

MyBookXXX Country Report (Excerpt)

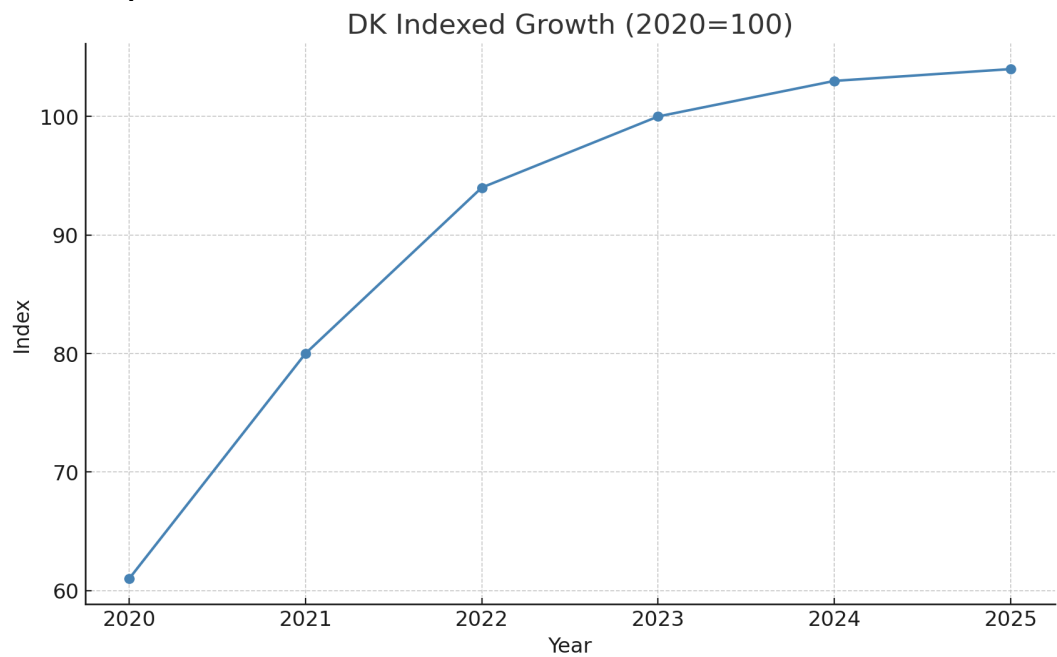
Denmark (DK), Sweden (SE), and Norway (NO)

Prepared by: MyBookXXX Data & Insights

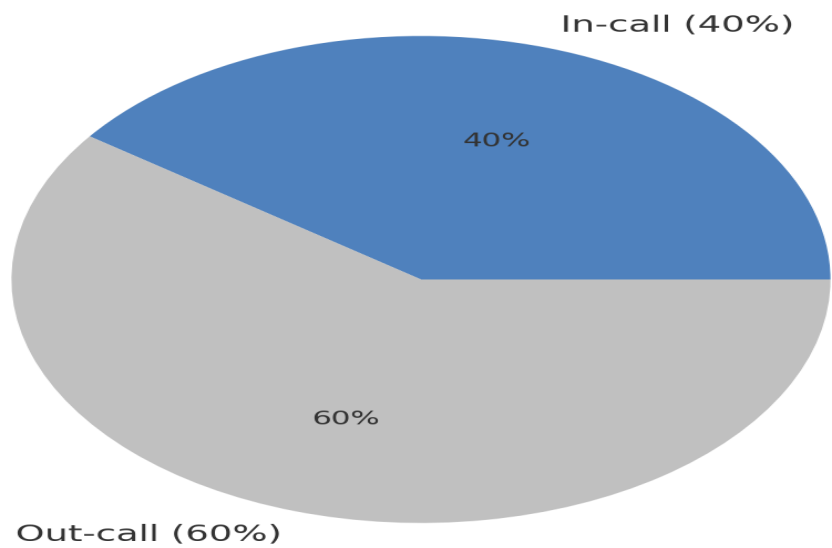
Date: September 2025

Denmark (DK)

