

The Most Attractive Employers in Denmark

| PROFESSIONALS 2024



A circular inset image on the left side of the slide shows a young man with dark hair and a beard, smiling broadly. He is wearing white headphones and a grey and red patterned cardigan over a grey t-shirt. He is holding a black smartphone in his right hand. The background is blurred green foliage.

About Universum

Leading provider of Employer Branding expertise

Universum, part of the [StepStone Group](#), is a leading global employer brand research, consulting and communication firm. With over 30 years of valuable experience in the field, we have established ourselves in 30 markets globally, and our diverse workforce is physically present in 10 countries.

Every year we run our talent surveys in more than 20 countries. We are uniquely positioned to deliver insights to leaders about what future talent is looking for in an employer. Our data-led, action-oriented insights and communication strategies have helped 1,700 clients, including many Fortune 500 companies, as well as global media partners that publish our annual rankings and trend reports.

Proud member of ESOMAR

Universum is a member of [ESOMAR](#), the global association for market research and data analytics. We are committed to having the highest ethical standards, industry guidelines, best practices, and adherence to the ICC/ESOMAR Code of Conduct.

ESOMAR

Universum's Talent Survey Coverage

The results of Universum's surveys reveal how talent perceive employers across the world. We put together The Most Attractive Employer Rankings based on our survey findings.

Our talent research functions as a basis for decision making when choosing target groups, messages and channels for employer branding campaigns. Moreover, it can be used as an overall gauge to measure the appeal of an organization to its various target talent groups.

Countries where we conduct our surveys:

| | | | | | |
|--|-----------|--|---------------|---|-----------|
|  | Austria |  | Mexico |  | India |
|  | Brazil |  | Netherlands * |  | Ireland * |
|  | Canada |  | Norway * |  | Italy * |
|  | China |  | Poland |  | Turkey * |
|  | Denmark * |  | Singapore |  | UK * |
|  | Finland * |  | Spain |  | USA |
|  | France * |  | Sweden * |  | Hong Kong |
|  | Germany * |  | Switzerland * | | |

*Professional rankings are also available in these countries

The Most Attractive Employer Rankings



An Essential Resource

It's crucial to secure the very best young talent out there, which is why HR and C-level leaders around the world refer to Universum's research. Drawing on the opinions of more than **9 764 professionals in Denmark**, this preview of the 2024 Talent Survey gives a clear indication of where your organization ranks when it comes to its potential to attract new recruits.



Valuable Insights

This preview provides you with an understanding of where your organization currently ranks, as well as highlighting career aspirations, desirable industries, and salary expectations identified by the respondents. This is only the tip of the iceberg, **Universum has many more insights on the talent market**, discover them with our Employer Brand & Talent Insights client platform.



Actionable Outcomes

Our full reports go beyond, offering you company specific Employer Brand Insights. These insights are designed to deepen your understanding of your current Employer Brand position, compare your company against key talent competitors, and determine which messages and channels you should focus on to effectively attract the right talent.



Want to learn more? Contact us

Link to: universumglobal.com/about-us/contact/

Survey Overview

Field Period

The survey for this country ranking was carried out between **September 2023 – June 2024**.



9 764
Professionals



10
Universities



48
Industries

Talent Groups





Business

- 1 Novo Nordisk
- 2 LEGO Group
- 3 A.P. Møller - Mærsk
- 4 Carlsberg
- 5 Google
- 6 Bestseller
- 7 Arla Foods
- 8 Deloitte
- 9 Microsoft
- 10 Vestas
- 11 Danske Bank
- 12 Tivoli
- 13 Novozymes
- 14 Ørsted
- 15 L'Oréal Group
- 16 IKEA
- 17 Salling Group
- 18 Nordea
- 19 Matas
- 19 Nykredit
- 19 PwC
- 22 McKinsey & Company
- 23 Norlys
- 24 Boston Consulting Group (BCG)
- 25 PFA Pension

- 26 Jyske Bank
- 27 Tryg
- 28 EY
- 29 Pandora
- 30 Forsvaret
- 30 Københavns Lufthavne
- 32 Implement
- 32 Velux
- 34 Bang & Olufsen
- 35 Rambøll
- 36 Coloplast
- 36 DSV
- 38 Siemens
- 39 Danfoss
- 40 Jysk
- 41 Danmarks Radio
- 42 Grundfos
- 42 Leo Pharma
- 44 Skattestyrelsen
- 45 Beierholm
- 46 Nestlé
- 47 Toms Gruppen
- 48 Amazon
- 48 Energinet.dk
- 50 BDO

- 50 Coop
- 50 Dansk Industri
- 53 Chr. Hansen
- 54 Scandic Hotels
- 55 Sydbank
- 56 Lundbeck
- 57 KPMG
- 58 AP Pension
- 58 Danmarks Nationalbank
- 58 Københavns Kommune
- 58 Topdanmark
- 62 Saxo Bank
- 63 Egmont
- 64 Danske Commodities
- 64 Falck
- 64 Orkla
- 67 ATP
- 67 Netcompany
- 69 Nordnet
- 70 Danish Crown
- 70 ECCO
- 70 Skatteministeriet
- 73 Udenrigsministeriet
- 74 Alm. Brand
- 74 Finansministeriet

