

27th Annual Global CEO Survey

# Thriving in an age of continuous reinvention

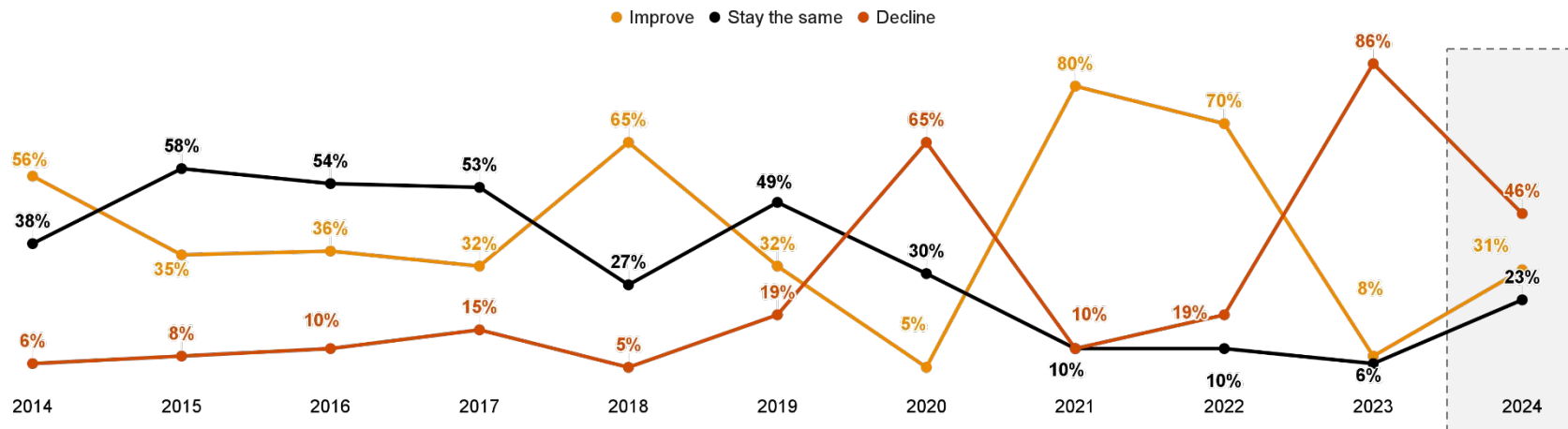
**Danske highlights**

Januar 2024



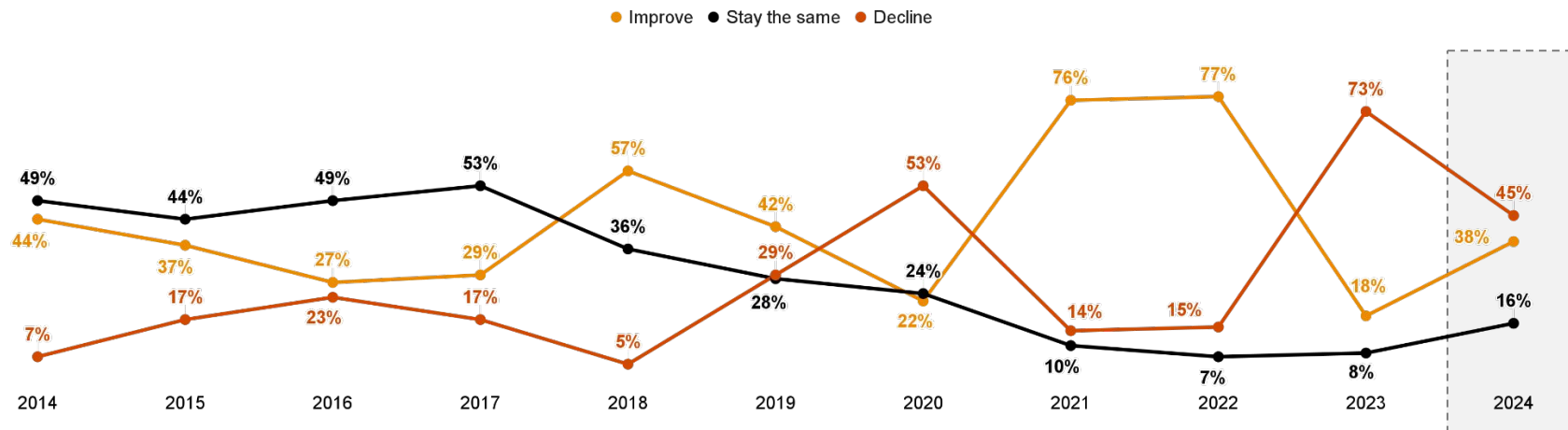
# Topledernes forventninger til vækst i den globale økonomi

