



Euromonitor
International

Full-Service Restaurants in Norway

March 2026

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2025 DEVELOPMENTS

Players work hard to stimulate traffic in a tough business environment

INDUSTRY PERFORMANCE

Economic pressures constrain the performance of full-service restaurants

North American full-service restaurants generate the highest foodservice value sales growth

Value strategies to the fore

WHAT'S NEXT?

Premiumisation and experiential dining to stimulate foodservice value sales growth

Digitalisation of the full-service dining experience

Sustainability has the potential to transform the category

COMPETITIVE LANDSCAPE

Egon maintains leadership in 2025

Dolly Dimple's expands reach and leverages strong positioning

Independent restaurants dominate the landscape

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Consumer Foodservice in Norway - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice continues to develop and grow in Norway

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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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Independents lead but chained operators continue to develop and grow

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