- 74 IBM
- 74 Uddannelses- og forskningsministeriet
- 78 PA Consulting Group
- 78 SAS
- 80 KMD
- 81 Bain & Company
- 82 Aarhus Kommune
- 82 Dagrofa
- 84 Rockwool
- 85 Samsung
- 85 Statsministeriet
- 87 COWI
- 88 NNIT
- 88 United Shipping & Trading
- 90 Accenture
- 90 Erhvervsministeriet
- 90 Procter & Gamble (P&G)
- 93 DFDS
- 93 Lidl
- 93 Topsoe
- 96 Demant
- 96 Social- og indenrigsministeriet
- 98 Beskæftigelsesministeriet
- 99 ISS
- 100 DSB



Engineering/Natural Sciences

| | | | | | | | |
|----|----------------------|----|--|----|-------------------------------|-----|-----------------------------------|
| 1 | Novo Nordisk | 25 | Microsoft | 51 | Aalborg Universitet | 76 | Banedanmark |
| 2 | LEGO Group | 27 | Københavns Universitet | 52 | GEA Process Engineering | 76 | L'Oréal Group |
| 3 | Novozymes | 28 | MOE | 52 | MAN Energy Solutions | 76 | Vejdirektoratet |
| 4 | Rambøll | 29 | Universal Robots | 52 | McKinsey & Company | 79 | ABB |
| 5 | Vestas | 30 | Klima-, Energi og Forsyningssministeriet | 55 | Danske Bank | 79 | Samsung |
| 6 | COWI | 30 | MT Højgaard | 56 | Dansk Industri | 81 | Udenrigsministeriet |
| 7 | Ørsted | 30 | Terma | 56 | HOFOR | 82 | Aalborg Kommune |
| 8 | Sweco | 33 | Velux | 56 | Københavns Lufthavne | 83 | AJ Vaccines |
| 9 | Siemens | 34 | Per Aarsleff | 56 | Rockwool | 83 | Amazon |
| 10 | Niras | 34 | Statens Serum Institut | 56 | Syddansk Universitet | 83 | Systematic |
| 11 | Lundbeck | 34 | Vattenfall | 61 | Aarhus Kommune | 86 | Accenture |
| 12 | A.P. Møller - Mærsk | 37 | Forsvaret | 61 | AFRY (former ÅF) | 87 | 3Shape |
| 13 | Arla Foods | 38 | NCC | 63 | WSP | 87 | Deloitte |
| 14 | Chr. Hansen | 39 | Topsoe | 64 | Bang & Olufsen | 89 | Demant |
| 15 | Teknologisk Institut | 40 | Aarhus Universitet | 64 | Boston Consulting Group (BCG) | 89 | FLSmidth |
| 16 | Carlsberg | 40 | DTU | 64 | LM Wind Power | 89 | KMD |
| 16 | Nature Energy | 40 | Københavns Kommune | 64 | Schneider Electric | 89 | Transport- og bygningsministeriet |
| 18 | Google | 43 | Force Technology | 68 | Johnson Controls | 93 | Philips |
| 18 | Grundfos | 44 | Alfa Laval | 68 | Odense Kommune | 94 | Bayer |
| 18 | Leo Pharma | 44 | Norlys | 68 | Radiometer Medical | 94 | Bosch |
| 21 | Energinet.dk | 46 | BIG - Bjarke Ingels Group | 71 | ALK | 94 | DSB |
| 22 | Miljøministeriet | 46 | Coloplast | 71 | Danish Crown | 94 | Foss |
| 22 | NNE | 46 | IKEA | 71 | IBM | 94 | Unity |
| 24 | Danfoss | 49 | Biogen | 74 | Linak | 99 | Coop |
| 25 | Genmab | 49 | Ferring Pharmaceuticals | 74 | Nestlé | 100 | GN |



The Most Attractive Employers of 2024

universum

IT

| | |
|----|--------------------------|
| 1 | LEGO Group |
| 2 | Novo Nordisk |
| 3 | Microsoft |
| 4 | Google |
| 5 | Apple |
| 6 | A.P. Møller - Mærsk |
| 7 | Norlys |
| 8 | Systematic |
| 9 | Carlsberg |
| 10 | IBM |
| 10 | Vestas |
| 12 | Digitaliseringsstyrelsen |
| 13 | Netcompany |
| 14 | Ørsted |
| 15 | BankData |
| 15 | Danske Bank |
| 17 | Amazon |
| 18 | Blizzard |
| 18 | Deloitte |
| 18 | TV2 |
| 18 | Unity |
| 22 | NNIT |
| 23 | Nordea |
| 24 | Danmarks Radio |
| 24 | Novozymes |
| 24 | Siemens |
| 24 | Visma |
| 28 | IO Interactive |
| 29 | Bang & Olufsen |
| 30 | Forsvaret |
| 31 | Tryg |
| 32 | PwC |
| 32 | Universal Robots |
| 34 | Atea |
| 34 | Nuuday |
| 34 | Nykredit |
| 34 | UFST |
| 38 | Accenture |
| 38 | Teknologisk Institut |
| 40 | KMD |
| 40 | Saxo Bank |
| 42 | Rambøll |
| 43 | Nets |
| 44 | twoday |
| 45 | GlobalConnect |
| 45 | Topdanmark |
| 47 | Cappgemini |
| 48 | KPMG |
| 48 | SAP |
| 50 | Københavns Universitet |



