
Danish Innovation Index 2023

Annual Report

Consumer-based ranking of the most innovative firms in Denmark

Annual Report from Danish Innovation Index

March 2024

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Summary	DII measures consumers' perception of the innovativeness of industries and companies. In 2023, DII included 20 industries, covering approximately 50% of household spending. Each industry was represented by 3-4 companies, and the total number of companies studied in 2023 was 80. More than 3,900 consumers evaluated a total of 80 companies, which received an average of 300 responses each (14,596 responses in total).
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Preface

The world's first consumer-based ranking of most innovative firms has come to Denmark.

Established in 2021, Danish Innovation Index (short: DII) takes a methodological approach to rank Danish firms in terms of innovativeness from the perspective of consumers.

The results, including the ranking of the most innovative Danish firms, are published on an annual basis and are announced at the annual Danish Innovation Index conference.

DII is affiliated to the world's first consumer-based ranking of most innovative companies, which started in Norway under the name Norwegian Innovative Index.

DII is supported by the Carlsberg Foundation.

1.0 Introduction

1.1/ About DII

DII measures consumers' perception of the innovativeness of companies.

In 2023, DII includes companies that collectively represent approximately 70% of consumer household spending. The companies in the index range from largest players in their field to small newcomers and start-ups.

In 2021, DII featured 6 industries, covering approximately 30% of household spending, with this coverage is being increased yearly to reach 70-80% in 2025.

The total number of companies in 2021 was 22, in 2022 it was 35, and in 2023 it was 80. In 2024, each industry is represented by 3-4 companies.

The index is measured through a representative survey of consumers in Denmark recruited from a consumer research panel by Norstat (<https://norstat.dk/>).

The sample of Danish consumers is representative based on gender, age and geographical location, and data is collected every quarter. Panel members identify from a list of companies the firms that they have done business with regularly during the last six months.

In 2023, more than 3.900 consumers evaluated a total of 80 companies in the index with an average of 300 responses per company (14,596 responses in total).

2.0 DII Ranking

The ranking of the most innovative firms of 2023 includes winners in three categories:

- Perceived overall innovativeness (Table 1)
- Perceived social innovativeness (Table 2).
- Perceived digital innovativeness (Table 3)

According to this ranking, the Top 10 overall innovative firms in Denmark are Lego, Nintendo, Apple, B&O, Playstation, Zetland, Undo, Naturli, Nike, and GoMore.

The Top 10 most socially innovative firms are Naturli, GoMore, Thise, Zetland, IKEA, Lego, NRGi, Scandic, REMA 1000, and Tryg Forsikring.

The Top 10 most digitally innovative firms are Spotify, Apple, Undo, Xbox, Zetland, Lunar Bank, Playstation, Booking.com, Airbnb, and Nordea.

Concepts and measures

Perceived overall innovativeness is 'consumers' perception of an enduring firm capability that results in novel, creative, and impactful ideas' (Kunz et al. 2011, p. 816). It is measured by the following items based on Kunz et al. (2011) and the Norwegian Innovation Index (Kurtmollaiev et al. 2023):

- X changes the markets with its offerings.
- X is a very creative company.
- X is a pioneer in its category.
- X is an innovative company.

Perceived social innovativeness is the company's ability to 'offer novel solutions that can more effectively and efficiently solve social problems and needs to ensure social progress' (Lee et al. 2019, p. 662). It is measured by the following items based on the American Innovation Index (Aii 2023) and Norwegian Innovation Index (Kurtmollaiev et al. 2023):

- X have innovative offerings that benefit society and the environment.
- Benefiting society and the environment is a priority for X.
- X regularly comes up with innovative solutions to social and environmental problems.

Perceived digital innovativeness is the company's ability to provide valuable digital solutions for consumers (Mancha and Shankaranarayanan 2021). It is measured by the following items based on the Spanish Innovation Index (Duque and Santamaria 2022).

- To what extent would you describe X products and services as digital?
- To what extent do you use digital technology when you buy and use what X offers?
- To what extent do you associate X with advanced digital technologies?

2.1/ Overall Innovativeness

Table 1. Consumer Perceived Innovativeness 2023

Rank	Company	Score	Rank	Company	Score
1.	Lego	88	41.	Bestseller (Selected, Vila, Only, Vero Moda)	62
2.	Nintendo	82	42.	HBO Nordic	62
3.	Apple	81	43.	Boozt.com	62
4.	B&O	79	44.	Jyllandsposten	61
5.	Playstation	78	45.	Politikken	61
6.	Zetland	78	46.	Comwell	61
7.	Undo	78	47.	Scandic	61
8.	Naturli	78	48.	Norwegian	61
9.	Nike	77	49.	Danish Crown	61
10.	GoMore	77	50.	Flixbus	61
11.	IKEA	77	51.	TopDanmark	60
12.	Mikkeller	76	52.	KLM	60
13.	Airbnb	75	53.	Magasin du Nord	60
14.	Samsung	73	54.	Aura	60
15.	Lunar Bank	73	55.	Salling Group (Føtex, Bilka, Netto)	60
16.	Spotify	72	56.	Kombardo Expressen	60
17.	Thise	72	57.	Telenor	60
18.	Amazon	72	58.	Berlingske	59
19.	Xbox	70	59.	NRGi	59
20.	Normal	69	60.	Norlys	59
21.	Zalando	68	61.	Coop (Kvickly, Superbrugsen, 365)	59
22.	Carlsberg	67	62.	GLS	59
23.	Netflix	67	63.	YouSee	59
24.	Hummel	66	64.	Burger King	58
25.	Arla	66	65.	Lidl	58
26.	Nemlig.com	66	66.	TV2 Play	58
27.	Matas	65	67.	DHL	58
28.	Joe & The Juice	65	68.	Apoteker	57
29.	Lenovo	65	69.	Andel Energi	57
30.	3 Mobil	65	70.	Royal	57
31.	McDonald's	64	71.	Telia	57
32.	H&M	64	72.	Nordea	56
33.	Jysk	64	73.	Elgiganten	56
34.	Webapoteket.dk	63	74.	Codan	55
35.	Tryg Forsikring	63	75.	Jyske Bank	55
36.	Sunset	63	76.	Danske Bank	55
37.	Ryanair	63	77.	Bring	54
38.	Tuborg	63	78.	SAS	53
39.	REMA 1000	63	79.	DSB	51
40.	Booking.com	62	80.	Postnord	49