Market Development 2020–2025



DK In-call vs Out-call



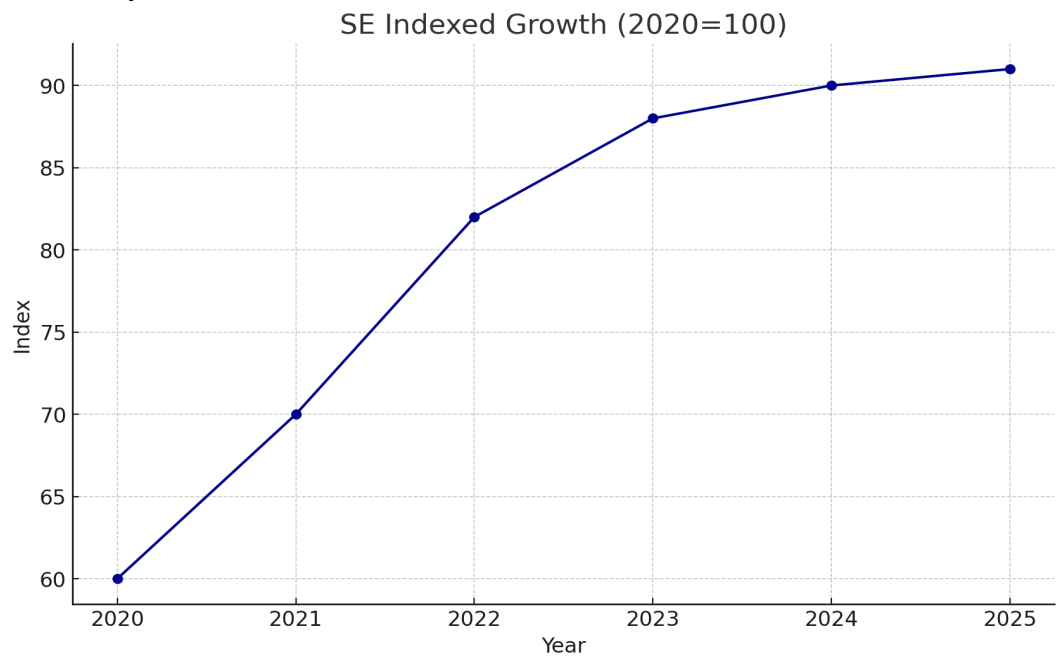
Service	Share
Dinner Companionship	30%
Overnights	25%
Hotel Out-call	35%
FMTY / Travel	10%

Sex work is legal in Denmark since 1999, but third-party profiteering (pimping, brothels) is prohibited. The market is modest in size and demand is primarily out-call. Copenhagen is the main hub, with stable but slow growth. Social acceptance is moderate compared to other Nordic

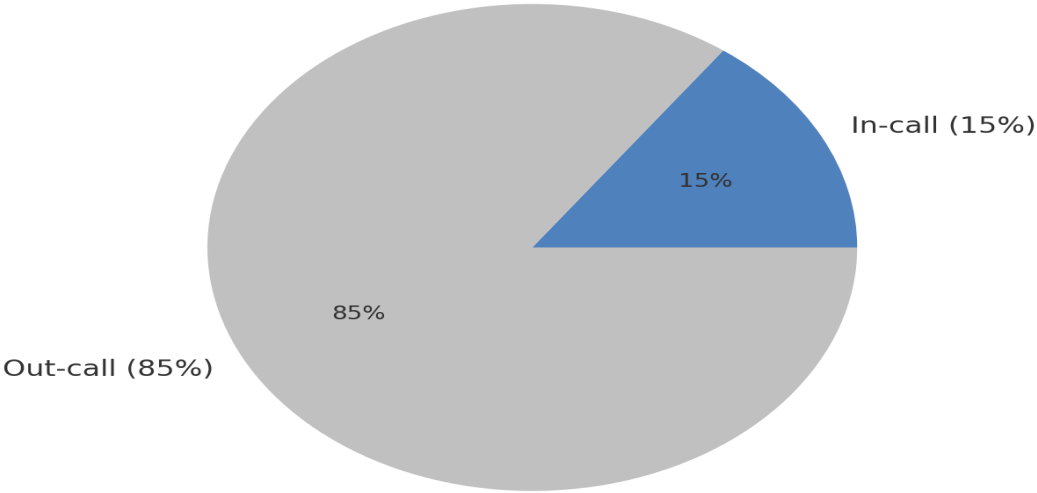
countries.