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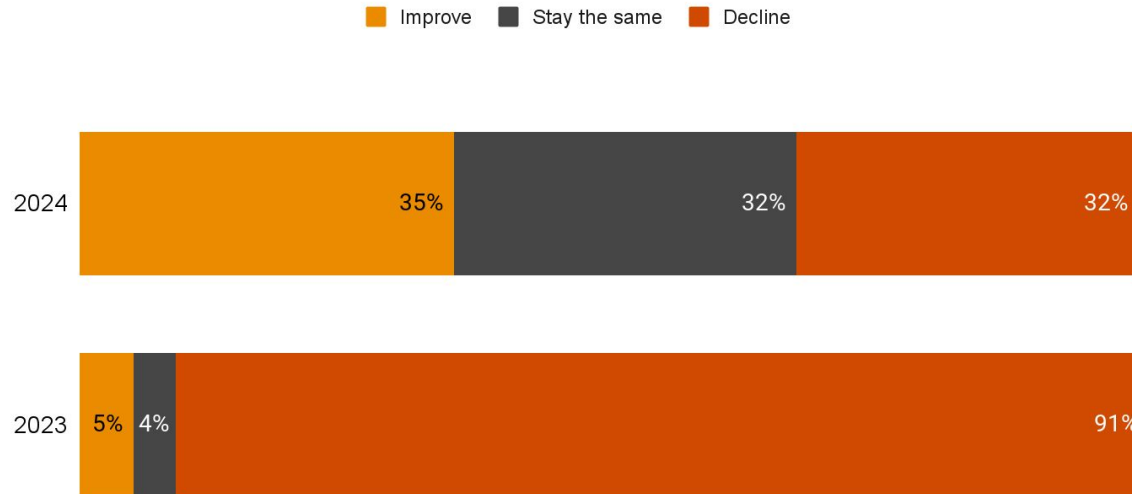
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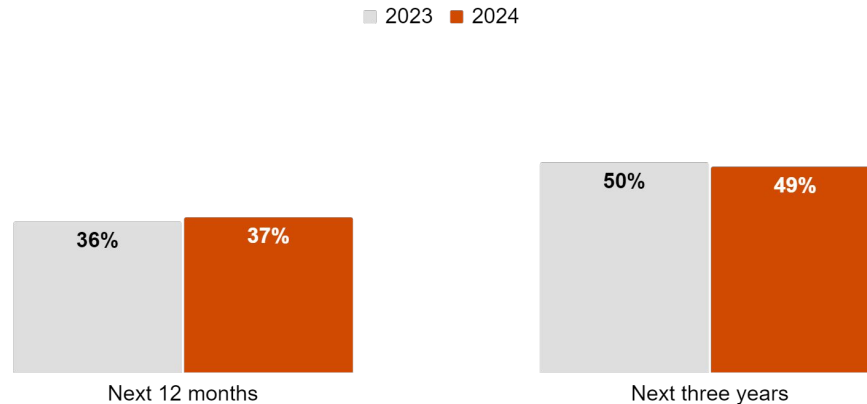
# Topledernes forventninger til vækst i den danske økonomi

Q. How do you believe economic growth (i.e., gross domestic product) will change, if at all, over the next 12 months in your country?



