

The economic opportunity of

Generative AI in Denmark

The economic opportunity

The boost to Denmark's GDP from generative AI around ten years from now, if widespread adoption is achieved.

200-250

BILLION DKK
ANNUAL IMPACT

+8% GDP

Gains come from:



Productivity boost from people working with generative AI.



Freed-up time when generative AI helps to automate our work.



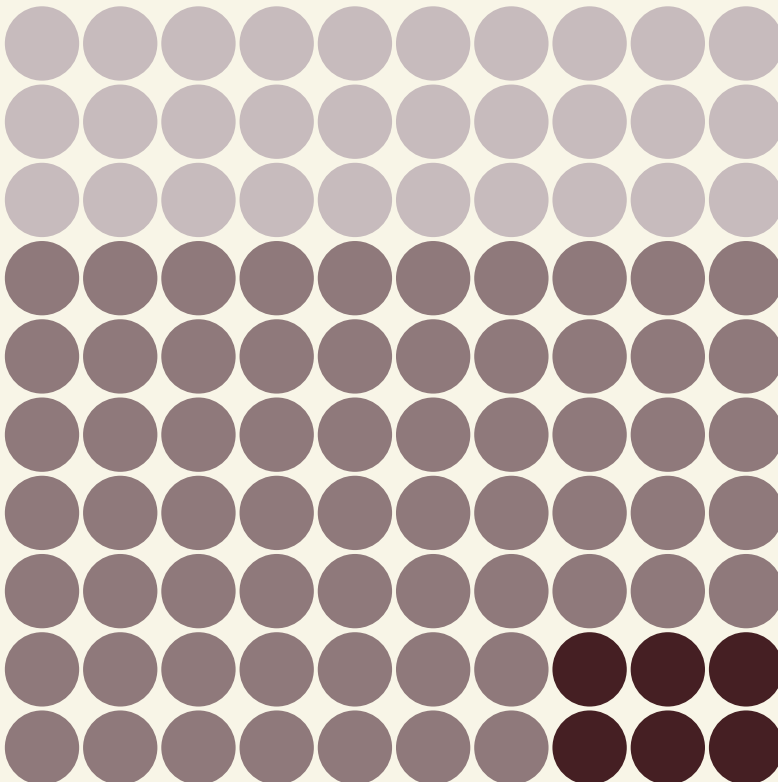
Re-prioritised and re-employed time to other value-creating activities.

The job implications

No automation

AI as a complement

Partial or full displacement



30%

of jobs in Denmark are likely to remain unaffected by generative AI.

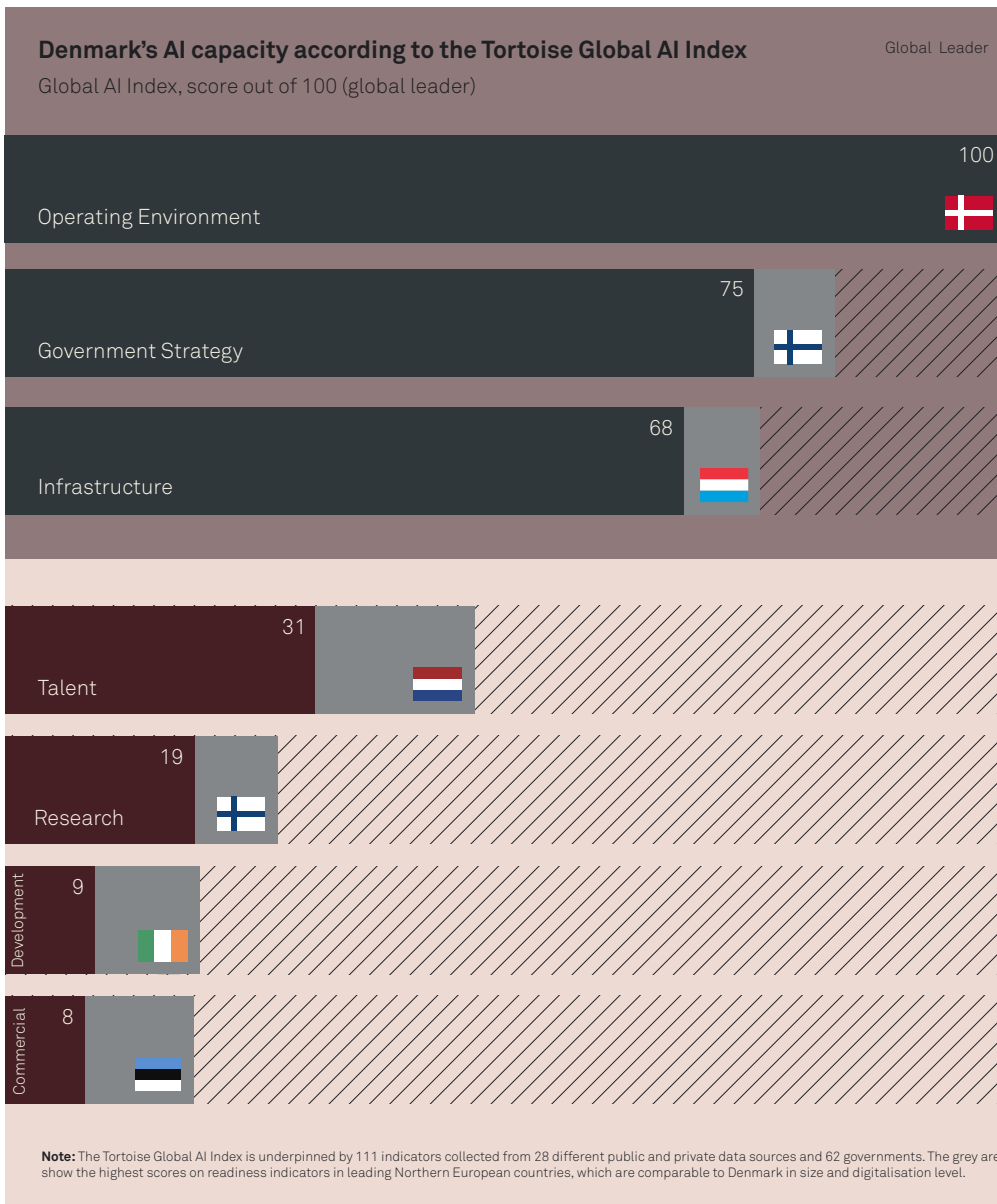
64%

of jobs are expected to work together with generative AI and see a boost in productivity.

6%

of jobs are estimated to be highly exposed to generative AI, leading to some job closures. However, the productivity boost from generative AI is expected to create new jobs replacing those lost to automation.

AI readiness in Denmark



Adoption drivers

Denmark is well-placed on the early foundational drivers of AI adoption that ensure a safe and reliable AI-ready environment: operating environment (e.g. trust, data governance), government strategy and infrastructure.

Innovation drivers

Similar to the other Northern European frontrunners, Denmark lags behind on innovation drivers (talent, research, development and commercialisation).

Current gaps suggest that Denmark is at risk of losing its frontrunner position and needs to focus on strengthening its strategic efforts in AI and the AI-related innovation drivers.

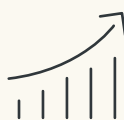
The policy implications

Capturing the full economic gains requires innovation capabilities and a conducive regulatory framework to enable:



Growing R&D by local innovators

Enable innovation and invest in AI research and development.



Accelerating commercial uptake

Promote widespread adoption and universal accessibility.



Retraining and upskilling workforce

Build human capital and an AI-empowered workforce.

