



BUSINESS CLIMATE SURVEY FOR SWEDISH COMPANIES IN DENMARK 2025

A REPORT FROM TEAM SWEDEN IN DENMARK

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KEY CONTRIBUTORS TO THIS REPORT

Business Sweden in Denmark

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Embassy of Sweden in Denmark

FOREWORD

It is our pleasure to present the 2025 edition of the Business Climate Survey for Swedish Companies in Denmark. This report, developed in close collaboration between the Swedish Embassy in Copenhagen and Business Sweden, offers valuable insights into the experiences, outlooks, and challenges faced by Swedish companies operating in the Danish market.

The findings corroborate observations made by Team Sweden: Denmark remains a highly attractive and stable market for Swedish enterprises. An impressive 91 per cent of respondents perceive the business climate as neutral to very good, with many citing safety, infrastructure, and a strong financial system as key strengths. The sustained profitability reported by 70 per cent of companies is further evidence of the strong economic relationship between our two nations.

Swedish companies in Denmark are enjoying commercial success and making a valuable contribution to the broader bilateral relationship, which is founded on shared values, trust and strong regional ties. The Øresund region is a prime example of this connection, where cross-border business, commuting and collaboration are the norm.

Geopolitical developments continue to have a significant impact on the conditions for Danish companies and investors. The U.S. continues to be a vital partner for Denmark, with developments in American markets being of significant interest. At the same time, strong regional ties are becoming even more important. The relationship between Denmark and Sweden is currently at its strongest, and the broader Nordic region is becoming increasingly important as a stable, familiar and strategic environment for collaboration.

We are currently exploring opportunities in a variety of sectors, including healthcare, life science, renewable energy, and circular solutions, as well as retail and defence. These areas reflect global demand and build on shared strengths and values across borders.

The survey results also reflect emerging challenges. The most challenging areas continue to be access to specialist talent, regulatory clarity, and competition in specific sectors. However, the continued positive sentiment and the strong presence of Swedish firms across diverse industries show resilience and long-term commitment to the Danish market.

We would like to extend our sincere thanks to all the Swedish companies that contributed to this year's survey. Your input is essential in providing a solid foundation for our efforts to support and advocate for Swedish business interests in Denmark. We would also like to express gratitude to Team Sweden for their ongoing cooperation and commitment in everything we do together.

As we navigate a rapidly evolving global economic landscape, it is more important than ever to reinforce and renew our bilateral efforts. We are confident that the Swedish-Danish business relationship will continue to grow, innovate and inspire.



Hans Wallmark
Ambassador



Alexej Cederholm
Trade Commissioner



Klas Arvidsson
Senior Project Manager

+30 respondents from Denmark

Current business climate

91%

of Swedish companies perceive the business climate as neutral or good/very good

Industry turnover

64%

of Swedish companies expect their industry turnover to increase

Future investments

27%

of Swedish companies plan to increase their investments slightly or significantly in the next 12 months

Globally valued success factors

Cost Efficiency
Sales Competence
Relationships

Brand Sweden

79%

of Swedish companies abroad consider Brand Sweden beneficial for business

Local conditions with high satisfaction

1. Personal Safety
2. Infrastructure
3. Financial System

Local conditions with least satisfaction

1. Shortage of Specialist
2. Corporate Taxation
3. Licenses and Permits

Environmental considerations

84%

of respondents believe the environmental considerations are a factor in their customers' purchasing decisions

Corruption

1

Denmark is ranked as the least corrupt country in the world according to Transparency International

Financial Performance

70%

of Swedish companies reported a financially profitable past year

ABOUT THE SURVEY

A global Team Sweden approach

The Business Climate Survey is a Team Sweden initiative led by Business Sweden and conducted in every market where Business Sweden has a local presence, currently 54 offices in 39 countries. The survey focuses on Swedish companies' perception of the business climate in each respective market. It covers areas such as general business climate, profitability, sustainability, trade barriers and success factors. For Denmark, this survey was last conducted in 2023, and like previous years it has been created in close collaboration with the Swedish Embassy in Denmark.

Sample size, definitions and limitations

The survey was sent out to approximately 250 company representatives in Denmark, of which 33 answered the survey. For reference, it is estimated that over 1,800 Swedish companies operate in the Danish market. For this year's survey, responses were gathered between February and March 2025. The objective has been to have a balanced representation of industries and company sizes within the sample group. This year, 64 per cent of the respondents represented large companies, 21 per cent medium-sized and 15 per cent small-sized organisations.

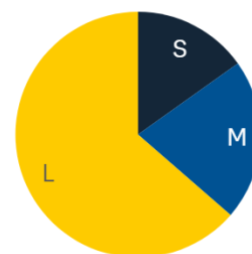
The aim has also been to have a representation from relevant industries, this year's respondents represent 54 per cent professional services, 36 per cent industrial and 11 per cent consumer goods. Out of the respondents, 48 per cent represent mature companies, established before 2003, 41 per cent experienced, established between 2004 and 2019 and 10 per cent newly established companies i.e. established after 2019. This distribution points towards a diverse group of Swedish companies in the Danish market with a continued interest in establishment each year.

Please be aware that the statistics presented in this year's report exclusively capture the experiences of our respondents within the Danish market. Several geopolitical events have also occurred after the survey responses were captured, for example, the escalation of U.S interests in Greenland and the U.S. global tariff scheme to mention a few. This emphasises the need for the consideration of recent developments when reading this survey.

Sources

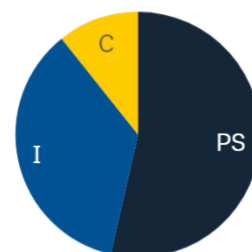
The main source of information for this report is the Business Climate Survey answers. In addition, information has been obtained from official sources, e.g. Statistics Denmark, Statistics Sweden, the World Bank, IMF, Transparency International and Business Sweden.

SIZE OF COMPANIES



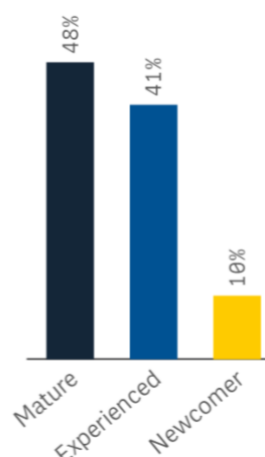
NOTE: Global employees.
Large >1000. Medium 250-1000. Small 0-249

MAIN INDUSTRY



NOTE: Professional services 54%, Industrial 36%, Consumer 11%

AGE OF COMPANIES



NOTE: Mature (<2003). Experienced (2004-2019). Newcomer (2020-)