# Topledernes forventninger til vækst i egen virksomhed

**Q. How confident are you about your company's prospects for revenue growth over the next 12 months/next three years?**  
(Showing only 'extremely/very confident' responses)



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CONFIDENT

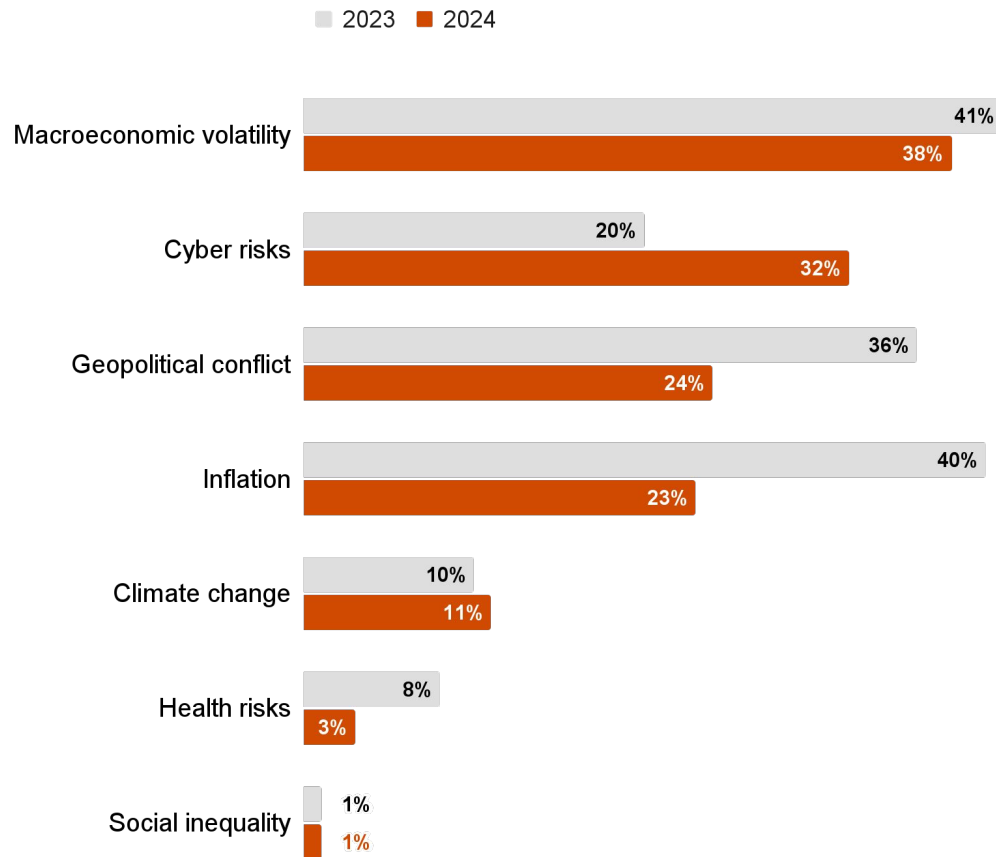
2023 2024



