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# Danish Innovation Index 2024 Annual Report

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## **Consumer-based ranking of the most innovative firms in Denmark**

Annual Report from Danish Innovation Index

February 2025

Lina Fogt Jacobsen  
Darius-Aurel Frank  
Helle Alsted Søndergaard

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**DEPARTMENT OF MANAGEMENT**  
AARHUS UNIVERSITY



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Summary	DII measures consumers' perception of the innovativeness of industries and companies. In 2024, 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 (14,716 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/ Danish Innovation Index

The DII measures consumers perception of the innovativeness of industries and companies.

Because it is not possible to cover all companies on the Danish market, DII focuses on covering 70% of household spending, including both the largest companies in the industries but also smaller upcoming players.

In 2021, the focus of DII was on 6 industries, covering approximately 30% of household spending, with this coverage being increased yearly to reach 70% 2023. Each industry is represented by 3-4 companies, and the total number of companies in 2021 was 22, in 2022 it was 35, and in 2023 and 2024 it was 80.

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 2024, more than 3.900 consumers evaluated a total of 80 companies with an average of 300 responses per company (14,716 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, Apple, B&O, Nintendo, Airbnb, Zetland,, Naturli, GoMore, Mikeller, and Undo..

The Top 10 most socially innovative firms are Naturli, GoMore, Thise, Lego, Zetland, IKEA, REMA 1000, B&O, Undo, and Arla.

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

### 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 a 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) and Kurtmollaiev et al. (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?

**Table 1. Perceived Innovativeness Index 2024**

	<b>Company</b>	<b>Score</b>		<b>Company</b>	<b>Score</b>
1.	Lego	90	41.	Ryanair	63
2.	Apple	85	42.	Norwegian	62
3.	B&O	82	43.	Flixbus	62
4.	Nintendo	81	44.	Booz.com	62
5.	Airbnb	80	45.	Jyllandsposten	62
6.	Zetland	79	46.	Tuborg	62
7.	Naturli	78	47.	Danish Crown	61
8.	GoMore	78	48.	Salling Group (Føtex, Bilka, Netto)	61
9.	Mikkeller	78	49.	Bestseller (Selected, Vila, Only, Vero Moda)	60
10.	Undo	77	50.	Kombarдо Expressen	60
11.	Playstation	77	51.	KLM	60
12.	Samsung	77	52.	YouSee	60
13.	IKEA	77	53.	Tryg Forsikring	60
14.	Nike	76	54.	Berlingske	60
15.	Lunar Bank	75	55.	TopDanmark	60
16.	Thise	73	56.	Lidl	60
17.	Spotify	73	57.	Andel Energi	60
18.	Normal	72	58.	Royal	60
19.	Nemlig.com	71	59.	Aura	60
20.	Amazon	71	60.	Scandic	60
21.	Xbox	70	61.	HBO Nordic	60
22.	Netflix	68	62.	Norlys	59
23.	Carlsberg	68	63.	Danske Bank	59
24.	Arla	68	64.	TV2 Play	59
25.	Hummel	67	65.	NRGi	58
26.	Joe & The Juice	67	66.	Apoteker	58
27.	Zalando	66	67.	Elgiganten	58
28.	H&M	66	68.	Jyske Bank	58
29.	Matas	66	69.	Burger King	58
30.	Comwell	66	70.	GLS	58
31.	Jysk	65	71.	Telia	57
32.	Booking.com	64	72.	Telenor	57
33.	Lenovo	64	73.	Coop (Kvickly, Superbrugsen, 365)	57
34.	3 Mobil	64	74.	Codan	57
35.	Politikken	64	75.	Nordea	56
36.	Webapoteket.dk	64	76.	DHL	55
37.	Sunset	64	77.	SAS	55
38.	REMA 1000	64	78.	Bring	53
39.	McDonald's	64	79.	DSB	53
40.	Magasin du Nord	63	80.	Postnord	47



**Table 2. Perceived Social Innovativeness Index 2024**

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

**Table 3. Perceived Digital Innovativeness Index 2024**

Rank	Company	Score	Rank	Company	Score
1.	Apple	86	41.	Codan	66
2.	Playstation	83	42.	Andel Energi	65
3.	Nintendo	83	43.	Elgiganten	65
4.	Undo	82	44.	Telia	64
5.	Lunar Bank	82	45.	GLS	64
6.	Spotify	82	46.	Aura	63
7.	Xbox	81	47.	Kombaro Expressen	63
8.	Zetland	80	48.	NRGi	61
9.	Danske Bank	79	49.	DHL	61
10.	Booking.com	79	50.	LEGO	59
11.	Airbnb	78	51.	Comwell	59
12.	Samsung	78	52.	Matas	59
13.	HBO Nordic	78	53.	Magasin du Nord	59
14.	GoMore	77	54.	Scandic	59
15.	Webapoteket.dk	76	55.	Postnord	59
16.	Zalando	76	56.	Bring	58
17.	Netflix	76	57.	IKEA	58
18.	Nemlig.com	76	58.	H&M	57
19.	Nordea	74	59.	Nike	56
20.	B&O	73	60.	McDonald's	55
21.	Amazon	73	61.	Sunset	54
22.	Lenovo	73	62.	Coop (Kvickly, Superbrugsen, 365)	52
23.	Norwegian	73	63.	Bestseller (Selected, Vila, Only, Vero Moda)	52
24.	Jyske Bank	73	64.	Jysk	51
25.	TV2 Play	72	65.	Burger King	50
26.	3 Mobil	71	66.	Lidl	48
27.	Berlingske	71	67.	Salling Group (Føtex, Bilka, Netto)	48
28.	SAS	71	68.	Hummel	48
29.	Jyllandsposten	70	69.	Joe & The Juice	47
30.	Politiken	70	70.	Apoteker	47
31.	Bootz.com	69	71.	REMA 1000	46
32.	KLM	69	72.	Mikkeller	41
33.	TopDanmark	69	73.	Normal	41
34.	YouSee	68	74.	Royal	37
35.	Ryanair	68	75.	Naturli	37
36.	Flixbus	67	76.	Carlsberg	37
37.	Tryg Forsikring	67	77.	Arla	36
38.	Norlys	67	78.	Danish Crown	35
39.	Telenor	67	79.	Tuborg	33
40.	DSB	66	80.	Thise	32

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