

2025

# DATA THREAT REPORT

Country Data Sheet - Denmark

# Introduction

For five consecutive years, the **Thales Data Threat Report** has analyzed worldwide trends in data security, cloud adoption, compliance and security strategies. The 2025 report continues to examine internal vulnerabilities, external threats and their impacts on enterprise assets. The Data Threat Report also evaluates new and evolving technologies affecting risk management and data security. The report revisits core data security principles in light of evolving technology, industry, regulatory and risk landscapes, with additional focus this year on application security. As always, the Data Threat Report encourages and equips security leaders to build stronger alliances spanning their own organizations and partner ecosystems to achieve broader enterprise goals.

**S&P Global**  
Market Intelligence

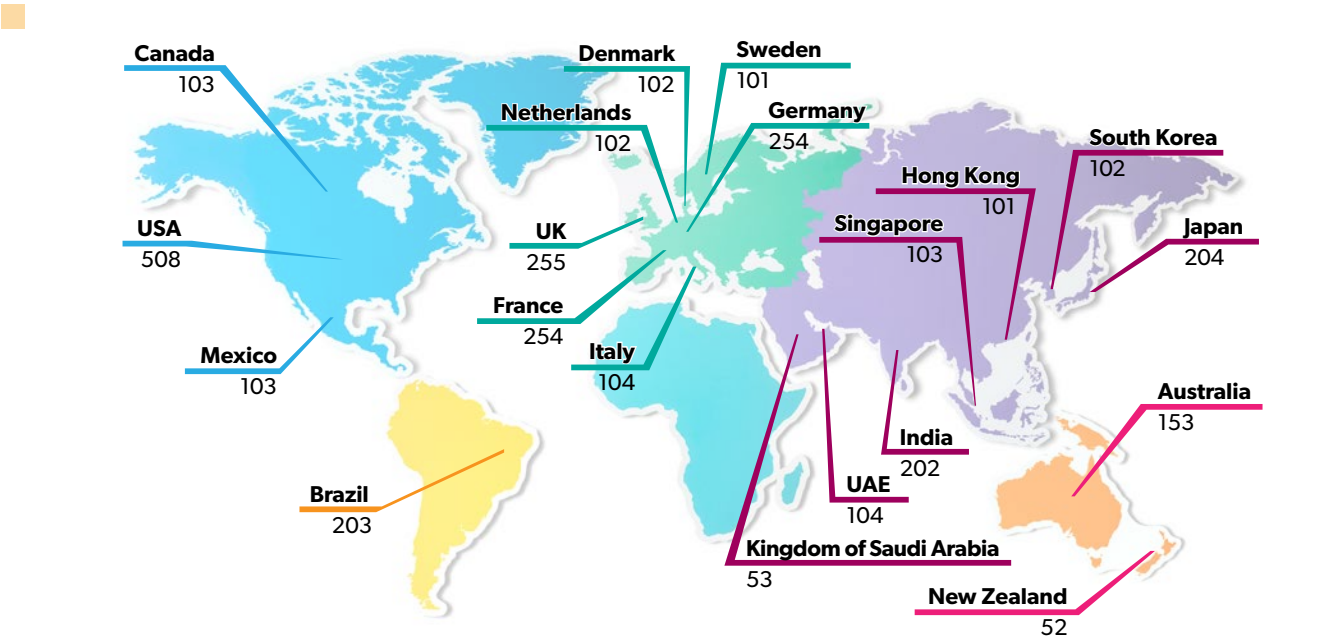
Source: 2025 Data Threat Report custom survey from  
S&P Global Market Intelligence 451 Research, commissioned by Thales.

Sponsored by



# About this Study

This research was based on a global survey of 3,163 respondents fielded via web survey with targeted populations for each country, aimed at professionals in security and IT management. In addition to criteria about level of knowledge on the general topic of the survey, the screening criteria for the survey excluded those respondents who indicated affiliation with organizations with annual revenue of less than US\$100 million and with US\$100 million-\$250 million in selected countries. This research was conducted as an observational study and makes no causal claims.



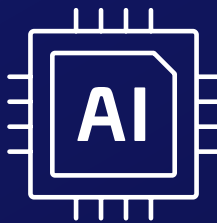
Revenue	Number of Respondents
\$100m to \$249.9m	187
\$250m to \$499.9m	802
\$500m to \$749.9m	842
\$750m to \$999.9m	770
\$1 Bn to \$1.49 Bn	226
\$1.5 Bn to \$1.99 Bn	111
\$2 Bn or more	225
Total	3,163

Industry Sector	Number of Respondents	Industry Sector	Number of Respondents
Retail	301	Other	170
Manufacturing	291	Travel / Hospitality	166
Healthcare	274	Pharmaceuticals	164
Financial Services	258	E-commerce	149
Government	255	Automotive	144
Technology	217	Education	137
Energy & Utilities	198	Telecommunications	128
Transportation	187	Biotechnology	124
Total			3,163

# Key Findings - Denmark

## Tracking AI Development

**66%** regard fast-moving ecosystem as most concerning GenAI security risk, followed by trustworthiness (61%) and lack of integrity (56%).



**68%** of respondents are investing in GenAI-specific tools, with 18% using newly allocated budget.

**10%** considering their AI implementations as transformational.

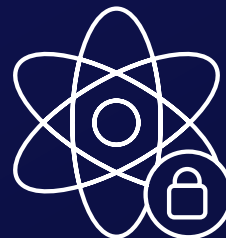
## Right on 'Q'

Organizations identified these major quantum computing security threats:

**58%**  
future encryption compromise

**56%**  
key distribution

**54%**  
future decryption of today's data, including harvest now, decrypt later



## Data Security Fuels Digital Sovereignty

**53%** were driven to pursue digital sovereignty by specific customer, regional or global privacy mandates.



**36%** said that encryption and key management provide sufficient protection.

## Trends in Data Security

**27%** have little or no confidence in identifying where their data is stored.



**15%** reported experiencing a recent data breach.



## The Threat Landscape, Inside and Out

**80%** said that strong MFA is used more than 40% of the time.

## From Cloud DevOps to Platform Engineering

**44%** said Secrets management is the leading DevOps security challenge.



**30%** identified secrets management as most effective in protecting data, despite the devastating impact of compromised secrets.

## Application Security: Essential for Data Protection

**37%** of enterprises use more than 500 APIs.



**52%** of respondents said code vulnerabilities are a major concern for application security, placing it as the top response.



For contact information, please visit  
[cpl.thalesgroup.com/contact-us](https://cpl.thalesgroup.com/contact-us)

[cpl.thalesgroup.com/data-threat-report](https://cpl.thalesgroup.com/data-threat-report)



© Thales - May 2025