# CEO'ernes trusselsbillede

**Q. How exposed\* do you believe your company will be to the following key threats in the next 12 months?**

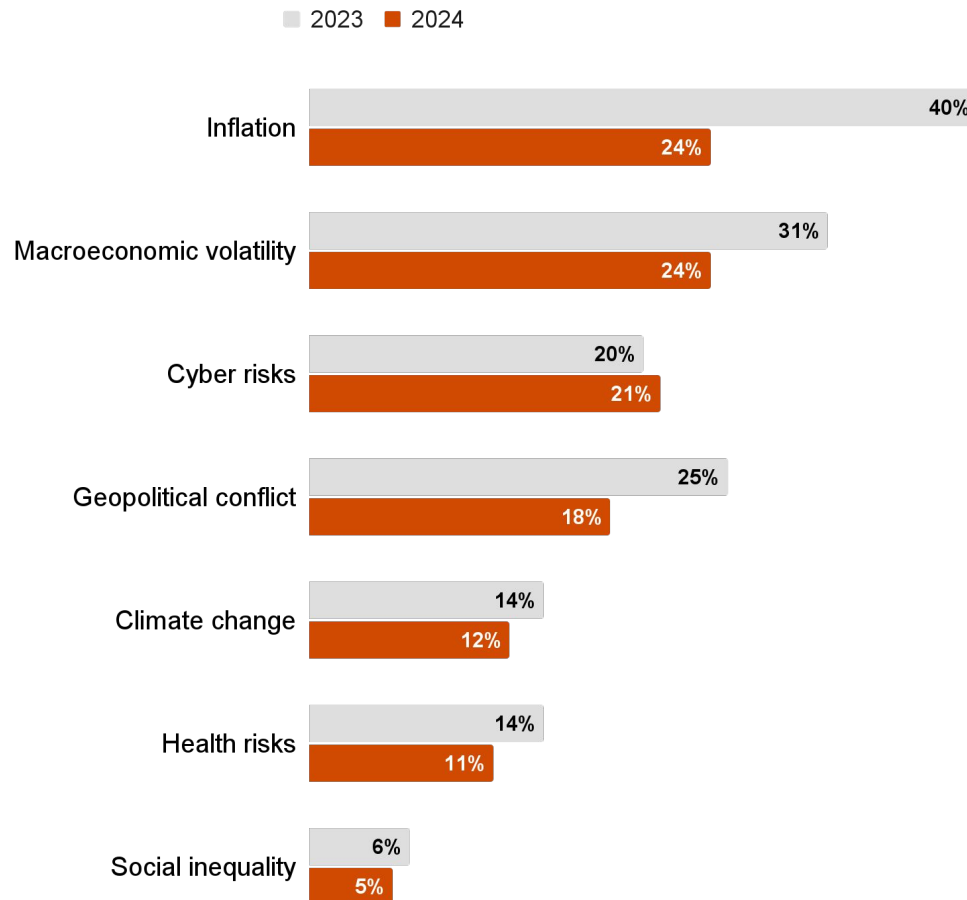
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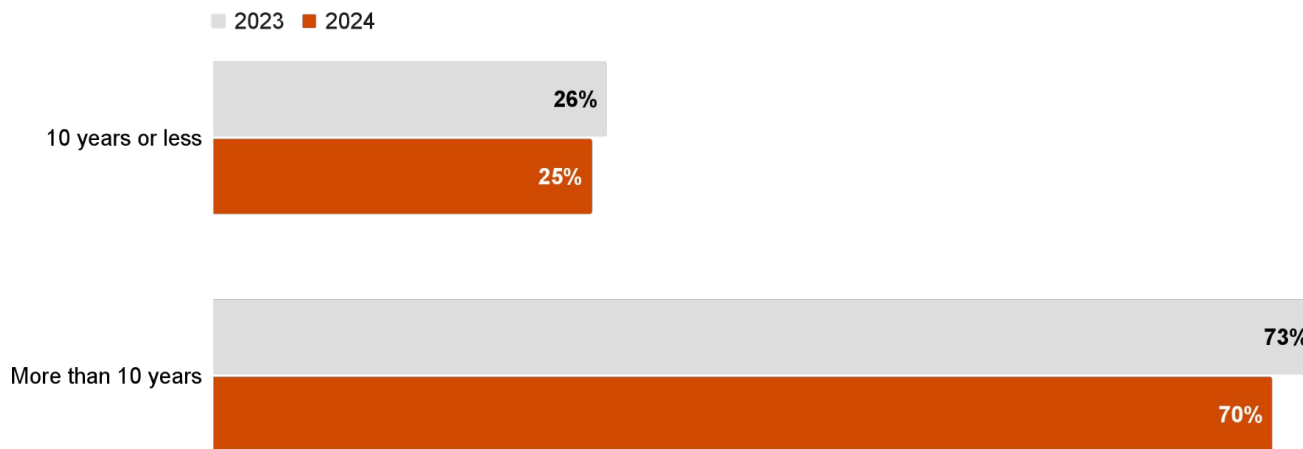
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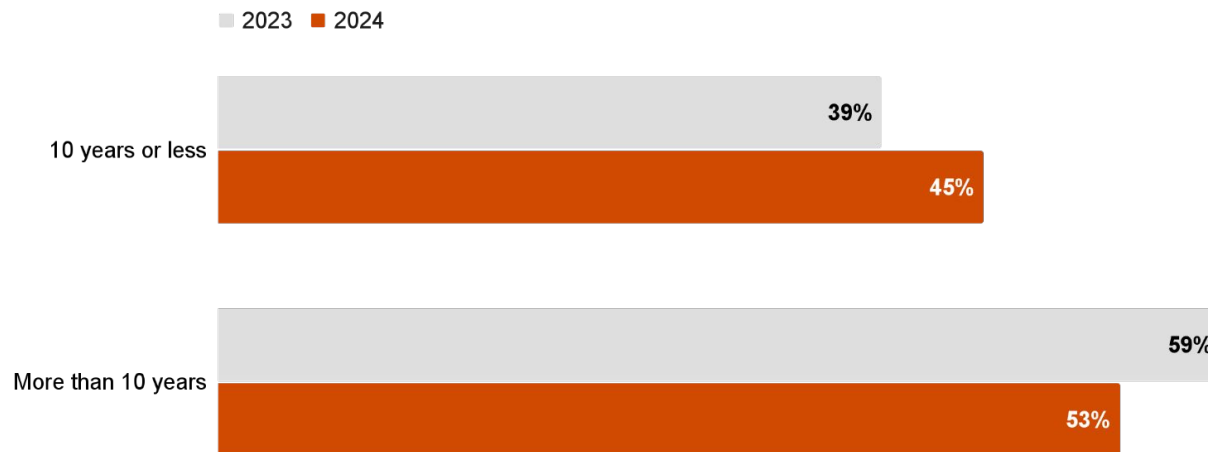
# Behov for forandringer: Virksomhedernes levedygtighed

