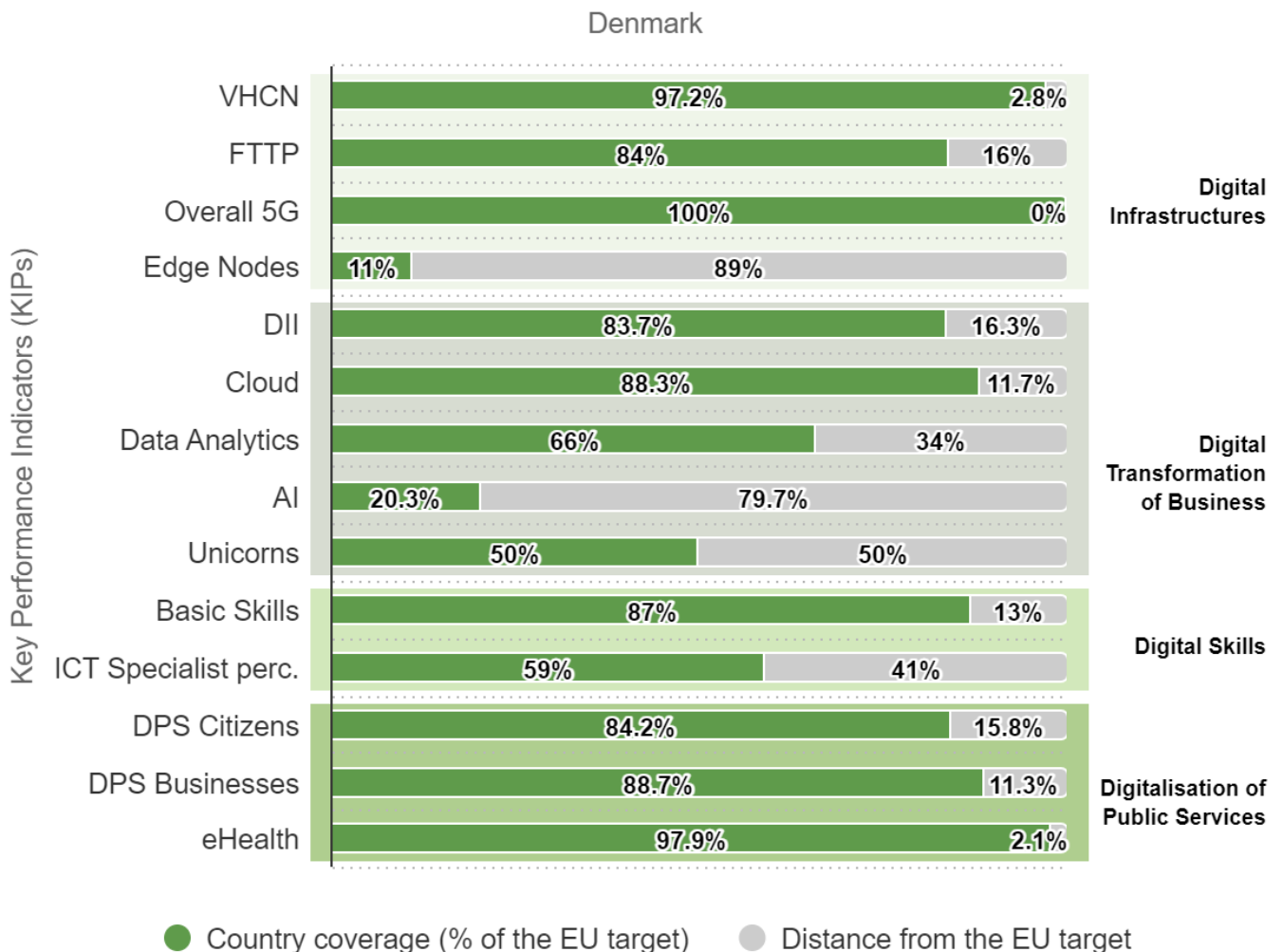
Although 75.3% of SMEs have at least a basic level of digital intensity, above an EU average of 57.7%, this indicator has shown a very limited annual growth over two years, suggesting further efforts may be needed to ensure the 90% target is reached by 2030.

Adoption of advanced digital technologies by enterprises

In 2023, 15.2% of Danish enterprises adopted AI solutions in 2023, almost twice the EU average of 8.0%. However, the indicator has shown a significant decrease since 2022.

Denmark's Key Performance Indicators

Observed and forecasted Key Performance Indicators as percentage of the EU target



* 2023: last observed data (DESI 2024, SDDR24); 2024-2030: forecast as per Member States' trajectories

A fully interactive graph is available on the web page.

Denmark's Digital Decade strategic roadmap

Denmark's roadmap demonstrates that the country plans to **achieve targets in line with the ones set by the Digital Decade Policy Programme**. However, it plans to allocate only some effort to reach them: in particular, the Danish roadmap sets targets for 9 out of 14 key performance indicators (KPIs), mostly in line with the EU targets, and plans to allocate a total budget (excluding private investments) estimated at EUR 114 million (0.08% GDP)



Digital rights and principles

The Special Eurobarometer 'Digital Decade 2024' reports that 60% of Danes believe the EU protects their digital rights effectively, a 4-point decrease from last year, but still above the EU average of 45%. Positively, 74% value the freedom of assembly online, and 72% appreciate access to free public services, both well above the EU average. Concerns have escalated, particularly with 67% worried about children's online safety (+25% compared to 2023), and 47% about control over personal data (+6%). These findings underscore the **need to reinforce digital rights at national level**.



Country-Specific Recommendations

Denmark must improve its performance towards the Digital Decade targets and objectives, to foster competitiveness, resilience, sovereignty, and promote European values and climate action.

Digitalisation of SMEs

Focus on supporting smaller enterprises in adopting advanced digital solutions to improve their businesses and learn how to better use them.

Adoption of advanced digital technologies by enterprises

Review the mix of measures to support the adoption of advanced digital technologies by businesses, particularly those targeting the adoption of AI by enterprises.

Basic digital skills

Integrate basic digital skills in primary and lower-secondary education at national level, to ensure there is an equal level of basic digital skills among the Danish population, with an eye to closing the existing urban-rural divide and gender gap.

ICT specialists

Improve young people's interest in ICT, including among women, and retain international students in ICT-related degree programmes to increase enrolment rates in universities.

For more information and the full list of recommendations, please consult the [report](https://digital-strategy.ec.europa.eu/en/library/digital-decade-2024-country-reports) (<https://digital-strategy.ec.europa.eu/en/library/digital-decade-2024-country-reports>).

More on the Digital Decade Report 2024



Digital Decade 2024 report: Country fact pages

<https://digital-strategy.ec.europa.eu/en/factpages/digital-decade-2024-report-country-fact-pages>

Check out the progress of all Member States and extracts of country-specific recommendations.□