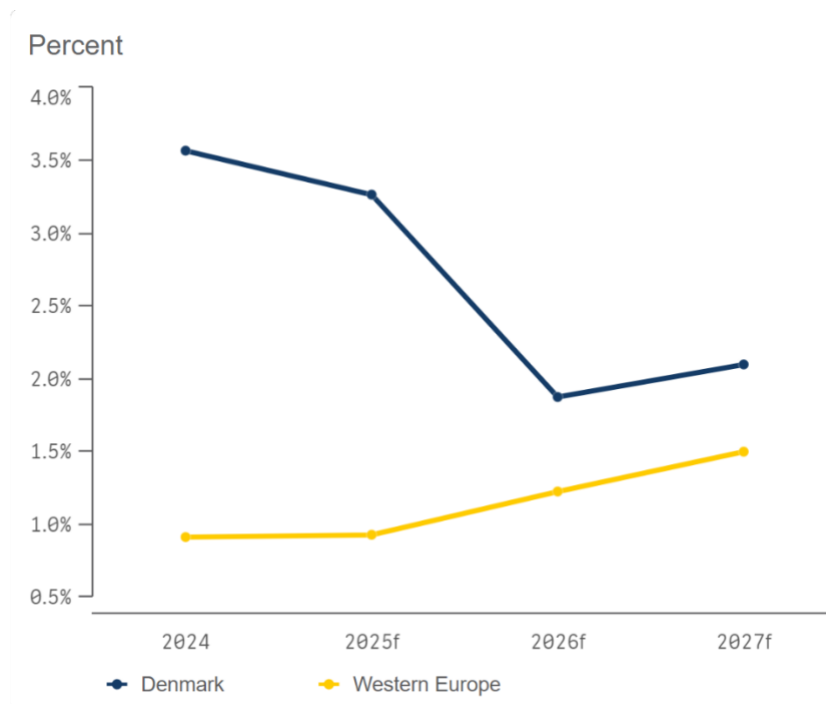
ECONOMIC OUTLOOK

The promising economic growth is driven by Danish key sectors

Denmark's economic outlook is promising. The Danish economy is projected to grow steadily, with GDP growth rates expected to be around 3,4 per cent in 2024 and 3,2 per cent in 2025 before moderating to 2,0 per cent in 2026. Compared to other Western European countries, Denmark is forecasted to have a higher GDP growth rate over the coming years. This growth is primarily driven by strong domestic demand, bolstered by lower interest rates and rising real wages. Key sectors such as pharmaceuticals, logistics and renewable energy continue to play a significant role in Denmark's economic expansion, contributing substantially to industrial production and exports.

The performance of Swedish companies is much in line with the overall performance of the Danish economy, where a majority of the sample companies report a profitable business in 2024. In line with the country's economic growth, 64 per cent of the sample Swedish companies see an increase in turnover in the upcoming 12 months.

PROJECTED GDP GROWTH IN DENMARK



NOTE: Constant prices.

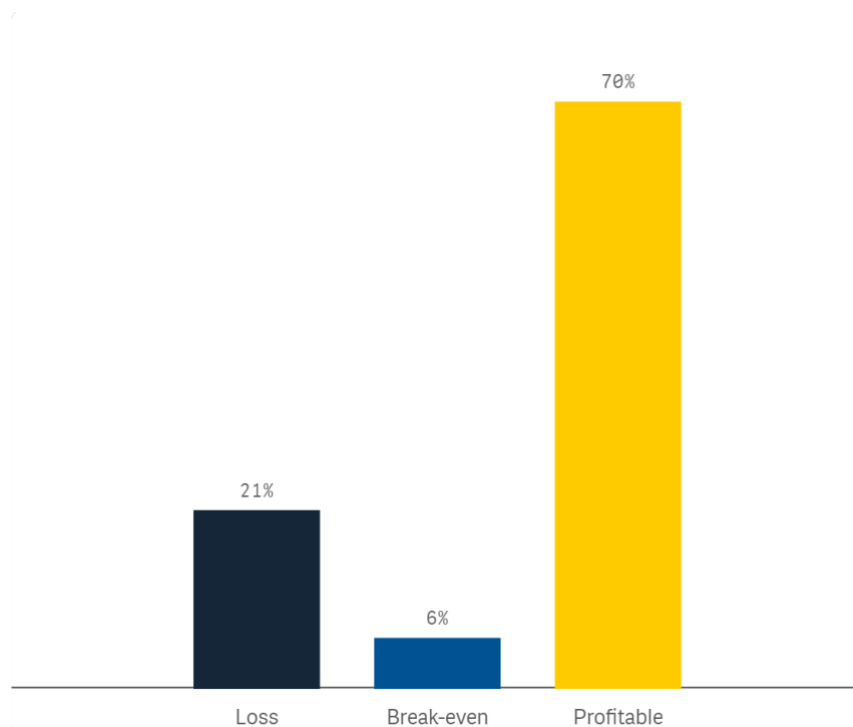
SOURCE: Oxford Economics 11 March 2025

Outstanding public finances and trade dependency

Denmark's public finances are characterised by a strong fiscal position, which is expected to remain robust in the coming years. The country consistently maintains a general government surplus, which is projected to stay sizeable, though it may gradually decline over the upcoming years. This surplus is a result of prudent fiscal management and a commitment to maintaining a structural balance in public finances. Denmark's adherence to the EU's Stability and Growth Pact criteria, which include keeping public deficits below three per cent of GDP and public debt below 60 per cent of GDP, underscores its fiscal discipline.

The Danish government has also focused on aligning its fiscal policies with broader EU objectives, such as promoting sustainable economic development and ensuring fiscal stability throughout the business cycle. This includes investments in green transition, digitalisation, and infrastructure, which are seen as crucial for long-term economic growth and stability. The sound fiscal position provides Denmark with a buffer against potential economic shocks and allows for continued investment in key areas that support economic resilience. Linked to the uncertainty and the heightened security situation, Denmark has announced increased defence spendings, an additional 15 billion USD until 2033, increasing its defence-to-GDP ratio from two to three per cent.

HOW WOULD YOU DESCRIBE YOUR COMPANY'S FINANCIAL PERFORMANCE IN DENMARK IN 2024?



NOTE: The number of respondents for this question was 33. "Don't know/Not applicable" responses are included but not shown in the figure.

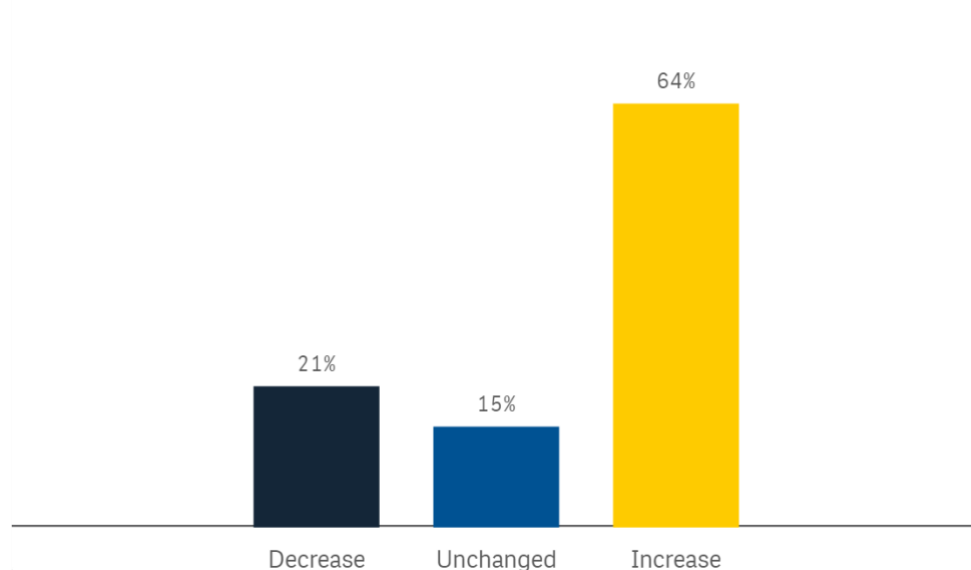
SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

Trade is a vital component of Denmark's economy, with exports accounting for about 70 per cent of GDP in 2023. Denmark's major trading partners include Sweden, the United States, Germany, and the United Kingdom. The economic conditions in the aforementioned countries significantly impact Denmark's national accounts. The country is a net exporter of food and a leader in green technology industries, such as offshore wind and energy efficiency, as well as in sectors like shipping and life sciences.