Q. If your company continues running on its current path, for how long do you think your business will be economically viable?



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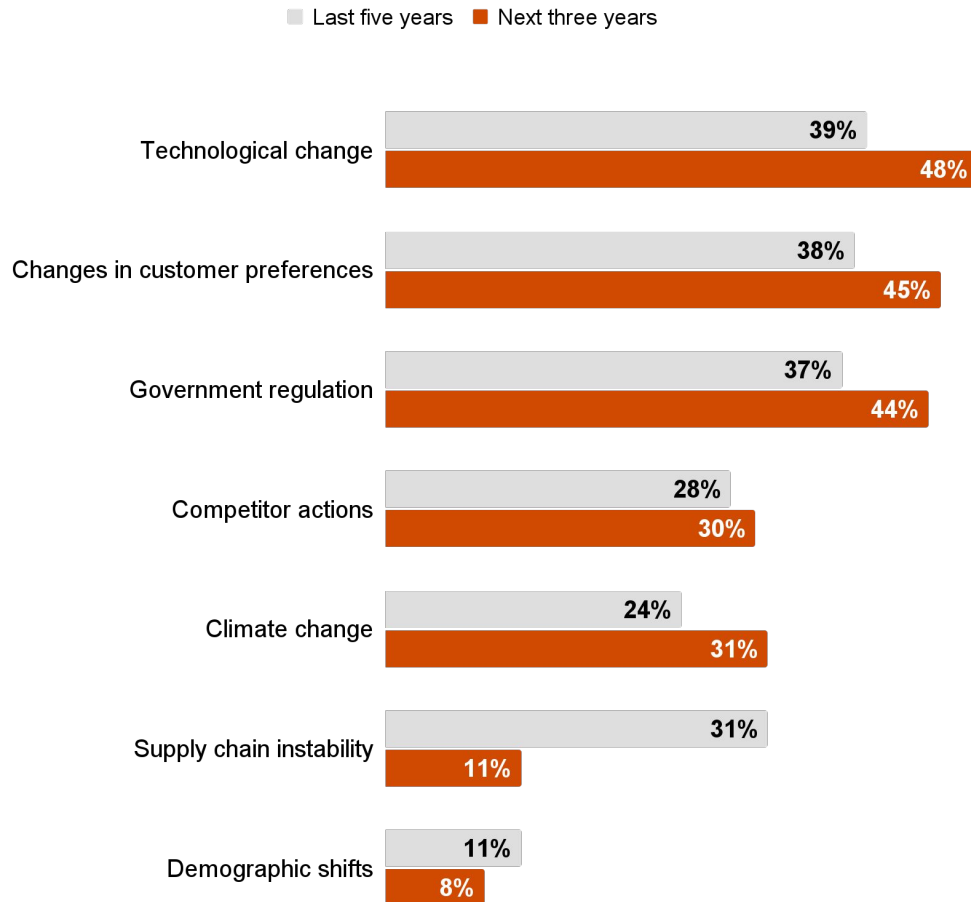
Q. If your company continues running on its current path, for how long do you think your business will be economically viable?



