

# Full-Service Restaurants in Norway

March 2025

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## Full-Service Restaurants in Norway - Category analysis

# **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

High average cheque limits potential in a tough economic climate Large chains continue to develop despite business challenges Casual menu options and loyalty programmes to expand the consumer base in a crisis

#### PROSPECTS AND OPPORTUNITIES

Unique experiences and authenticity to increase competitiveness New technologies are changing dining out Sustainability is gaining currency in full-service restaurants

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