2.2/ Social Innovativeness

Table 2. Consumer Perceived Social Innovativeness 2023

Rank	Company	Score	Rank	Company	Score
1.	Naturli	78	41.	Danish Crown	56
2.	GoMore	72	42.	Jyllandsposten	56
3.	Thise	71	43.	Samsung	56
4.	Zetland	70	44.	Lenovo	56
5.	IKEA	68	45.	KLM	56
6.	Lego	68	46.	Joe & The Juice	55
7.	NRGi	64	47.	Xbox	55
8.	Scandic	64	48.	Bootz.com	55
9.	REMA 1000	64	49.	3 Mobil	55
10.	Tryg Forsikring	63	50.	McDonald's	55
11.	Arla	62	51.	Burger King	55
12.	Coop (Kvickly, Superbrugsen, 365)	62	52.	Bestseller (Selected, Vila, Only, Vero Moda)	55
13.	Matas	62	53.	Royal	55
14.	Aura	62	54.	Norwegian	55
15.	Comwell	62	55.	GLS	55
16.	B&O	62	56.	Lidl	55
17.	Hummel	61	57.	Normal	55
18.	Andel Energi	60	58.	Codan	55
19.	H&M	60	59.	Telenor	54
20.	Zalando	60	60.	Bring	54
21.	Carlsberg	60	61.	Berlingske	54
22.	Nike	60	62.	Telia	54
23.	Apple	60	63.	DHL	54
24.	Flixbus	59	64.	Playstation	54
25.	Sunset	59	65.	Nemlig.com	53
26.	Kombardo Expressen	59	66.	SAS	53
27.	Politiken	59	67.	Magasin du Nord	53
28.	Tuborg	59	68.	Jyske Bank	53
29.	DSB	58	69.	Nordea	53
30.	Mikkeller	58	70.	YouSee	53
31.	Airbnb	58	71.	TV2 Play	52
32.	Undo	58	72.	Booking.com	52
33.	Nintendo	57	73.	Spotify	52
34.	Lunar Bank	57	74.	Postnord	51
35.	Webapoteket.dk	57	75.	Danske Bank	51
36.	TopDanmark	57	76.	HBO Nordic	50
37.	Norlys	57	77.	Netflix	50
38.	Salling Group (Føtex, Bilka, Netto)	57	78.	Elgiganten	50
39.	Apoteker	56	79.	Amazon	49
40.	Jysk	56	80.	Ryanair	46

2.3/ Digital Innovativeness

Table 3. Consumer Perceived Digital Innovativeness 2023*

Rank	Company	Score	Rank	Company	Score
1.	Spotify	84	41.	Norlys	66
2.	Apple	84	42.	Codan	65
3.	Undo	84	43.	DSB	65
4.	Xbox	83	44.	Andel Energi	65
5.	Zetland	83	45.	Flixbus	64
6.	Lunar Bank	83	46.	Kombaro Expressen	64
7.	Playstation	82	47.	GLS	63
8.	Booking.com	80	48.	Scandic	62
9.	Airbnb	77	49.	Comwell	62
10.	Nordea	77	50.	Elgiganten	62
11.	Zalando	76	51.	DHL	60
12.	HBO Nordic	76	52.	Magasin du Nord	58
13.	Nintendo	76	53.	Bring	58
14.	Samsung	75	54.	Matas	58
15.	GoMore	75	55.	Postnord	58
16.	Webapoteket.dk	74	56.	McDonald's	56
17.	Netflix	74	57.	H&M	56
18.	Amazon	74	58.	IKEA	56
19.	Bootz.com	74	59.	Hummel	54
20.	B&O	74	60.	Nike	54
21.	Danske Bank	73	61.	Sunset	54
22.	Norwegian	73	62.	LEGO	53
23.	Jyske Bank	73	63.	Jysk	52
24.	Lenovo	72	64.	Bestseller (Selected, Vila, Only, Vero Moda)	52
25.	KLM	72	65.	Coop (Kvickly, Superbrugsen, 365)	52
26.	Politiken	71	66.	Apoteker	51
27.	YouSee	71	67.	Burger King	50
28.	Nemlig.com	71	68.	Salling Group (Føtex, Bilka, Netto)	49
29.	3 Mobil	71	69.	REMA 1000	48
30.	TV2 Play	70	70.	Joe & The Juice	45
31.	SAS	70	71.	Lidl	44
32.	Berlingske	69	72.	Normal	41
33.	TopDanmark	69	73.	Danish Crown	40
34.	Jyllandsposten	68	74.	Arla	39
35.	Ryanair	68	75.	Naturli	37
26.	Jyllandsposten	68	76.	Royal	37
37.	Aura	68	77.	Tuborg	36
38.	Telenor	67	78.	Mikkeller	33
39.	Telia	67	79.	Thise	33
40.	NRGi	66	80.	Carlsberg	32

*index based on two quarters of data collections instead of four.

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