universum

The Most Attractive Employers in Denmark

PROFESSIONALS

2020

Map of Universum Rankings

The results of Universum's Professionals Survey pinpoint how talent perceive employers in your country.
The research functions as a basis for decision-making when choosing target groups, messages and channels for future employer branding campaigns. Moreover, it can be used as a control instrument for measuring the appeal an organization has over its specific target groups.

Countries where we conduct our studies

Canada
United States
Mexico
Colombia
Brazil
Chile
Argentina
Sweden*
UK*
France*
Spain
Russia*
Korea
Japan
China
India
Saudi Arabia
South Africa*

And these

Austria	Finland	Kazakhstan	Singapore
Belgium	Germany	Netherlands	Switzerland
Czechia	Hong Kong	Norway	Thailand
Denmark	Ireland	Poland	Turkey
Egypt	Italy	Portugal	United Arab Emirates

Where do you rank?

AN ESSENTIAL RESOURCE

It's so important 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 8,300 professionals in Denmark, this preview of the 2020 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 and desirable industries identified by the respondents.

ACTIONABLE ASSESSMENTS

But, this preview is only the beginning. By becoming a member you can access Universum's full report, which contains company-specific findings, and custom insights and recommendations that are critical when it comes to developing your employer branding strategy.

Want to learn more? Contact us

About
us

Universum is the global leader within Employer branding. Over more than 30 years, we have established ourselves in 60 markets globally and our diverse workforce is physically present in 20 countries.

Our services include actionable research, strategic consulting, and data-driven communications and social media solutions for talent branding, sourcing, and analytics.

We are a trusted partner to over 1,700 clients, including many Fortune 500 companies, as well as to global media partners that publish our annual rankings and trend reports.

We work with over 2,000 universities, alumni groups, and professional organizations to gather insights from students and professionals in order to advise employers on how to attract and retain talent that fits their culture and purpose. On an annual basis, Universum surveys over 1,000,000 students and professionals worldwide.

PROFESSIONAL
Most Attractive
EMPLOYERS

universum
2020

Did your company rank in the top 100?

Contact us
to receive your badge

Survey
Specifics

8,335 PROFESSIONALS

48 INDUSTRIES

36 JOBS

29,266 EVALUATIONS

2,566 Business

1,756 Engineering/ Natural sciences

678 IT

412 Law

2,485 Humanities

426 Health/ Medicine

Business

#	Company	#	Company	#	Company	#	Company
1	LEGO Group	26	Velux	51	ATP	75	Samsung
2	Novo Nordisk	27	Rambøll	52	Netcompany	77	Beskæftigelsesministeriet
3	Google	28	Accenture	52	SAS	77	Energinet.dk
4	Carlsberg	29	Bang & Olufsen	52	Tryg	77	Miljø- og fødevareministeriet
5	Ørsted	29	Leo Pharma	55	Dansk Industri	77	Procter & Gamble (P&G)
6	Microsoft	31	Chr. Hansen	56	IBM	81	GN Store Nord
7	A.P. Møller - Mærsk	31	Nordea	57	Jysk	82	Finansministeriet
8	Vestas	33	L'Oréal Group	58	SKAT	82	Sydbank
9	McKinsey & Company	34	Nestlé	59	Københavns Kommune	84	SAP
10	Arla Foods	35	PFA Pension	60	Statsministeriet	85	Danish Crown
11	Boston Consulting Group (BCG)	35	Siemens	61	Nets	86	TDC
12	Tivoli	37	Nykredit	62	Forsvaret	87	Lidl
13	IKEA	38	Pandora	62	Saxo Bank	87	LM Wind Power
14	Bestseller	39	Egmont	64	Aarhus Universitet	89	Social- og indenrigsministeriet
15	Novozymes	39	EY (Ernst & Young)	64	DSV	90	Alm. Brand
16	Københavns Lufthavne	41	Coop	64	NNIT	90	Udlændinge-, integrations- og boligministeriet
17	Deloitte	42	Oticon	67	Danmarks Nationalbank	92	AP Pension
18	Danske Bank	43	Danfoss	68	Bain & Company	92	Mars
19	Danmarks Radio	43	Unilever	68	Erhvervs- og Vækstministeriet	94	Beierholm
20	Udenrigsministeriet	45	PA Consulting Group	68	KPMG	94	FLSmidth
21	Implement	45	Rockwool	68	Århus Kommune	96	SEB
22	Coloplast	47	H. Lundbeck	72	KMD	97	Valcon
23	Salling Group	48	ECCO	72	Scandic Hotels	98	BDO
24	PwC	48	Jyske Bank	74	COWI	98	ISS
25	Grundfos	48	QVARTZ	75	Danske Commodities	100	Falck
						100	Handelsbanken

