

Danish PropTech Report 2025



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Executive Summary

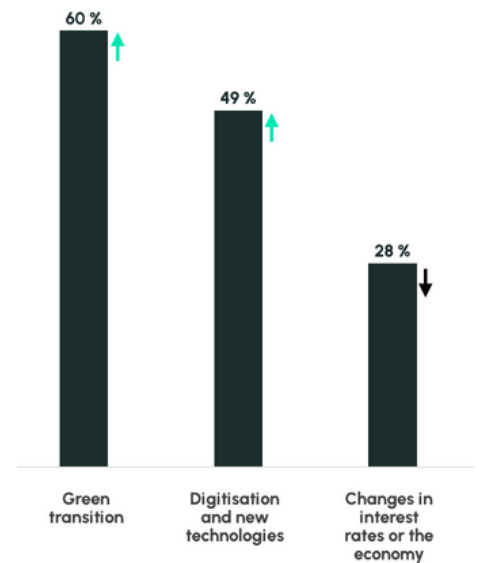
The Danish real estate sector is undergoing rapid transformation, with digitisation accelerating like never before. Real estate has moved past the "if" of digitisation – now, the focus must be on execution, integration, and transformation. The leaders of tomorrow will be those who embrace AI, data, and proptech solutions to redefine how real estate is built, managed, and experienced.

Key Learnings

- 1 Digitisation appears unstoppable. 79% of real estate plans to increase investments. The challenge has shifted from adoption to execution. Use upskilling as a strategic investment.
- 2 Green transition a key challenge. Use digital solutions as an ESG accelerator and bridge the gap between sustainability ambitions and real impact.
- 3 80% in real estate use AI solutions to some degree, but only 1% has moved AI into their core business processes. Integrate AI sensibly to gain operational efficiencies, stronger analytics, and enhanced customer experiences
- 4 62% of real estate increased digital usage in 2024, yet only 10% have reached the transformative stage, where technology drives new business models and innovation.
- 5 Demand for proptech solutions is growing, with 89% of proptech companies reporting growth in 2024. Building strategic partnerships instead of just buying solutions to fit specific business needs.

Key graphs

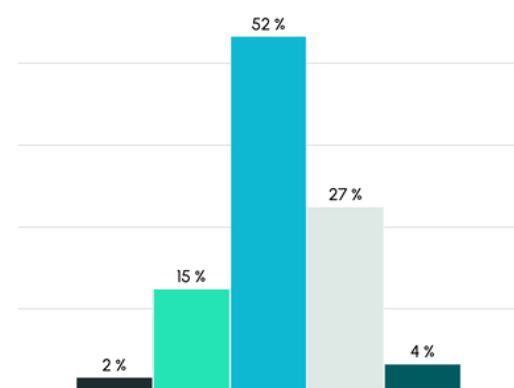
Top 3 challenges for real estate*



*See the full graph in the report

To what degree does your company plan to increase investments in digitisation in 2025?

■ Not at all ■ To a lesser degree ■ Somewhat
■ Greatly ■ Don't know



Get in touch

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