# Faktorer, der driver forandringer i virksomhederne

**Q. Please indicate the extent to which the following factors have driven changes to the way your company creates, delivers and captures value in the last five years/next three years**  
 (Showing only 'to a large extent' and 'to a very large extent' responses)

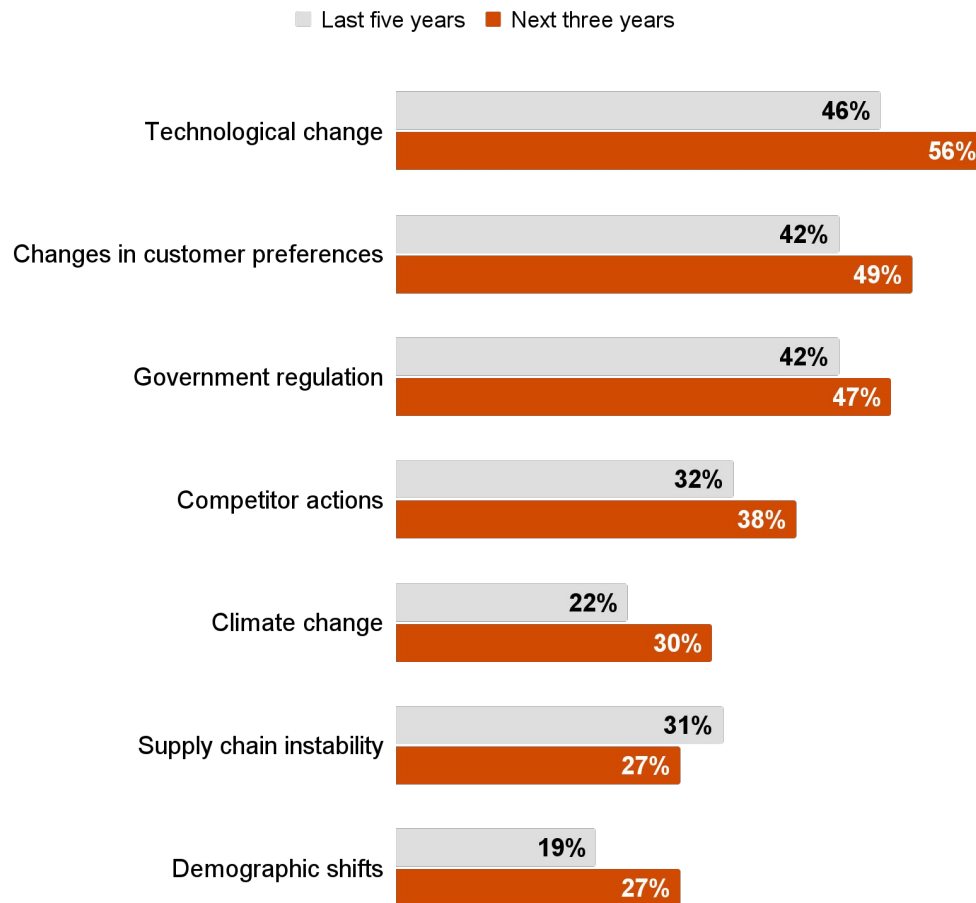
**Notes:**  
 Base: All respondents (4702)  
 Source: PwC 27th Annual Global CEO Survey



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# About the survey

PwC's 27th Annual Global CEO Survey  
methodology, demographics and definitions

**PwC surveyed 4,702 CEOs in 105 countries and territories from 2 October through 10 November 2023. 71 Danish CEOs participated in this year's survey.**

The global and regional figures in this report are weighted proportionally to country nominal GDP to ensure that CEOs' views are representative across all major regions. The industry- and country-level figures are based on unweighted data from the full sample of 4,702 CEOs, including 4,088 men, 521 women, and 93 who identified with another gender or preferred not to say. Further details by region, country and industry are available on request. All quantitative interviews were conducted on a confidential basis. Among the CEOs who participated in the survey:

- 3% lead organisations with revenues of US\$25 billion or more
- 4% lead organisations with revenues between US\$10 billion and US\$25 billion
- 20% lead organisations with revenues between US\$1 billion and US\$10 billion
- 38% lead organisations with revenues between US\$100 million and US\$1 billion
- 31% lead organisations with revenues of up to US\$100 million
- 68% lead organisations that are privately owned.