

DANISH BUSINESS OUTLOOK ON CHINA (DBOC) INDEX

54.97

The DBOC Index established in January 2021 tracks changes in outlook of Danish companies with activities in China.

The first half of 2026 marks the strongest reading since 2023, with the aggregate index advancing to 54.97, up from 51.40 in Q4 2025. The result reflects a broad-based improvement across all four functional areas, with the sub-indices for Manufacturing/Production/Services, Procurement/Supplies and Research and Development each climbing to 55.61, while Sales reached 53.06, the lowest of the four functional areas. The H1 2026 reading extends the steady recovery observed throughout the second half of 2025 and signals firming confidence among Danish companies in their China activities heading into 2026.60

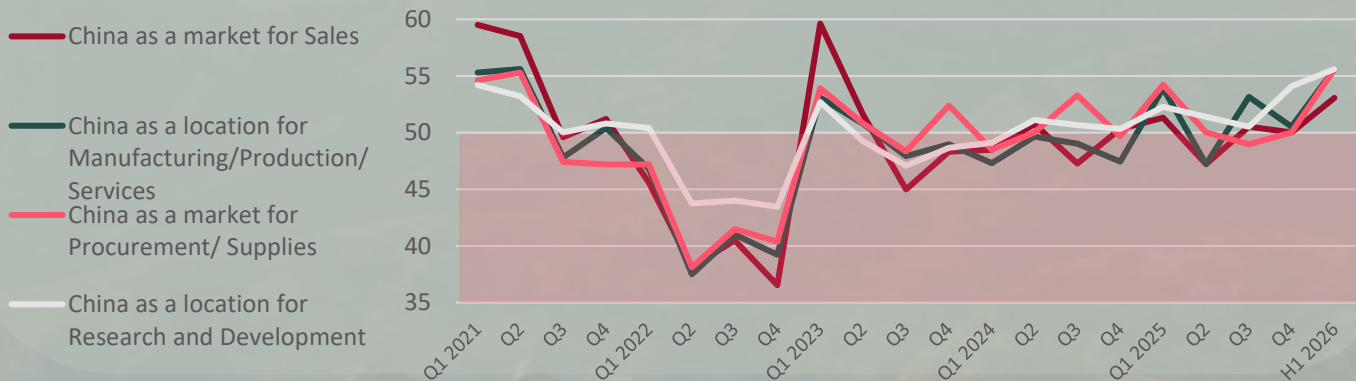
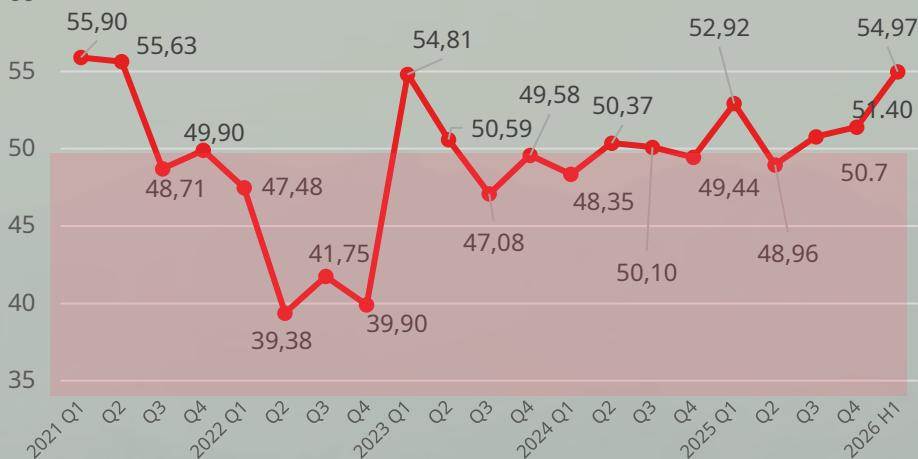
THE INDEX EXPLAINED

If a majority indicates an improvement the index will be >50.

If there are matching positive and negative trends in the data, the index will be exactly 50.

If a majority indicates a deterioration, the index will be <50.

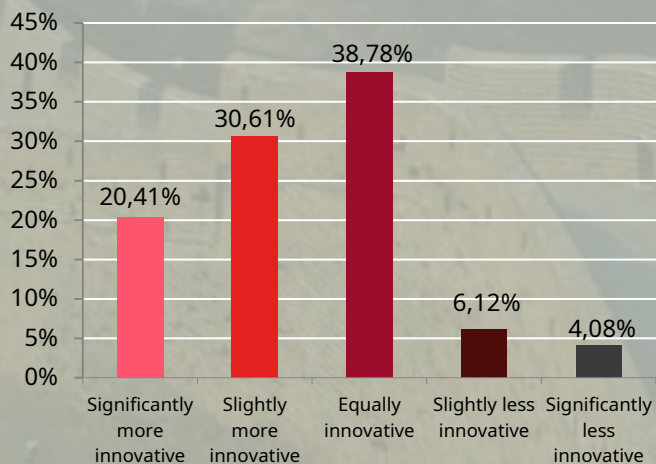
The DBOC is a diffusion index and expresses tendencies in data based on the following four weighted parameters:



THE PERCEIVED INNOVATIVENESS OF CHINESE COMPANIES COMPARED TO DANISH COMPANIES

When asked to compare Chinese companies with Danish companies in terms of innovation, over half of respondents (51.02%) viewed Chinese companies as more innovative, while 38.78% considered them equally innovative. Only 10.20% perceived Chinese companies as less innovative.

