



## One in five Danes between the ages of 18 and 35 are struggling financially

**With impartial personal financial counselling, companies can prevent everyday financial challenges from leading to poor employee well-being.**

*By Kristine Seest*

Personal finances are one of the areas that can lead to poor well-being and stress and have major consequences for employees and companies alike. This makes personal financial counselling relevant for companies working to improve employee well-being and reduce sickness absence.

One in five Danes between the ages of 18 and 35 are struggling financially. This is according to Finance Denmark's survey [Unge – gæld, forbrug og opsparing](#) (Young people – debt, consumption and savings) from March 2024. The survey also shows that when finances are fragile, it affects the quality of life. Seven out of ten people in financial distress say they are not satisfied with their lives.

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**Søren Egens Petersen**  
Practice Lead, WTW

WTW's annual [Global Benefits Attitude Survey](#) from 2024 confirms the trend. 45,000 employees from 29 countries participated in the survey, and 29 percent of the 900 respondents from Denmark answered that they have financial difficulties that negatively affect their lives. 31 percent answered that they live paycheck to paycheck.

»If your personal finances are under pressure for one reason or another, it takes a toll on your everyday energy and positive outlook. For some people, payment problems and financial worries can become so big and extensive that it can affect their well-being,« says Practice Lead Søren Egens Petersen from WTW Corporate Health & Wellbeing.

With the Financial Wellbeing counselling concept, WTW supports companies in offering impartial personal financial counselling to their employees. The counselling is relevant for all employees who have a current need for help in managing their personal finances. A current need can be situations where an employee needs to buy or sell a home, restructure loans, or when life changes have significant impact on personal finances.

### Financial challenges when life takes a detour

Executive Director Allan Garde from WTW finds that more and more companies are realizing that new methods and initiatives are needed to reverse the stress curve and achieve security and well-being among employees – and that assistance with personal finances is a relevant focus area.

»Financial wellbeing is not about how much or how little you earn, it is about making the right decisions and being able to deal with the changes that happen in life and affect your personal finances,« says Allan Garde.

Interest rate and price increases in recent years have led to financial challenges for many Danish households.

»It is not surprising that the survey shows that many Danes are struggling financially. Food prices are higher than ever, and this is something that can be felt in everyday life. 57 percent of all Danes own a home, and if you need to refinance your mortgage, you are faced with much higher interest rates and more expensive loans than just a few years ago. It can also be difficult for an employee to manage finances in the event of a divorce – so difficult that you completely lose control,« says Allan Garde.

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**Allan Garde**  
Executive Director, WTW

### Impartial experts find the best solution

It is in these situations that companies can make use of Financial Wellbeing and create value for their employees. Many companies' employees have already experienced the value of WTW's impartial counselling when it comes to individual advice on their pension plan. In 2023, a total of 14,146 employees received pension counselling from WTW and their satisfaction with the counselling averaged 6.8 on a scale from 1 to 7, where 1 is the lowest rating and 7 is the highest.

»The importance of impartial advice should not be underestimated. If you have lost track of things, it is very reassuring to know that the advisor you are talking to is only focused on what's best for you. Many people don't have the same trust in their bank or pension company, and they may give up beforehand because they can't grasp neither the complexity nor their options. And time and time again, we see that they end up not getting the solution that is best for them and their finances,« says Allan Garde.

To supplement the pension counselling and to offer impartial advice on all aspects of personal finance, WTW collaborates with Konsilium21, a consultancy company that specializes in personal finances. Companies that have made Financial Wellbeing available to their employees will therefore meet the advisors from Konsilium21 at annual counselling days in the company, where employees can easily book individual sessions and get impartial advice on their personal finances.