



Euromonitor
International

Consumer Foodservice By Location in Norway

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Non-standalone exert pressure on standalone locations amid post-pandemic normalisation

INDUSTRY PERFORMANCE

Retail locations lead value sales growth in non-standalone foodservice

Standalone remains the largest location type despite rising competition

Value for money remains a key factor in consumer foodservice

WHAT'S NEXT?

Non-standalone channels to make gains

Digital transformation is helping to shape the direction of travel in foodservice

Rising influence of younger consumers on dining experiences

COMPETITIVE LANDSCAPE

Players are investing in outlet and location expansion

Companies embrace new technologies for consumer foodservice

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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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-foodservice-by-location-in-norway/report.