Law

- | | |
|----|------------------------------|
| 1 | Novo Nordisk |
| 2 | LEGO Group |
| 3 | Domstolene/Domstolsstyrelsen |
| 4 | A.P. Møller - Mærsk |
| 5 | Justitsministeriet |
| 6 | Anklagemyndigheden |
| 6 | Danske Bank |
| 8 | Carlsberg |
| 9 | Bech-Bruun |
| 9 | Poul Schmith/Kammeradvokaten |
| 9 | Ørsted |
| 12 | Gorrissen Federspiel |
| 13 | Kromann Reumert |
| 14 | Dansk Industri |
| 14 | PwC |
| 16 | Plesner |
| 17 | Deloitte |
| 17 | Forsvaret |
| 19 | Udenrigsministeriet |
| 20 | Aarhus Kommune |
| 20 | Accura |
| 20 | Advodan |
| 20 | Horten |
| 20 | NJORD Law Firm |
| 20 | Nordea |
| 26 | EY |
| 26 | Skattestyrelsen |
| 28 | Københavns Kommune |
| 29 | Dansk Erhverv |
| 30 | DLA Piper |

Talent perceptions decide your current ranking

Want your company to move up the rankings?

First you need to understand the reasons why talent put you there. We offer employers unique insights into their employer brand's positioning among various talent groups based on the results of our talent surveys.

While our client platform gives you access to your brand image data, one of our experts advises in interpreting the results and incorporating these insights into your employer brand strategy.

Universum's Employer Brand Insights



Assess your Brand Image and EVP.



Maximize gains and pinpoint weaknesses in your brand.



Compare your employer brand image against your selected key talent competitors.



Identify key opportunities to gain a competitive advantage.



Identify the talent you are attracting and what parts of your brand promise is resonating with them.

[Click here to request a free trial](#)

Top Preferences 2024

- | | |
|----|---|
| 1 | Leaders who will support my development |
| 2 | Flexible working conditions |
| 3 | A friendly work environment |
| 4 | High future earnings |
| 5 | Inspiring leadership |
| 6 | Respect for its people |
| 7 | Competitive base salary |
| 8 | Encouraging work-life balance |
| 9 | Inspiring purpose |
| 10 | Variety of assignments |

2023

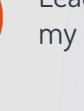
- | | |
|---|---|
| 1 | Encouraging work-life balance |
| 2 | A friendly work environment |
| 3 | Competitive base salary |
| 4 | Flexible working conditions |
| 5 | Leaders who will support my development |
| 1 | A friendly work environment |
| 2 | Competitive base salary |
| 3 | Encouraging work-life balance |
| 4 | Leaders who will support my development |
| 5 | Flexible working conditions |

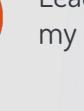
2022

Top Preferences

By Gender

2024

- 
- 1 Flexible working conditions
- 
- 2 Leaders who will support my development
- 
- 3 A friendly work environment
- 
- 4 Inspiring leadership
- 
- 5 Respect for its people

- 
- 1 High future earnings
- 
- 2 Competitive base salary
- 
- 3 Leaders who will support my development
- 
- 4 A friendly work environment
- 
- 5 Encouraging work-life balance

2023

- 
- 1 A friendly work environment
- 
- 2 Encouraging work-life balance
- 
- 3 Flexible working conditions
- 
- 4 Leaders who will support my development
- 
- 5 Competitive base salary

- 
- 1 Competitive base salary
- 
- 2 Encouraging work-life balance
- 
- 3 A friendly work environment
- 
- 4 High future earnings
- 
- 5 Leaders who will support my development



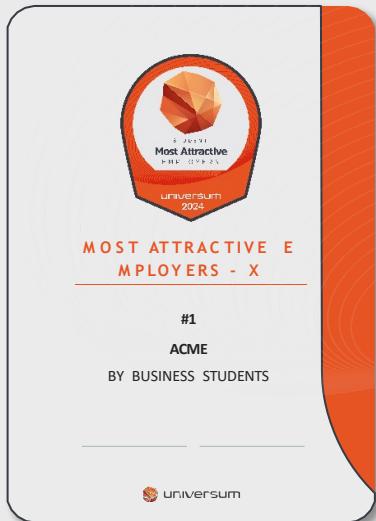
Where do we go from here?

Do you want to be among the top considered companies?

- Make sure you have a data-driven Employer Brand strategy in place.
- Our data will allow you to drive these strategies and help you improve.

If you've been ranked, don't forget to share your achievements, we have partnered with True and have created blockchain diplomas and badges for you to use in your internal and external communications.

Reach out to us for your documents if you haven't received them yet!



Reach out to our team:



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