

Danes gamble less than Nordic neighbours

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Across Europe, figures show that Danes on average gambled less than our neighbours in Sweden, Iceland, Norway and Finland in 2019. The figures also show that Danes on average spent more on betting than European citizens.

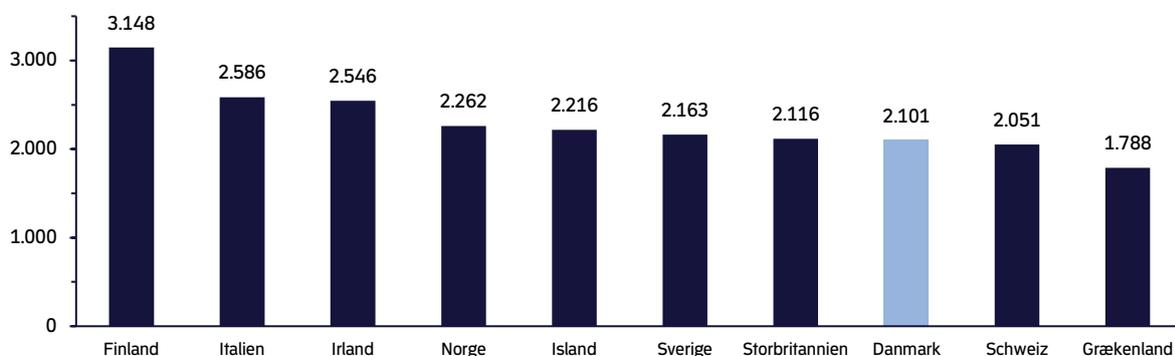
The framework for the gambling market has changed significantly in recent years, not just in Denmark but across Europe. The Danish gambling market was partly liberalised in 2012, which meant that the regulated market saw many new betting and online casino operators because it is now possible for all to apply for a licence to offer gambling.

Several European countries have – for betting and online casino – seen a similar development away from monopolies to liberalised markets. At the same time, improved internet access and the growth in smartphone ownership etc. has meant that an increasing share of the population can gamble online.

A top 10 of the average gambling spend on a European level shows that Denmark takes an 8th place with an annual spend of DKK 2,101 per Dane over 18, *cf. figure 1*. At the same time, it shows that Denmark has the lowest gambling spend of the Nordic countries, as Sweden, Iceland, Norway and Finland are all placed higher on the list of gambling spend per adult.

With an annual spend of DKK 3,148, Finland has the highest spend in Europe, while Norway, Iceland and Sweden are relatively close to each other, *cf. figure 1*. Greece is at the bottom of the top 10 list with an annual spend of DKK 1,788. The eight remaining countries all have an average spend between approximately DKK 2,050 and 2,600, *cf. figure 1*.

Figure 1. Top 10 of average, annual gambling spend per capita over the age of 18 in sampled European countries, DKK; 2019.



Source: H2 Gambling Capital, Danmarks Statistik, data on gambling duties submitted to the Danish Tax Agency, Danske Spil A/S and the class lotteries. Gambling spend is measured in gross gaming revenue (GGR).

Danes spend less at casinos and on lotteries than the average European

The European gambling markets differ from each other both in terms of conditions and framework, where some countries have tighter regulation than others, but also when it comes to the European citizens' gambling behaviour and preferences.

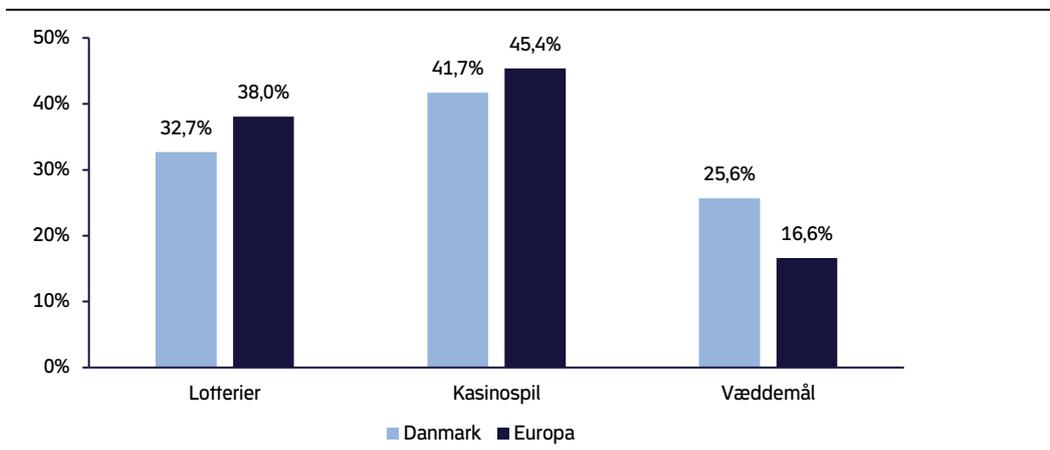
In 2019, Danes spent a smaller share of their gambling spend on lotteries and casino games than European citizens, who appear in figure 1, did on average. The category, casino games, includes land-based casinos, online casinos and gaming machines. This is due to the varying compilation methods among countries and the categorisation is made with a view to getting the most comparable data¹.

In general, Europeans spent, on average, approximately 45 percent of their gambling spend on casino games, while Danes spent approximately 42 percent, *cf. figure 2*. A similar pattern applies to lotteries, where Europeans spent 38 percent on average, whereas Danes spent just under 33 percent.

On the other hand, Danes like to bet on sports events, and this clearly appears from the gambling spend on betting. Whereas Danes spent about 26 percent of their total gambling spend on betting, European citizens spent an average of about 17 percent, *cf. figure 2*. A part of the explanation may be that many European countries still have much less attractive betting offers – among other things due to monopolies.

In general, the countries in the top 10 of gambling spend have in common that their gambling markets are either liberalised and/or have a relatively high GDP. Liberalisations give citizens access to a wider selection of products, and a high GDP indicates that citizens are relatively rich and can afford to gamble. Both elements, and particularly together, can explain a relatively high gambling spend.

Figure 2. Gambling spend across gambling sectors in Denmark and average of sampled European countries, 2019



Source: H2 Gambling Capital, data on gambling duties submitted to the Danish Tax Agency, Danske Spil A/S and the class lotteries.

The Danish Gambling Authority is an active player on the international scene

Knowledge about the development in other markets is important to ensure a well-regulated and responsible gambling market in Denmark. Therefore, international cooperation is an important part of the Danish Gambling Authority's work and a main focus of ours is to continually monitor and analyse markets. In addition to monitoring and analysing data and quantitative trends in development abroad, the Danish Gambling Authority is also active on other

¹ Data comes from H2 Gambling Capital, which collects and analyses data from the gambling industry globally.

fronts with the purpose of gaining knowledge about and promote responsible gambling behaviour globally.

