

Design Delivers: *About the survey*



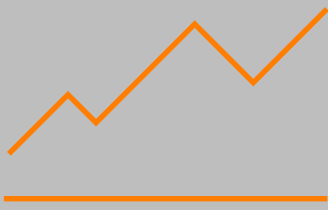
Danish Design Center and Confederation of Danish Industry have mapped Danish companies' use of design in 2022.

The survey is a replication of surveys conducted in 2016 and 2018. The results from 2022 indicate that the Danish companies increasingly think that design has a positive impact on the economic bottom line. The survey shows that more companies work systematically with implementing design in vital parts of their business, including business development, product development, and marketing. Moreover, the companies state that decisions regarding design are made in different departments of the company indicating that design has become increasingly important for different business matters.

The survey has been conducted by Epinion through telephone interviews with 744 business leaders responsible for business development, product development, or innovation in companies with a minimum of 10 employees. Data has been weighted in order to ensure a statistically representative sample of Danish companies with regards to industry, number of employees, and geography.

What is design?

A systematic, creating process. The process is visual and experimenting and has human experiences and behavior at its core. The results can be graphical or physical products, new services, systems or business models.



90%

of the companies that use design say that design has a positive impact on the economic bottom line.



54%

of the companies say that the positive impact on the bottom line has increased over the past five years.

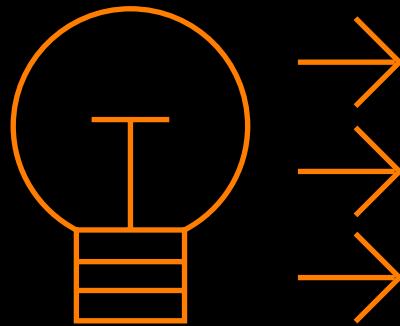
68%

of the companies say that an enhanced ability to accommodate differentiated needs among their customers motivates them to apply design.



81%

of the companies say that design enhances their commercial brand



73%

of the companies say that design increases their competitiveness

75%

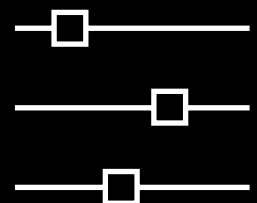
of the companies say that increased competitiveness motivates them to apply design.

59%

of the companies say design becomes an increasingly important competitive advantage over the next five years.

73%

of the companies say that design increases customer satisfaction



Question:

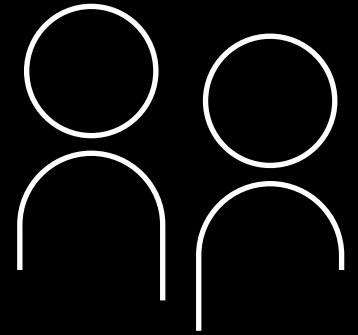
Which of the following design competencies are essential in order to ensure continuous development of your company?

21%

Competencies to facilitate innovation and development processes

63%

Digital competencies (e.g., for development of online platforms, apps, or websites)



24%

User research (e.g., collection of knowledge about users and customers)

34%

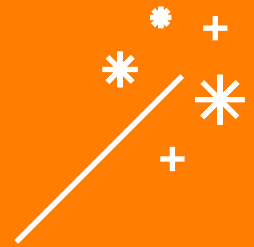
Competencies for development of new business areas or business models

34%

Graphic and visual competencies

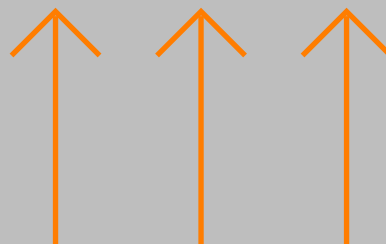
31%

Knowledge about materials and construction



33%

Competencies related to product development



18%

Formgiving competencies (e.g., styling of products and services)

Question:

Which of the following statements correlates the best applies to the use of design in your company?