Denmark's trade relations are characterised by a high degree of integration with global markets. The country also maintains a strong current account surplus, driven by robust exports in pharmaceuticals and sea freight. This surplus reflects Denmark's competitive industries and its ability to maintain a positive trade balance. The major economic growth engine for past years has been the strong Danish pharmaceutical sector, led by the Danish company Novo Nordisk.

From a Swedish perspective, Denmark's strong trade relations and fiscal discipline present opportunities for continued economic collaboration. Both countries can benefit from their close economic ties, particularly in areas like renewable energy and pharmaceuticals, where they share common interests and strengths. However, they must also navigate global trade uncertainties and geopolitical tensions that could impact their economic stability.

COMPARED TO THE DEVELOPMENT IN THE PAST 12 MONTHS, WHAT ARE YOUR EXPECTATIONS FOR THE COMING 12 MONTHS FOR YOUR INDUSTRY IN DENMARK REGARDING TURNOVER?



NOTE: The number of respondents for this question was 33. "Don't know/Not applicable" responses are included but not shown in the figure.

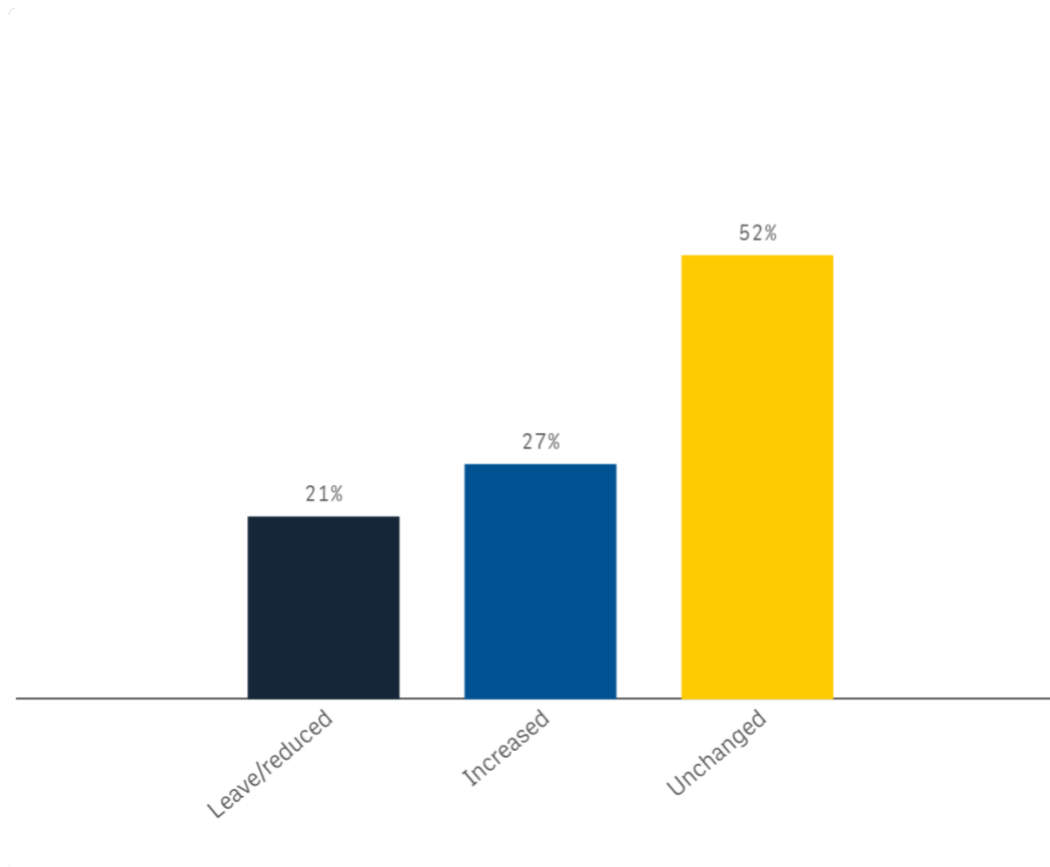
SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

Global challenges and risks might affect the Danish economic sentiment

Despite the positive outlook, there are several challenges and risks that Denmark must navigate. Higher interest expenses could affect household sentiment, and global trade uncertainties pose potential risks to key sectors like maritime transport and pharmaceuticals. Geopolitical tensions and trade restrictions could also impact Denmark's economic stability. From a Swedish perspective, these challenges highlight the importance of maintaining strong bilateral relations and exploring opportunities for mutual growth and resilience.

Similar to the global investment sentiment, we find that most of the Swedish companies in our sample will neither increase nor reduce their investments in Denmark. This finding is in line with the European sentiment of Swedish exporters where the companies remain neutral to the economic outlook.

WHAT ARE YOUR COMPANY'S INVESTMENT PLANS FOR THE COMING 12 MONTHS IN DENMARK, COMPARED TO THE PAST 12 MONTHS?



NOTE: The number of respondents for this question was 33. "Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025

THE MARKET

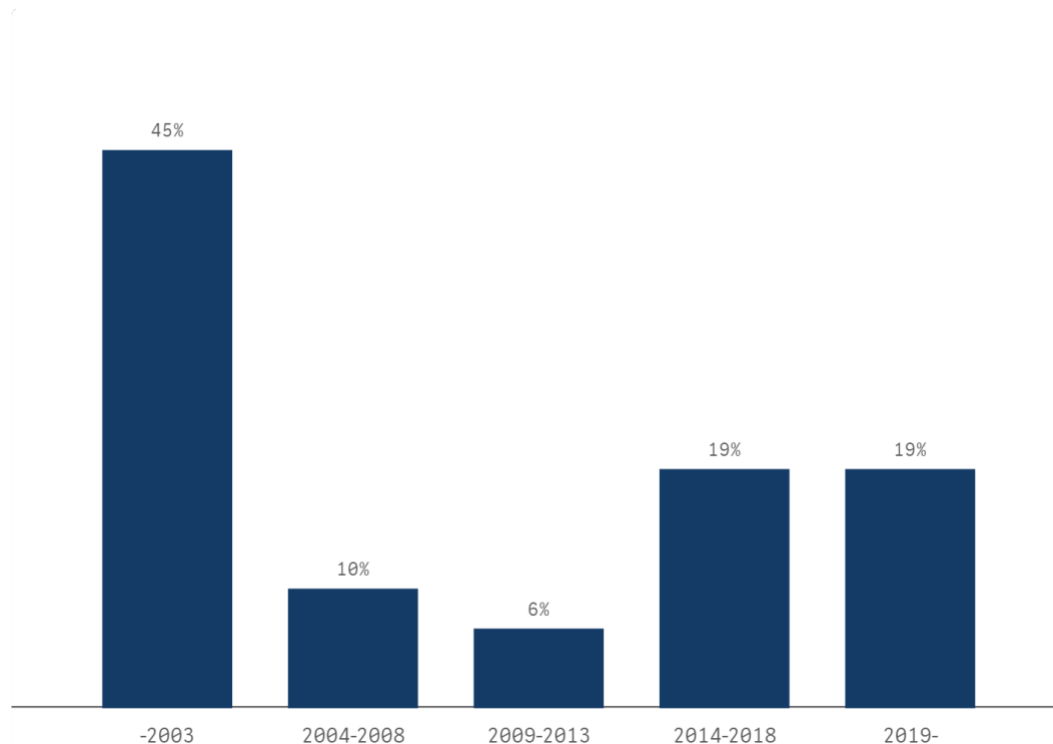
Longstanding relationship between Denmark and Sweden

Sweden and Denmark share a rich history of interaction, marked by both rivalry and cooperation. Today, relationships between the two nations are characterised by mutual respect and collaboration, particularly in business.

