



Full-Service Restaurants in Sweden

March 2026

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2025 DEVELOPMENTS

Full-service restaurants driven by premium experiences and economic recovery

INDUSTRY PERFORMANCE

Economic resilience and consumer caution define full-service restaurants
European full-service restaurants maintain market leadership through premium appeal
Experiential dining anchors eat-in dominance within full-service restaurants

WHAT'S NEXT?

Economic recovery and tourism to propel growth in Sweden's full-service restaurants
Delivery channels to expand as full-service restaurants seek direct consumer ties
Sustainability and plant-based innovation to redefine the foodservice offer

COMPETITIVE LANDSCAPE

O'Learys retains leadership of highly fragmented competitive landscape
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Independents continue to dominate, offering unique propositions

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Consumer Foodservice in Sweden - Industry Overview

EXECUTIVE SUMMARY

Improving economy and health-conscious innovation drive foodservice growth in Sweden

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic resilience and evolving dietary preferences fuel foodservice performance
Digital integration and proprietary solutions redefining foodservice fulfilment
Digital loyalty and social influence are reshaping consumer engagement

WHAT'S NEXT?

Economic recovery and rising consumer confidence to drive future growth
Autonomous innovation and the elevation of convenience

Sustainability and dietary evolution driving future foodservice strategies

COMPETITIVE LANDSCAPE

Global and local chains lead fragmented competitive landscape

PLOQ achieves dynamic growth through strategic forecourt expansion

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