



# Self-Service Cafeterias in Norway

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## Self-Service Cafeterias in Norway - Category analysis

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#### 2025 DEVELOPMENTS

Chains maintain overall positive sales performance of self-service cafeterias

#### INDUSTRY PERFORMANCE

Key brand investments add dynamism to the category

Leading chains shaping Norway's self-service cafeteria landscape

Cost-of-living crisis pressures demand

#### WHAT'S NEXT?

From traditional format to contemporary dining experience

Digital transformation in Norway's self-service cafeterias

Waste reduction and local sourcing

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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

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