The geographical proximity, especially from the Øresund region, facilitates smooth trade and economic cooperation between the two countries. Swedish companies find Denmark an attractive market due to its ease of doing business and high brand value among Danish consumers. The Danish market is seen as a strategic asset for Swedish firms, with many companies reporting profitability and optimism about future turnover. This resilient partnership is rooted in historical ties and economic alignment, making Denmark a key player in Swedish international business strategies. 2025 marks the 25th anniversary of the Øresunds bridge, connecting Malmö to Copenhagen. The bridge has been key in the integration of the region, and studies show that the integration is becoming stronger each year, leading to positive economic development in the region.

Many Swedish businesses have been established in Denmark for decades, the sampled Swedish companies confirm this, with 45 per cent being established before 2003, confirming the longstanding and strong historical relationship. With the exception of 2009-2013, where we saw fewer establishments due to the economic downturn, we see a healthy increase of Swedish companies in the Danish market in all the subsequent periods.

IN WHAT YEAR DID YOUR COMPANY ESTABLISH OPERATIONS IN DENMARK?



NOTE: The number of respondents for this question was 33. "Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

A diverse set of Swedish companies are active in the Danish market

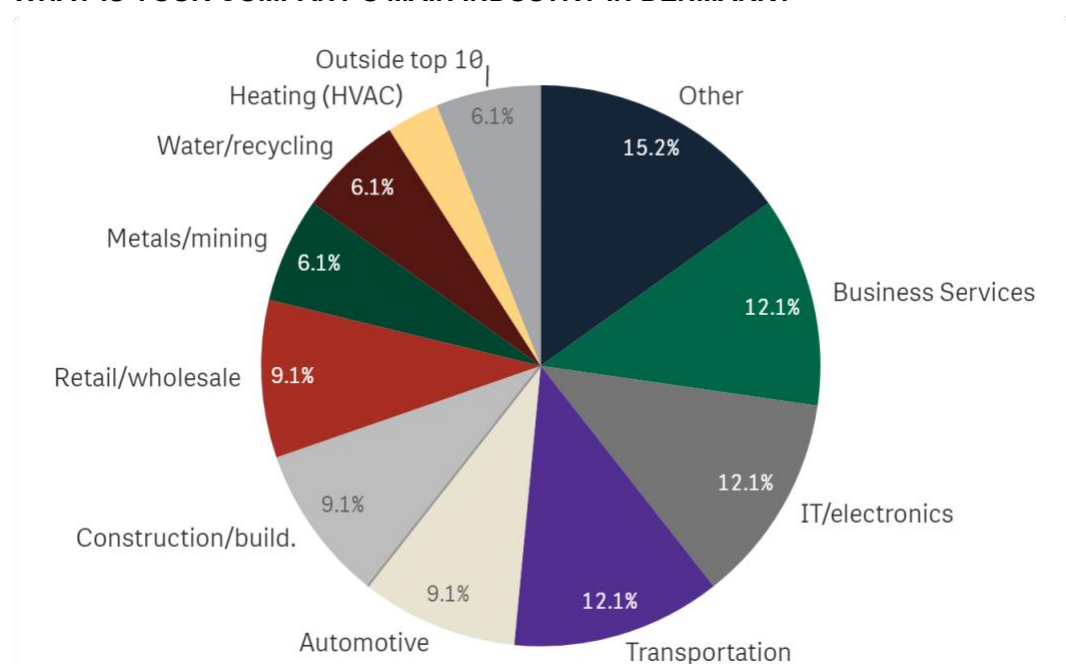
The survey results mirror the considerable presence of Swedish companies in Denmark, notably in the business services, IT, and transportation sectors. The demand for business services, particularly consultancy services, is high, driven by the steady growth in the export of Danish products and services worldwide. The growing demand for consultancy and solutions to manage the practical aspects of goods and service exports has driven the need for such services in recent years. High employment rates in Denmark, subsequently, increase the reliance on foreign workers and talent to fill the gaps and demand in the economy.

Denmark has a strong transportation sector, with some of the world's largest sea and road freight companies being Danish. The sector is characterised by substantial investment in shipping and the expansion of rail networks and roads, as well as a notable presence of Swedish companies. This is consistent with the broader trend of Swedish companies operating across various sectors within the Danish market.

While Sweden has a strong reputation in industry, technology, retail and life sciences, Denmark is renowned for its expertise in shipping/transportation, life sciences and energy. The Danish healthcare sector is currently experiencing a comprehensive transformation, presenting opportunities for companies that provide services and products to the healthcare system. Danish initiatives, including a proactive digitalisation strategy and substantial investments in healthcare, infrastructure, energy, and construction sectors, create significant potential for Swedish companies to engage in the Danish market. The ongoing developments highlight a fertile ground for further collaboration and business opportunities between the two countries.

The current business landscape in Denmark mirrors the national market, with a diverse distribution across various sectors. This, in turn, creates a viable market for most companies looking to continue their globalisation journey. This is also confirmed by our sampled companies that operate in a diverse range of industries. Given the size of the Danish market and also the proximity to Sweden, most Swedish businesses, 73 per cent from our sampled data, employ less than 250 people within their Danish operations.

WHAT IS YOUR COMPANY'S MAIN INDUSTRY IN DENMARK?



NOTE: The number of respondents for this question was 33. "Don't know/Not applicable" responses are included but not shown in the figure.

