

# Limited-Service Restaurants in Norway

March 2025

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# Limited-Service Restaurants in Norway - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Convenience and value for money attract younger generations to limited-service establishments

Leading players invest in expansion in limited-service restaurants

Sustainability is a key focus of leading players

## PROSPECTS AND OPPORTUNITIES

Healthier options in a category traditionally perceived as "unhealthy" Investments in delivery, takeaway and drive-through services Expansion in northern areas amid rising inbound tourism flows

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