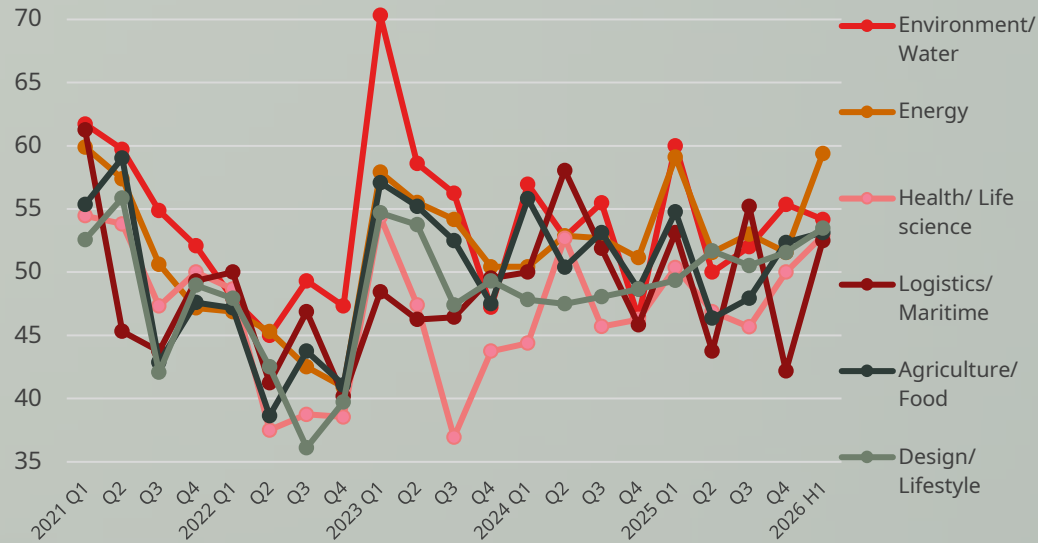
Notably, one in five respondents (20.41%) regarded Chinese companies as significantly more innovative. Overall, the findings suggest that Chinese companies are widely perceived as being at least as innovative as their Danish counterparts, with a clear majority assessing them as more innovative.



DIVERGENT SHORT-TERM OUTLOOKS ACROSS SECTORS

Most sectors, including the Health/Life Science, Agriculture/Food, and Energy sectors reported an increasing outlook in sentiment in the first half year of 2026. The Environment/Water sector had a slight decline in the result.

Most notably, the Energy sector reported the biggest increase among all sectors.



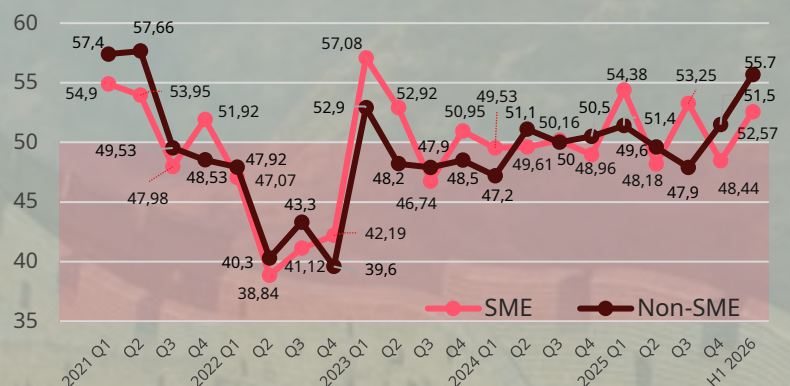
BOTH DENMARK- AND CHINA-BASED COMPANIES TURN MORE OPTIMISTIC

Both China-based companies and Danish-based headquarters improved their outlook, rising to 54.47 and 55.00 respectively in H1 2026, up from 50.87 and 53.13 in Q4 2025, with the China-based companies posting the larger upswing.



BOTH SMES AND LARGE COMPANIES MOVE BACK INTO POSITIVE TERRITORY

Large firms rebounded sharply from 51.50 in Q4 2025 to 55.68 in H1 2026, while SMEs reversed their Q4 dip and climbed from 48.44 to 52.57, with both segments now confidently above the 50-point threshold.



The Danish Business Outlook on China (or DBOC) Index is a joint initiative of the Embassy of the Kingdom of Denmark in Beijing, the Danish Chamber of Commerce in China (DCCC), the Danish-Chinese Business Forum (DCBF) and the Sino-Danish Center for Education and Research (SDC). DBOC is a bi-annual index tracking changes in short-term sentiment of the Danish business community regarding China using the following recurrent question: "Looking at the past six months, has your short-term outlook for China: significantly improved / improved / unchanged / deteriorated / significantly deteriorated / not applicable". Respondents provide replies separately regarding China as a market and as a location for various business related activities. This survey was conducted between June 1st until June 9th 2026 with the participation of 47 Danish companies located in either China or Denmark. All participating companies have a Danish CVR number and are either members of DCCC or DCBF. For further information or questions, please contact Minister Counsellor, Jonas Bruntse (jonani@um.dk) at the Embassy of the Kingdom of Denmark. Find the latest data and information about the DBOC index on the following homepage: <https://kina.um.dk/en/the-trade-council/danish-business-outlook-on-china> (Background picture by cescassawin, freely accessed trough colourbox)