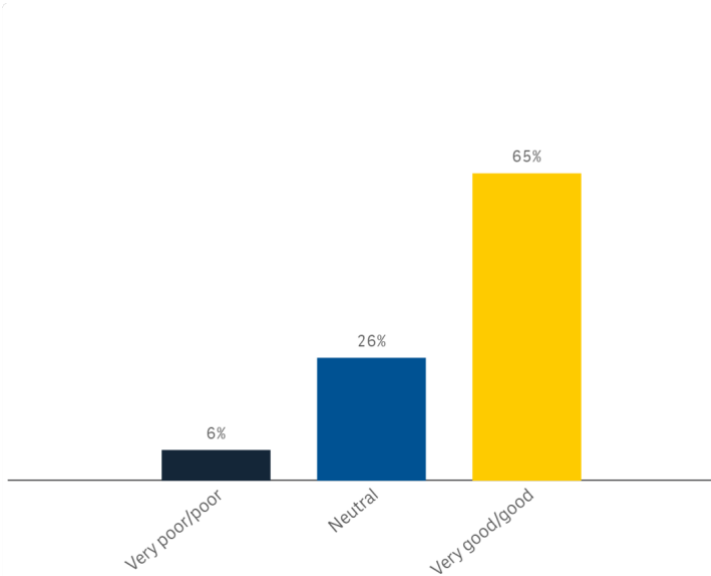
SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

Denmark provides one of the best business climates for Swedish companies

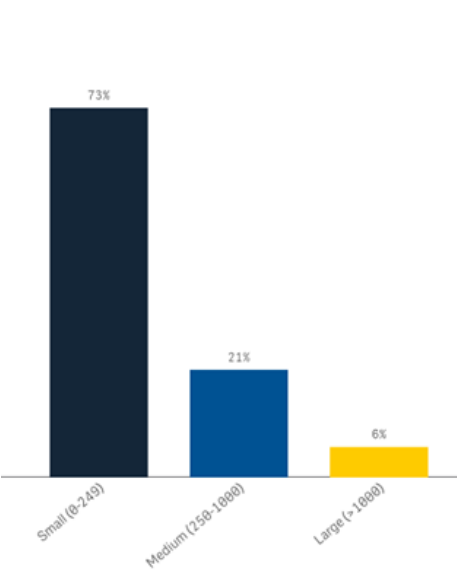
Due to the strong ties and relations between Sweden and Denmark, we are pleased to see that Swedish companies perceive the business climate in Denmark as one of the best in the world, ranking among the top four worldwide. Among the sampled companies an astonishing 91 per cent rank the business climate as neutral, good or very good. Historically, Swedish companies have had a neutral to good perception of the business climate. This year, we have seen a large increase, compared to 2023, in the good and very good perception. The category has increased by 15 percentage points between 2023 and 2025. Looking at the size of the companies, zero of the small businesses sampled have a negative perception of the business climate. This indicates that Swedish SME companies view Denmark as an attractive and usually early international expansion.

From a sectoral perspective, only enterprises in the professional services sector have a negative perception of the Danish business climate. One factor that may influence this perception is that the professional services industry in Denmark faces strong competition from both local and international actors.

HOW DO YOU PERCEIVE THE CURRENT BUSINESS CLIMATE IN DENMARK?



SWEDISH FIRMS' LOCAL NUMBER OF EMPLOYEES IN DENMARK IN 2025



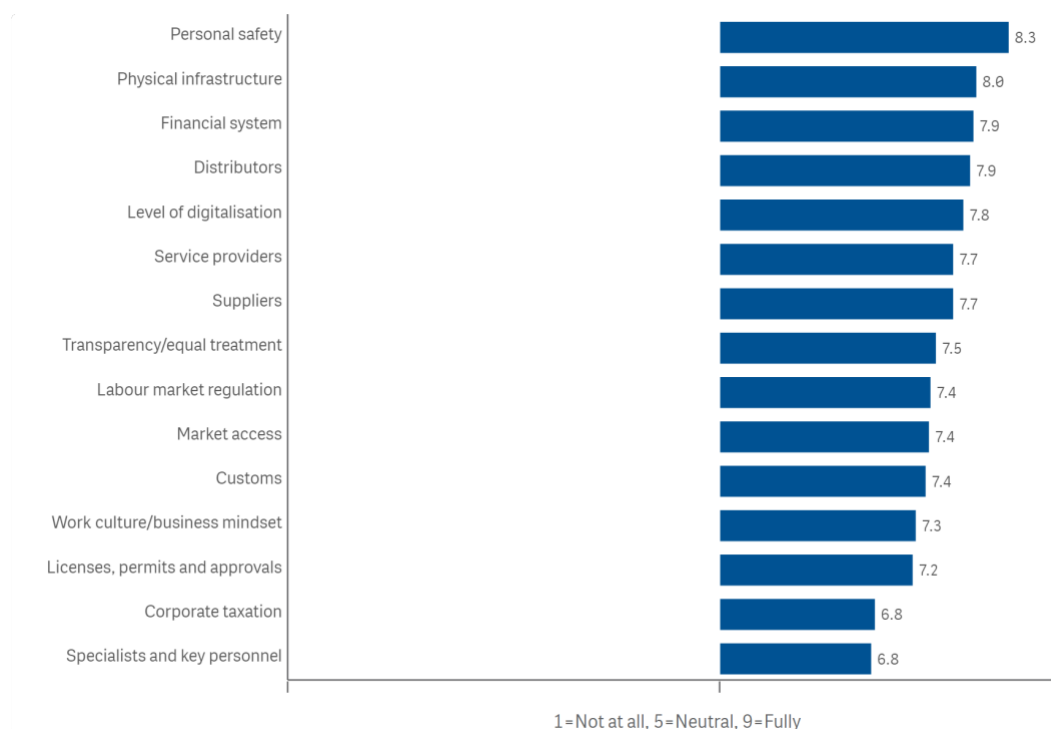
NOTE: The number of respondents for this question was 31. "Don't know/Not applicable" responses are included but not shown in the figure.
SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

Swedish companies value the safe and well-working social functions of Denmark

In line with Denmark's top ranking in rankings such as "Quality of life", "OCED Well-being index", and "Global Peace Ranking", Swedish companies echo very much the same sentiment – safety, infrastructure and a healthy and working financial system are the conditions that meet the Swedish companies needs the best. Looking at the other indicators, it is worth mentioning that all of Denmark's indicators have a positive value to them, further confirming the very good Business Climate Denmark provides to its companies.

Looking into the labour market, it is expected to see marginal growth in employment levels, with the unemployment rate stabilising at approximately 5,8 per cent. However, Denmark faces challenges with skills shortages in critical sectors, which could impact its long-term economic stability. From a Swedish viewpoint, these labour market dynamics present both challenges and opportunities for collaboration in addressing workforce needs. This challenge is also confirmed in our survey results, in which Swedish companies see access to specialists and key personnel as the condition that least meets the needs of surveyed Swedish companies. Given the integration and ease of movement, especially in the Øresund region, it provides great opportunities for qualified Swedes to come and work in Denmark. To relieve some of the administrative burden, the Swedish Tax Authority provides special tax rules to handle Swedes commuting to Denmark on a daily basis.

HOW WELL DO THE FOLLOWING CONDITIONS MEET THE NEEDS OF YOUR COMPANY IN DENMARK?



NOTE: The number of respondents for this question was 33.

SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

Trade barriers for Swedish companies in Denmark are almost nonexciting

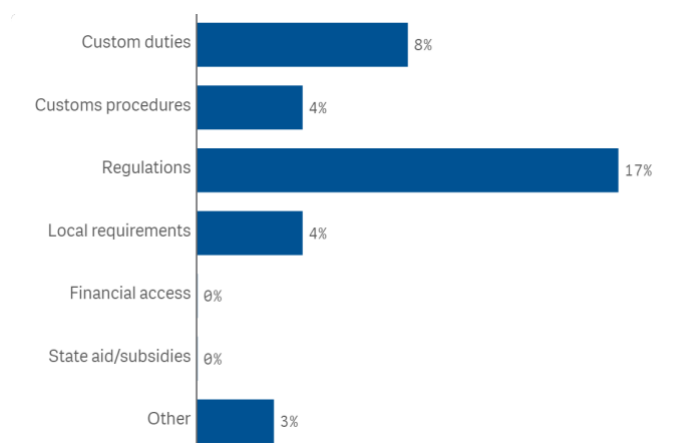
Denmark, like Sweden, is a member of the European Union (EU). Requiring both countries to adhere to EU regulations means Swedish companies must comply with both Danish national laws and EU directives. With a substantial number of Swedish companies having their manufacturing across the world, understanding and ensuring compliance with these laws and regulations has become more time consuming and costly for companies. These regulations are, of course, enacted to protect people and businesses from harmful and potentially dangerous products and to make sure products follow environmental regulations. With the regulations covering a wider number of areas, including product standards, labelling requirements, and environmental regulations. Additionally, certain goods may require special certifications or approvals, which can be a time-consuming and costly process for businesses.

