



# Limited-Service Restaurants in Norway

March 2026

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## Limited-Service Restaurants in Norway - Category analysis

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#### 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

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Expansion, digitalisation and partnerships support McDonald's leadership

Los Tacos emerges as a high-growth player

Chained brands lead in limited-service restaurants

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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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