Denmark
Microsoft Cloud Dividend

Microsoft helps individuals, teams, enterprises, and governments leverage the data-driven services they require in a connected world. It does this by investing in digital infrastructures connecting individuals, enterprises, countries, and regions around the world. IDC has found extensive local benefits of a cloud datacenter opening. This is a snapshot of those findings.

ECONOMIC IMPACT

Note: All revenue expressed in USD.

NEW REVENUE

Four-year total accumulated new revenue:

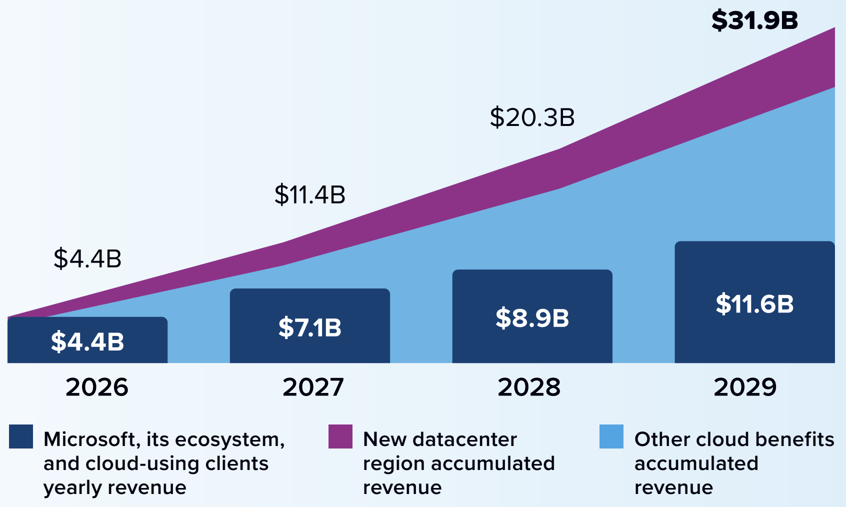
$31.9 billion

Accumulated benefit from new datacenter region:

15.7%

Local spending:

$4.5 billion



Over the next four years, Microsoft, its partners, and cloud-using customers will generate about $31.9 billion in new revenues above the 2025 level. This will drive investment in local economies, create jobs, reduce atmospheric carbon, and increase investment in sustainability. Microsoft and its partner ecosystem, to support their growing local business, will spend about $4.5 billion in the datacenter region for services and products in local economies. The new datacenter region will help eliminate some of the barriers to cloud adoption within the region and account for approximately 15.7% of the new revenue total ($31.9 billion) through 2029.

MICROSOFT PARTNER ECOSYSTEM VALUE

2026: **$1** Microsoft cloud-generated revenue to **$6.27** Partner-generated revenue → **2029:** **$1** Microsoft cloud-generated revenue to **$7.95** Partner-generated revenue

COMMUNITY IMPACT

76,246 new jobs
(total 2026–2029 direct and indirect)

17,278 to be skilled IT
(total 2026–2029)

In the same time frame, Microsoft and its partners and customers will add 76,246 jobs to the economy, including jobs directly in their own organizations and jobs generated indirectly in other organizations. What's more, Microsoft, its ecosystem, and IT departments in customer companies will add 17,278 new skilled IT jobs to the economy over the same period. The extent to which appropriate skills are available is critical to the local economy capitalizing on this employment opportunity.

INDUSTRY IMPACT

RETAIL AND SERVICES	**$12.8B new revenue** 21,349 new jobs
MANUFACTURING AND RESOURCES	**$6.1B new revenue** 17,537 new jobs
FINANCIAL SERVICES	**$5.4B new revenue** 12,199 new jobs
INFRASTRUCTURE AND ENERGY	**$5.1B new revenue** 14,487 new jobs
PUBLIC SECTOR	**$2.6B new revenue** 10,674 new jobs

SUSTAINABILITY IMPACT

87,740 metric tons
4-year accumulated CO^2 reduction (2026–2029)

→ CO^2 emissions of **22,692 homes** **(2026–2029)**

Over the next four years, by switching from on-premises to cloud computing, Microsoft customers will reduce CO^2 emissions by 87,740 metric tons, equivalent to CO^2 emissions of 22,692 homes over the same period.

IDC TAKE

Denmark boasts a high level of cloud adoption, with a strategic focus on application modernization, security, AI, and sustainability. This widespread cloud adoption is driven by Denmark's advanced digital infrastructure and proactive government policies promoting cloud integration across both the public and private sectors.

Cloud users report considerable benefits, including cost savings, enhanced productivity, and improved security. These advantages translate into significant economic value, reinforcing cloud computing as a key driver of Denmark's digital transformation and economic growth.

There is a strong focus in the Danish IT sector on cloud computing and AI-related roles, supported by government investments to enhance digital skills and workforce readiness.

Denmark is also spearheading ethical AI initiatives, aiming to engage thousands of developers in creating transparent, trustworthy AI solutions aligned with Danish social values.

Sustainability is integral to Denmark's cloud strategy. Cloud adoption supports energy efficiency and resource optimization, contributing to the country's commitment to the United Nations Sustainable Development Goals. Overall, Denmark's cloud market exemplifies a mature, innovative ecosystem that balances technological advancement with social responsibility and environmental stewardship.

Overall AI impact: In Denmark, AI spending on hardware, software, and services is projected to reach $3.0 billion by 2028. This represents a significant growth from $825 million in 2023, with a compound annual growth rate (CAGR) of 29%.

Produced by IDC Custom Solutions | IDC #US53529225 | Research by Olga Yashkova, Carla Arend, Vladmir Kroa
This IDC material is licensed for external use and in no way does the use or publication of IDC research indicate IDC's endorsement of the sponsor's or licensee's products or strategies.
©2025 IDC. Reproduction is forbidden unless authorized. All rights reserved. CCPA

Read the methodology white paper