Engineering/Natural sciences

#	Company	#	Company	#	Company	#	Company
1	Novo Nordisk	26	Biogen	51	Rockwool	76	Accenture
2	Rambøll	27	Danfoss	52	Boston Consulting Group (BCG)	76	Atkins
3	Ørsted	27	Energinet.dk	53	ALK	76	BASF
4	LEGO Group	27	Force Technology	53	Banedanmark	76	Coop
5	COWI	27	Statens Serum Institut	55	Aalborg Universitet	76	Nordea
6	Novozymes	31	A.P. Møller - Mærsk	55	Syddansk Universitet	76	Unilever
7	Leo Pharma	31	Microsoft	55	Vejdirektoratet	82	Samsung
8	Chr. Hansen	33	Ferring Pharmaceuticals	58	NCC	83	Odense Kommune
9	Teknologisk Institut	34	Københavns Kommune	59	Bang & Olufsen	83	Philips
10	DTU	34	McKinsey & Company	59	LM Wind Power	85	Aalborg Kommune
11	H. Lundbeck	36	Genmab	59	Systematic	86	L'Oréal Group
11	Vestas	37	GEA Process Engineering	62	IKEA	87	Tivoli
13	Niras	37	Vattenfall	63	Nestlé	88	ATP
14	Miljø- og fødevareministeriet	37	Velux	64	Udenrigsministeriet	88	Bayer
15	Københavns Universitet	40	Aarhus Universitet	65	Danske Bank	88	KMD
16	Google	40	MT Højgaard	65	FLSmidth	88	SAS
17	Arla Foods	42	Forsvaret	65	IBM	88	Transport- og bygningsministeriet
18	Siemens	42	Københavns Lufthavne	68	Dansk Industri	93	ABB
18	Sweco	44	NNE Pharmaplan	68	Deloitte	93	NNIT
20	Grundfos	45	Alfa Laval	68	Foss	93	PA Consulting Group
21	Haldor Topsøe	46	Orbicon	68	GN Store Nord	93	Schneider Electric
22	Carlsberg	46	Oticon	68	MAN	97	Shell
23	Coloplast	46	Terma	73	HOFOR	98	Danish Crown
23	Radiometer Medical	49	Per Aarsleff	74	Du Pont	99	Bosch
25	Energi-, forsynings- og klimaministeriet	49	Århus Kommune	75	Linak	99	DSB
						99	Krüger

IT

#	Company	#	Company
1	Google	26	SKAT
2	LEGO Group	26	Teknologisk Institut
3	Microsoft	28	Københavns Universitet
4	Apple	29	Saxo Bank
5	Novo Nordisk	30	BEC (Bankernes EDB Central)
6	Blizzard	31	Nets
7	Ørsted	31	Siemens
8	Danmarks Radio	33	Nykredit
9	Netcompany	33	SAP
10	A.P. Møller - Mærsk	35	PwC
10	Digitaliseringsstyrelsen	35	Visma
10	Systematic	37	Nordea
13	Danske Bank	38	PA Consulting Group
13	IBM	39	Creuna
15	NNIT	40	EY (Ernst & Young)
16	IO Interactive	40	SimCorp
17	Carlsberg	42	EG
18	TV2	42	TDC
19	KMD	44	Capgemini Sogeti
20	Rambøll	44	DXC Technology
21	Novozymes	46	BankData
22	Deloitte	46	KPMG
22	IT Minds	48	Atea
24	Accenture	48	CGI
25	Bang & Olufsen	48	Dell
		48	Nuuday

Beyond the Rankings

Our rankings are just one of the many data and insights we gather from the over 1 million students and professionals worldwide.

TOP CAREER PREFERENCES WHEN CHOOSING EMPLOYER

• How important are each of the below aspects to you? (1 – Not important at all, 5 – Very important)
• Which of these aspects are most important to you? (Please select a maximum of 3 alternatives)

GENDER SALARY DIFFERENCES AMONG YOUNG AND SENIOR PROFESSIONALS

• What's your current salary before taxes (including commission and bonus, excluding pension)?

Top Career Preferences | Professionals

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

6 Inspiring purpose

7 Variety of assignments

8 Respect for its people

9 High future earnings

10 Inspiring leadership

Salary Differences | Gender

YOUNG PROFESSIONALS

57%   43%

AVERAGE MONTHLY SALARY

35.321 DKK   40.294 DKK

SENIOR PROFESSIONALS

56%   44%

AVERAGE MONTHLY SALARY

42.631 DKK   52.220 DKK

*Young professional = 1-8 years of work experience
*Senior Professional = above 40 years old or < 8 years of work experience

Universum's Analytics Solutions

Today, through building **the most extensive career preference data set in the world**, we are able to offer companies unique insights into their employer brand's positioning among talent.

Using a data-driven approach to Employer Branding means that you will be able to attract more relevant talent to your company.

Universum provides analytics and data relevant to your brand's positioning when it comes to attracting talent. Universum's Analytics solutions help employers better understand:

Their recruitment funnel

What talent associates with employers

Competitors

Why and to whom you are losing talent to

Communication channels you should focus on

Industry benchmarks

Read more here >>

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.

Reach out to our team:

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