

October 2020

# Spending on gambling levels off in 2019 after years of growth

Figures from the Danish Gambling Authority show that Danes over 18 spent on average just over DKK 40 a week in 2019 on gambling products. This is an increase of DKK 6 since 2012, but a small decrease compared with the previous year. The figures also show that Danes spent most on lotteries, betting and online casinos.

The Danish gambling market offers a wide range of both land-based and online gambling options. Thus, Danes have a large variety of gambling products to choose from, for example, land-based gaming machines and online blackjack.

In 2012, the Danish gambling market was partially liberalised. This meant that everyone who applied for and received a license can offer betting and online casino in Denmark. The purpose of the partial liberalisation was to regulate the market and thus to curb the illegal market.

The Danish Gambling Authority's role changed significantly with the liberalisation in 2012. Today, one of the Danish Gambling Authority's main tasks is to closely monitor the Danes' spending on gambling products. Therefore, the Danish Gambling Authority continuously monitor and analyse the market with a view to informing and guiding citizens, the industry and politicians.

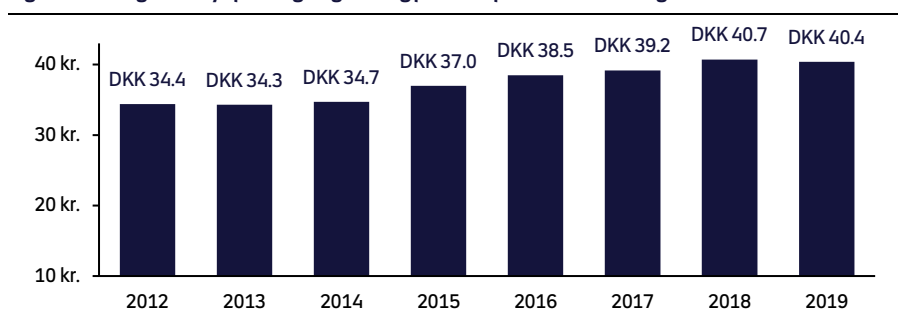
The Danes' gambling with licensed operators has generally been increasing in the period from 2012 to 2019. Danes over the age of 18 spent an average of DKK 34.4 per week in 2012, while that figure was DKK 40.4 in 2019, *cf. figure 1*. The increase of DKK 6 corresponds to an increase of 17 percent. Only twice since 2012 has the average spending not increased: in 2013 and in 2019. However, the decrease is less than DKK 0.5 per week.

## DKK 40

### Danes' gambling

On average, Danes spent about DKK 40 a week in 2019.

Figure 1. Average weekly spending on gambling products per Dane over the age of 18



Source: Data on gambling duties submitted to the Danish Tax Agency, Danske Spil A/S og klasselotterierne and data from Statistics Denmark.  
Note: The average spending is calculated based on the total GGR measured in 2019 prices.

A weekly spending of about DKK 40 on gambling products equals that every Dane over the age of 18 on average spends just over DKK 2,100 annually. The total Danish spending on gambling products in 2019 amounts to DKK 9.8 billion measured as gross gaming revenue, *cf. box 1*.

#### Box 1. Gross gaming revenue (GGR) defined

The term gross gaming revenue is used to measure the size of the gambling market and is calculated based on the players' stakes (including bonuses) minus the winnings and plus the commission that players pay for participation in a game.

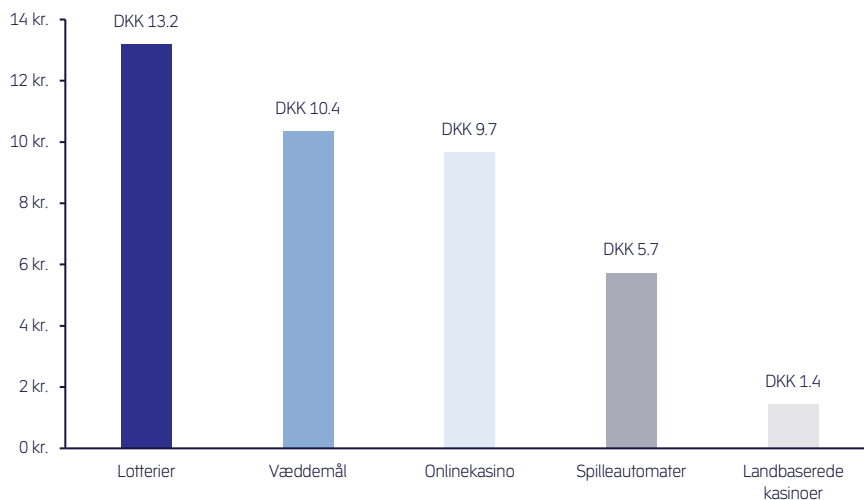
#### Danes spend most on lotteries, betting and online casino

The distribution of the DKK 40 that Danes spent per week on gambling in 2019 shows that lotteries were the most preferred type of game. Danes spent an average of DKK 13.2 a week on lotteries, which corresponds to close to a third of the average spending, *cf. figure 2*. Examples of lotteries include Lotto, class lotteries and charity lotteries.

Two other popular types of games were betting and online casino, where Danes spent just over and just under DKK 10 per week, respectively, *cf. figure 2*. The Danes clearly placed the most bets on sporting events, while online gaming machines are the favorite in the online casino category. In addition, this category also includes for instance roulette and blackjack.

Danes spent the least amount of money on land-based gaming machines and land-based casinos. Most of the money spent on land-based gaming machines was spent in gambling arcades, while a smaller portion was spent in bars, cafes and restaurants. Danes spent almost DKK 1.5 a week in the eight land-based casinos in Denmark.

Figure 2. Average weekly spending on gambling products distributed among gambling categories in 2019



Source: Data on gambling duties submitted to the Danish Tax Agency, Danske Spil A/S og klasselotterieme and data from Statistics Denmark.  
 Note: The average spending is calculated based on the total GGR measured in 2019 prices.

**The Danish Gambling Authority ensures responsible gambling**

The Danish Gambling Authority's continuous monitoring the developments in the gambling market enables the authority to respond if there are significant changes in the Danes spending on gambling products or in the gambling market in general. It is thus a prerequisite for being able to be forward-looking and dynamic in relation to the authority's overall task of ensuring a fair and well-regulated gambling market, where gambling takes place responsibly.

In addition to monitoring the gambling market and ensuring that gambling operators with a license from the Danish Gambling Authority provide gambling in a responsible manner, the Danish Gambling Authority also operates the national helpline, StopSpillet, for players, relatives, and professionals who seek guidance about problematic gambling behaviour and compulsive gambling.