



Limited-Service Restaurants in Denmark

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Modest growth reported in 2025

INDUSTRY PERFORMANCE

Subway returns to Denmark as limited-service restaurants see modest growth

Latin flavours capture the imagination of Danish diners

Players adopt new strategies to encourage loyalty and repeat visits

WHAT'S NEXT?

Limited-service restaurants set to grow and develop thanks to sustained demand

Digitalisation strategies set to take centre stage

Players set to focus on simple, personal and unique services and experiences

COMPETITIVE LANDSCAPE

McDonald's retains the lead through affordability, new menu items and brand loyalty

Subway and MAX Burgers are standout performers in 2025

Chained operators dominate sales with tried and trusted concepts and menus

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Consumer Foodservice in Denmark - Industry Overview

EXECUTIVE SUMMARY

Players focus on offering value and experiences to counter inflation

Key Data Findings

INDUSTRY PERFORMANCE

Price increases drive value growth

Fulfilment a growing focus of foodservice operators

Operators look to build loyalty through new concepts and digital engagement

WHAT'S NEXT?

Bright outlook for consumer foodservice as the economy improves

Players expected to focus on service delivery and location strategies to win share

Localisation and food waste strategies help tackle sustainability concerns

COMPETITIVE LANDSCAPE

McDonald's retains the lead

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Food Nation opens new Visitor Centre

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