



Euromonitor
International

Limited-Service Restaurants in Norway

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Table of Contents

Limited-Service Restaurants in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

The category's footprint and offer continue to grow

INDUSTRY PERFORMANCE

Chained operators lead investment in limited-service restaurants

Ice cream format posts fastest value sales growth within limited-service restaurants

Convenience and affordability are among the top drivers for operators

WHAT'S NEXT?

Northern Norway and roadside locations to fuel category outlook

Convenience-led growth to drive investment in delivery and drive-through services

Sustainability through environmental commitments and healthier menus

COMPETITIVE LANDSCAPE

Expansion, digitalisation and partnerships support McDonald's leadership

Los Tacos emerges as a high-growth player

Chained brands lead in limited-service restaurants

CATEGORY DATA

Table 1 - Limited-Service Restaurants by Category: Units/Outlets 2020-2025

Table 2 - Sales in Limited-Service Restaurants by Category: Number of Transactions 2020-2025

Table 3 - Sales in Limited-Service Restaurants by Category: Foodservice Value 2020-2025

Table 4 - Limited-Service Restaurants by Category: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Limited-Service Restaurants by Category: % Transaction Growth 2020-2025

Table 6 - Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2022-2025

Table 9 - Forecast Limited-Service Restaurants by Category: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2025-2030

Table 12 - Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2025-2030

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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

CHANNELS

Independents lead but chained operators continue to develop and grow

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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