Customs procedures in Denmark are designed to ensure compliance with the aforementioned laws and regulations. The Danish Customs Authority oversees the enforcement of these procedures, which include the submission of detailed documentation, adherence to import and export controls, and compliance with various tariffs and duties. Companies must be meticulous in their documentation to avoid delays and penalties. The use of the Harmonised System (HS) coding for product classification is essential for determining the applicable tariffs and ensuring smooth customs clearance.

Custom duties are another critical aspect of trade barriers for Swedish companies in Denmark. As part of the EU, Denmark applies the common external tariff to goods imported from non-EU countries, but intra-EU trade is generally duty-free. However, there are still various fees and charges that companies must be aware of, such as value-added tax (VAT) and excise duties on specific products. Understanding these duties and their implications is crucial for Swedish businesses to be compliant as well as maintain competitiveness and profitability.

In certain industries, respondents have noted that there is frequently one key factor that dominates the market, creating substantial barriers to entry for new businesses. Another respondent emphasises the closed nature of business relationships in Denmark, highlighting the importance of personal connections and networks in navigating the business landscape. The respondents also draw attention to the challenges related to transfer pricing documentation regulations in Denmark. They note that these regulations are perceived to be “more stringent than in other OECD markets”. Businesses are required to proactively submit extensive documentation to Danish authorities within a specific timeframe.

HAS YOUR COMPANY IN THE PAST YEAR ENCOUNTERED TRADE BARRIERS IN DENMARK WITH A NOTICEABLY NEGATIVE IMPACT ON OPERATIONS, IN ANY OF THE FOLLOWING AREAS?



NOTE: The number of respondents for this question was 33.

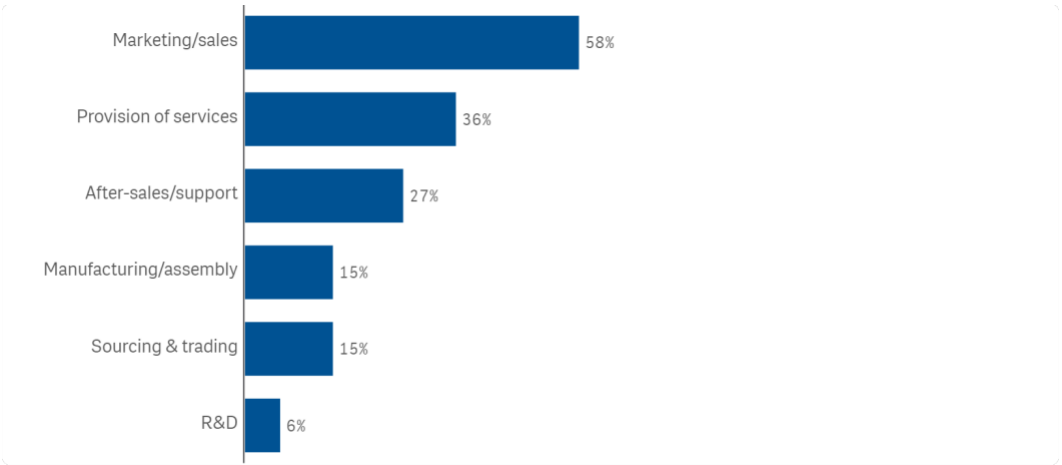
SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

HOW SWEDISH COMPANIES SUCCEED IN DENMARK

Sales and marketing are the main areas of operations for Swedish companies active in Denmark

The majority of respondents (58 per cent) are focused on marketing and sales, followed by 36 per cent on the provision of services and 27 per cent on after-sales and support. This suggests that Swedish companies in Denmark prioritise customer-centric operations over establishing research and development centres and manufacturing plants. Given their Swedish origins and geographic proximity, this is in line with the expectation that R&D and manufacturing are likely to be centralised in Sweden. The survey results illustrate a dynamic and strategically oriented presence of Swedish companies in Denmark, underscoring the multifaceted nature of their operations and a comprehensive approach to establishing and maintaining a robust foothold in the Danish business landscape.

OPERATIONS OF SWEDISH FIRMS IN THE MARKET



NOTE: The number of respondents for this question was 33. "Don't know/Not applicable" responses are included but not shown in the figure.
SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

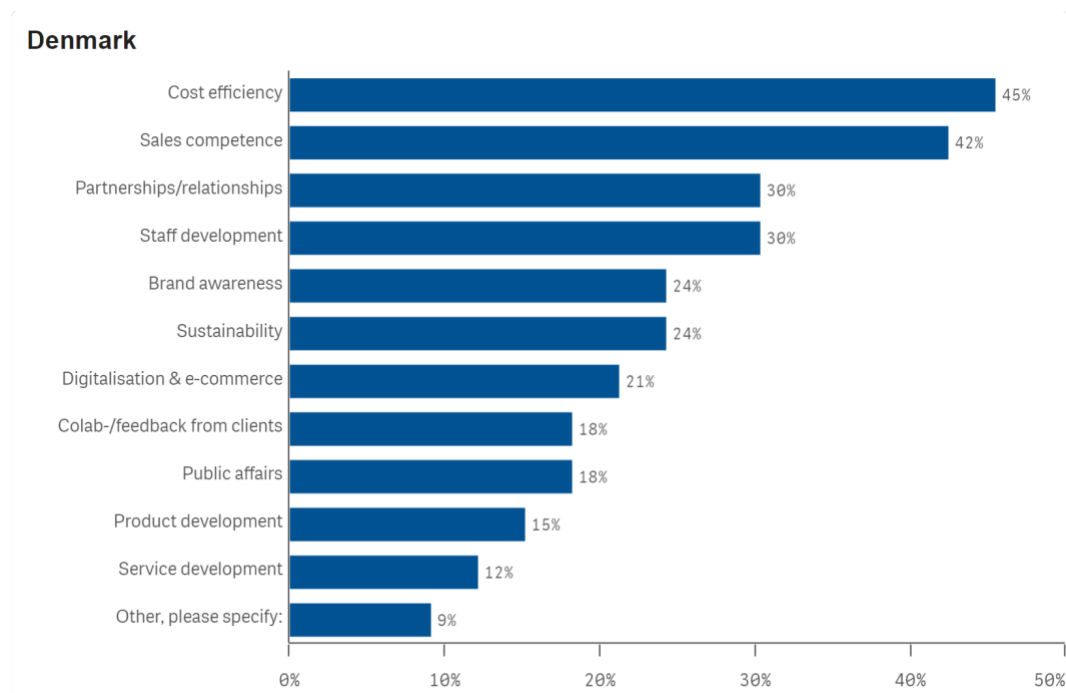
Controlling costs and having the right sales team are the most important factors for success

In view of the nature of Swedish business operations in Denmark, the primary focus is on sales and marketing. In the current economic climate, it is vital for businesses to focus on controlling costs and enhancing sales competence if they are to maintain a competitive edge in the country.

