

McDonald's Restaurants, Cafés & Take-away

McDonald's has dropped below the Swedish average for the first time in 16 years of measurement

Rank 188 of 429 brands in 2026. That is down from 61 in 2021 and 34 in 2011. This preview shows the position. The full Snapshot shows what is behind it.

SBI SCORE

35.7

Sweden average 36.3

NATIONAL RANK

188 / 429

52 places since 2025

INDUSTRY RANK

3 / 21

Held 2nd every year 2011–2025

NET SENTIMENT



In the full Snapshot

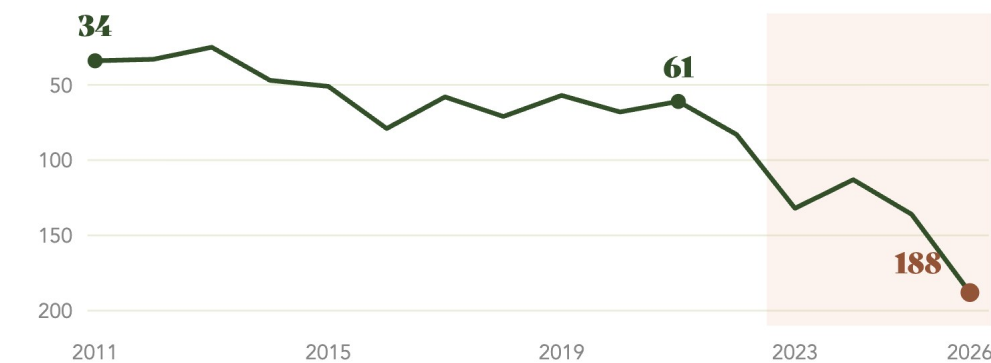
RECOMMENDATION



In the full Snapshot

01 · POSITION OVER TIME

Top 85 for twelve years. Then three years of decline.



National rank among all measured brands in Sweden (lower is better). Since 2023 the rank has gone from 132 to 188.

02 · THE CATEGORY

Third of 21. Two brands are now ahead.



The full Snapshot names the brands, their scores and how far McDonald's is from the category leader.

ALSO IN THE FULL SNAPSHOT

Five more chapters on why the position has moved

03

Brand health

How many Swedes like McDonald's, how many dislike it, and how customers feel compared with MAX and Picadeli customers.



04

Sustainability perception

Environment, social and overall ratings since 2021, set against Burger King and MAX.



05

Who is with you, who is not

Net sentiment by age, household and SBI behaviour group. One part of the market is still clearly positive.



06

What the category demands

The must-haves that make Swedish consumers reject a restaurant brand, and which have grown since 2024.



07

What builds preference

Which classic fast-food social themes have lost their pull, and what is replacing them.



08 · RISKS AND OPPORTUNITIES

Six things the data says McDonald's should act on

RISKS

The middle is turning away



Evidence and next step in the full Snapshot

The social story is losing its pull



Evidence and next step in the full Snapshot

Environmental claims will meet doubt



Evidence and next step in the full Snapshot

OPPORTUNITIES

Own the category's top demand



Evidence and next step in the full Snapshot

Build from the under-30s and parents



Evidence and next step in the full Snapshot

Menu news now counts as sustainability news



Evidence and next step in the full Snapshot