Sweden (SE)

Market Development 2020–2025



SE In-call vs Out-call



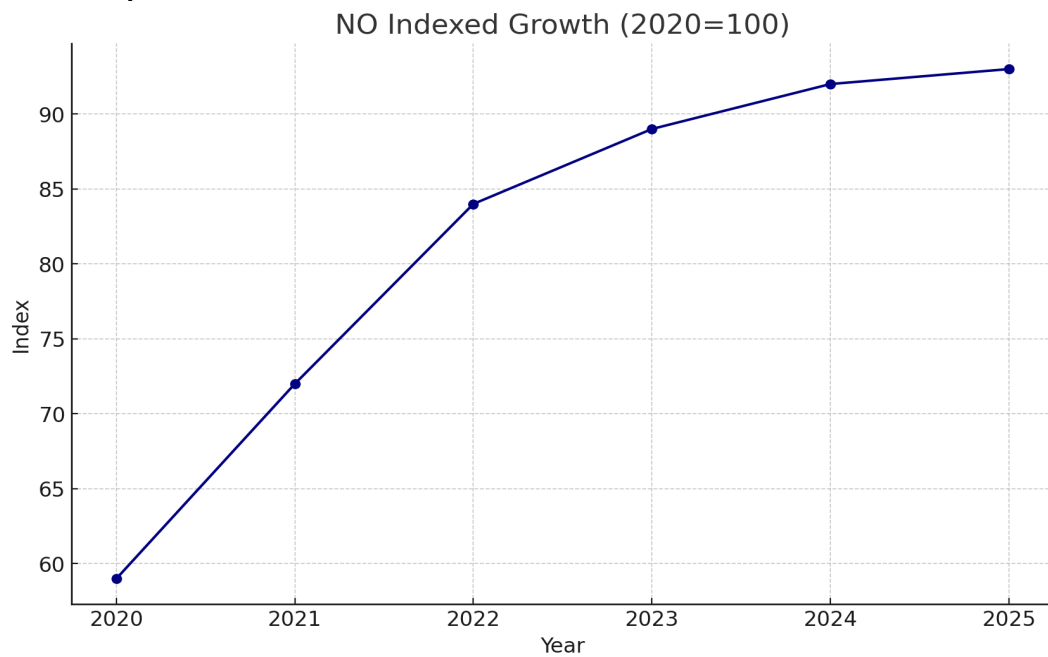
Service	Share
Hotel Out-call	65%
Dinner Companionship	20%
Overnights	10%
FMTY / Travel	5%

Sweden applies the 'Nordic Model' (since 1999), criminalising the purchase of sex while decriminalising the sale. This creates a highly restrictive environment, pushing demand almost entirely into discreet hotel out-call bookings. The market remains small and suppressed, with limited

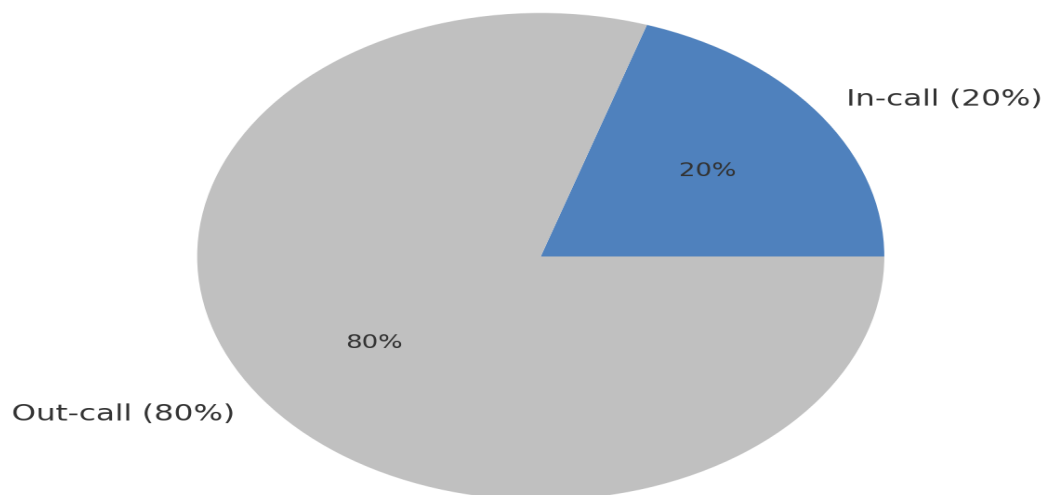
growth.

Norway (NO)

Market Development 2020–2025



NO In-call vs Out-call



Service	Share
Hotel Out-call	60%
Dinner Companionship	20%
Overnights	15%
FMTY / Travel	5%

Norway, like Sweden, criminalises the purchase of sex while decriminalising selling. The market is constrained, with Oslo as the main hub. Out-call dominates, especially to hotels. Growth is low due to enforcement campaigns, but discreet demand persists.