



Euromonitor  
International

# Booking in Denmark

September 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Continued shift towards online bookings

Booking.com retains leadership amid competitive and legal challenges

### PROSPECTS AND OPPORTUNITIES

Online bookings will continue to grow, with direct transactions gaining ground

Industry consolidation will continue apace, while AI bring about greater efficiencies

### CATEGORY DATA

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