The difference between '==' and '===' in JavaScript is that the '==' operator is considered the loose equality operator because it only tries to compare both sides of the operator after it tries to convert the values on both sides to the same type. On the other hand, '===' does not try to convert the values on both sides to the same type. For instance, '1' == 1 returns true, whereas '1' === 1 returns false because the '==' operator successfully converts both values to the same type before comparing, whereas the === does not.