



Euromonitor
International

Cafés/Bars in Norway

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Less mature formats drive growth in highly competitive cafés/bars

INDUSTRY PERFORMANCE

Specialist coffee and tea shops exert pressure on bars/pubs

Juice/smoothie bars posts the fastest growth in foodservice value sales from a low base

Value for money pressures shape the strategies of chained cafés

WHAT'S NEXT?

Cafés/bars to gain a competitive edge through personalised engagement and atmosphere-driven experience

Digital fulfillment transformation in chains

Digital innovation and social media as growth drivers in cafés/bars

COMPETITIVE LANDSCAPE

Espresso House is the top brand overall while Joe & The Juice dominates the fastest-growing category

Rapid expansion and strategic momentum behind Joe & The Juice's growth

Independents dominate cafés/bars

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Consumer Foodservice in Norway - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice continues to develop and grow in Norway

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Positive sales dynamics through premiumisation and price rises

Development of delivery, takeaway and drive-through options

Economising and new experiences are important aspects of demand

WHAT'S NEXT?

Positive outlook for consumer foodservice in Norway

Digitalisation and menu developments are among the anticipated key innovations

Sustainability is set to be a key priority

COMPETITIVE LANDSCAPE

McDonald's and Burger King lead but domestic chains remain significant

Dolly Dimple's sees the highest growth rate in foodservice value sales

Experiential formats and traditional cooking styles

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