By keeping costs under control, companies can maintain competitive pricing, improve their profit margins, and reinvest savings into growth opportunities, all extremely important factors in a mature and competitive market such as the Danish. Additionally, cost control helps businesses navigate economic uncertainties and market fluctuations, providing a buffer against financial instability.

It is imperative to have the right sales team in place to ensure business success. A motivated and skilled sales team, familiar with the country's culture and company's offerings, can significantly boost revenue. This can be achieved by hiring a well-performing country manager who has a solid network and industry knowledge as well as experience in managing a Danish sales team. Support and guidance from HQ to ensure company processes, strategic direction and best practices are followed are also success factors.

TO DATE, WHICH OF THE FOLLOWING AREAS HAVE BEEN IMPORTANT IN MAINTAINING COMPETITIVENESS IN DENMARK?



NOTE: The number of respondents for this question was 33. "Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

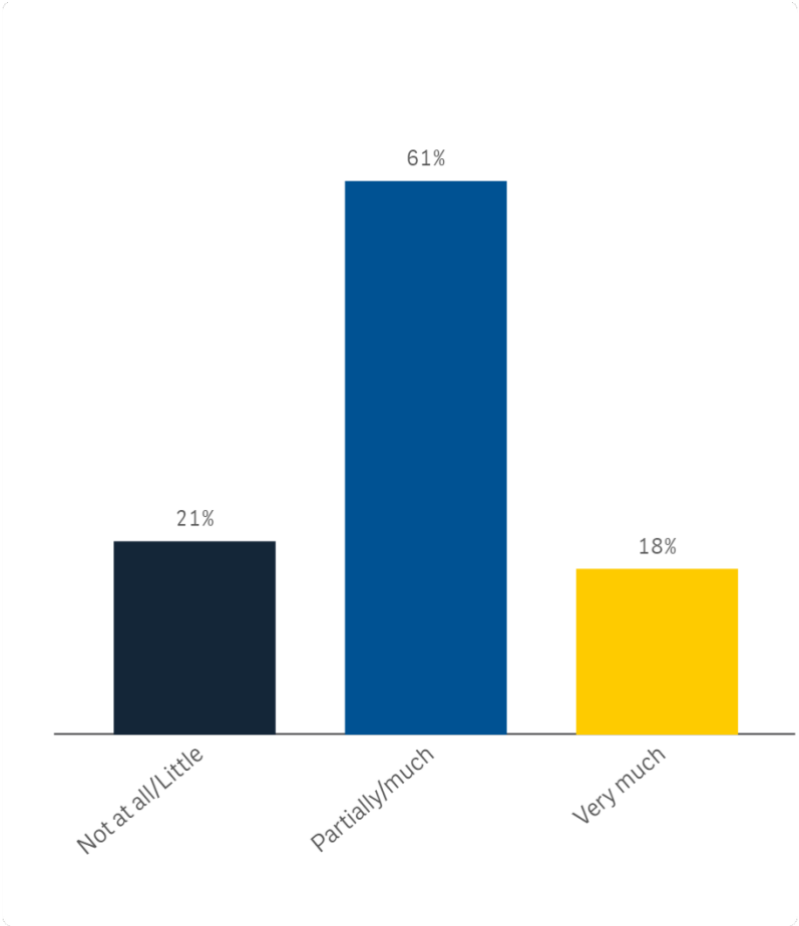
Sweden and the “Swedish brand” are perceived as a strategic advantage in the market

The Swedish brand holds a significant strategic advantage in the Danish market due to its strong reputation for quality, innovation, and sustainability. Danish consumers highly value these attributes, which are often associated with Swedish products and services.

Moreover, Swedish brands benefit from the shared Scandinavian identity, which resonates well with Danish consumers. This cultural affinity helps Swedish companies to effectively market their products and services, emphasising common values such as sustainability and design excellence.

With the increased amount of uncertainty in the world, we see a trend that stable countries, such as Sweden, benefit to some extent. Our survey results showcase the same trend where a staggering 79 per cent of the surveyed companies see that their Swedish origin supports their business in Denmark. A similar trend is evident on the public side, where the relationship and collaboration between the Swedish and Danish governments is more positive than ever.

TO WHAT EXTENT WOULD YOU ESTIMATE THAT THE “SWEDISH BRAND” CONTRIBUTES TO YOUR BUSINESS IN DENMARK?



NOTE: The number of respondents for this question was 33. “Don’t know/Not applicable” responses are included but not shown in the figure.
SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

ACTING SUSTAINABLY

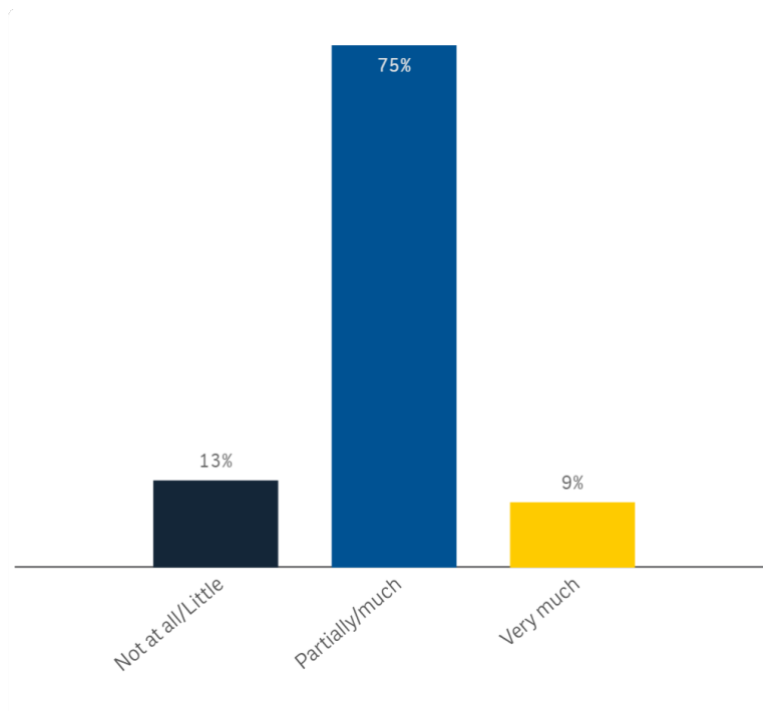
Sustainability is a major consideration for Danish consumers

Danish consumers have a strong preference for sustainable products, driven by a deep-rooted cultural emphasis on environmental responsibility and green living. This commitment to sustainability is reflected in their purchasing decisions, with many consumers actively seeking out products that minimise environmental impact. The Danish market is characterised by a high demand for eco-friendly goods. These include organic food and sustainable fashion, as well as energy-efficient appliances and green building materials.

This represents a significant opportunity for Swedish companies. Sweden, renowned for its own strong commitment to sustainability, is strategically positioned to meet the demands of Danish consumers. Swedish brands that prioritise eco-friendly practices can leverage their reputation for quality and sustainability to gain a competitive edge in the Danish market. This shared commitment to values not only fosters brand loyalty but also creates opportunities for collaboration and innovation between Swedish and Danish companies. Catering to the growing demand for sustainable products will allow Swedish companies to strengthen their market presence and contribute to the broader goal of promoting sustainable development in the Nordic region.

Sustainability is also echoed in the survey results, where an overwhelming 84 per cent of the sampled companies partially, much and very much believe Danish consumers consider environmental aspects in their purchasing decisions.

TO WHAT EXTENT DO CUSTOMERS IN DENMARK CONSIDER ENVIRONMENTAL ASPECTS OF A PRODUCT OR SERVICE IN THEIR PURCHASING DECISION?



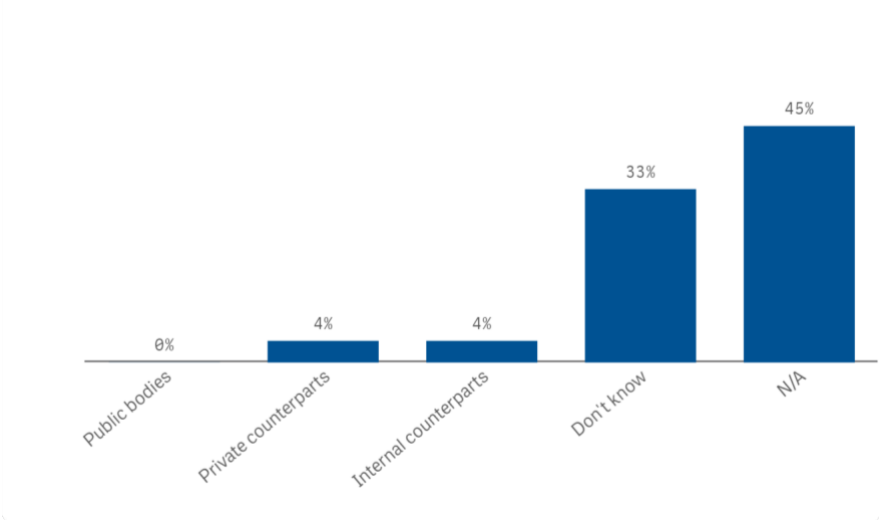
NOTE: The number of respondents for this question was 32. "Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

Denmark is considered the least corrupt country in the world for several years in a row

Denmark has since 2018 held the position of the least corrupt country in the world, according to the Corruption Perception Index by Transparency International. The common factors for all high-scoring countries are the strong institutions, rule of law and high level of economic development, all of which hold true for Denmark. Whereas no country can be perfect, a couple of global corruption cases have been reported from Denmark. Most notably the money-laundering allegations towards one of Demark’s largest banks. Furthermore, our findings find that eight per cent of the sampled Swedish companies have experienced bribery or fraud when operating in Denmark.

HAS YOUR COMPANY IN DENMARK BEEN EXPOSED TO CORRUPTION, SUCH AS, BUT NOT LIMITED TO, ATTEMPTS OF BRIBERY OR FRAUD IN CONTACT WITH ANY OF THE FOLLOWING AREAS?



NOTE: The number of respondents for this question was 33. “Don’t know/Not applicable” responses are included but not shown in the figure.
SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

CORRUPTION PERCEPTION INDEX 2021

Score	Country	Rank
90	Denmark	1
87	Finland	2
85	New Zealand	3
84	Norway	4
83	Singapore	5
82	Sweden	6
82	Switzerland	6
79	Netherlands	8
78	Germany	9
78	Luxembourg	9
77	Ireland	11

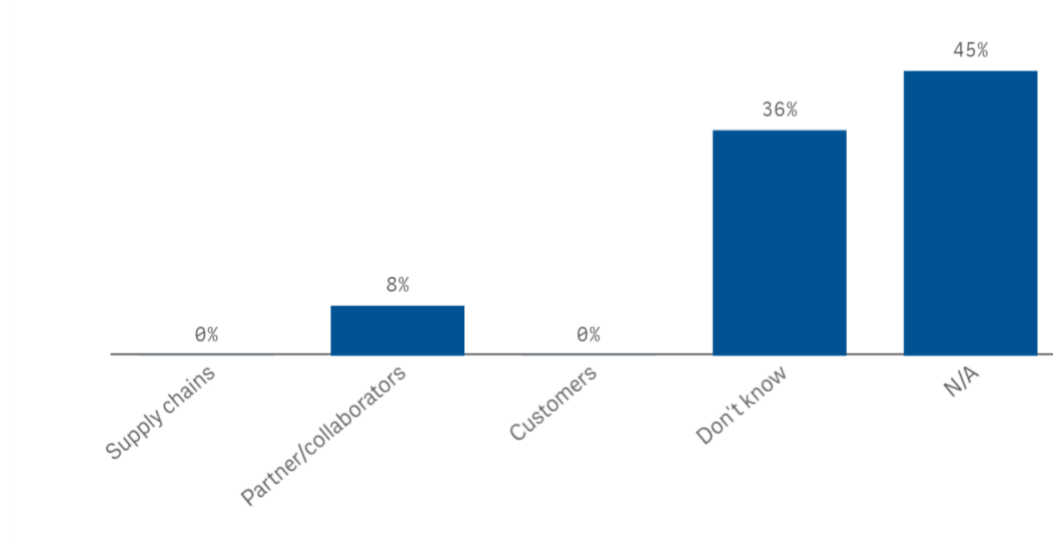
NOTE: Corruption Perceptions Index 2024 – Higher Score is Better
SOURCE: Transparency International.

Robust employee protection and strong trade unions

Similar to Sweden, the Danish employee protection laws are strong, with active trade unions that support the employee rights. Approximately 70 per cent of the Danish workforce belongs to a trade union, the trade unions are central actors when it comes to negotiating collective bargaining agreements that cover wages, working conditions and employment terms. One difference between Sweden and Denmark that is usually highlighted is the laws regarding dismissal, Sweden has strong regulations on dismissal and the prioritisation of whom to dismiss. In contrast, Denmark has employed a “flexicurity” (flexibility and security) model, making it easier to dismiss personnel but providing affected people with a strong unemployment benefit and active labour market measures.

From the sampled Swedish companies, merely eight per cent report that they perceive a risk of encountering labour rights abuse or human rights violation. Digging into the data, these eight per cent consist of predominantly small companies, which are more prone to such risks.

HOW DO YOU PERCEIVE THE RISK OF ENCOUNTERING HUMAN RIGHTS VIOLATIONS AND/OR LABOUR RIGHTS ABUSES WHEN CONDUCTING BUSINESS IN DENMARK?



NOTE: The number of respondents for this question was 33. Don't know/Not applicable" responses are included but not shown in the figure.

SOURCE: Business Climate Survey for Swedish Companies in Denmark 2025.

CONTACT US

BUSINESS SWEDEN is jointly owned by the Swedish state and the Swedish business sector, having a unique mandate to help Swedish companies grow global sales and international companies invest and expand in Sweden.

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EMBASSY OF SWEDEN is Sweden's diplomatic mission in Denmark. It has a broad mandate to promote Swedish trade, investments and tourism to Sweden, based on the government's strategy and in close collaboration with other Team Sweden partners.

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