

Inter IKEA Systems BV in Retail

August 2023

Table of Contents

INTRODUCTION

Scope

Executive summary

STATE OF PLAY

Top companies at a glance

IKEA's global footprint

Inter IKEA Systems BV company overview

Growth decomposition

EXPOSURE TO FUTURE GROWTH

Exposure to growth

Ikea plans its first store in Latin America outside Mexico, with further expansion planned

lkea focuses on a high-tech future to improve conditions for employees and customers alike

COMPETITIVE POSITIONING

Competitor overlap

lkea is a global leader in a highly fragmented market

Key categories and markets

SUSTAINABILITY AND CORPORATE RESPONSIBILITY

lkea remains focused on sustainability and innovation through water preservation

The ÅBÄCKEN water nozzle now available for purchase in all Ikea markets

Effects of the war in Ukraine on Ikea's business strategy

RETAIL CHANNEL DISTRIBUTION

lkea's retail offline sales by region

lkea's new small format store strategy to increase brand's reach in markets

lkea's highest expected e-commerce growth areas for 2022-2025

Conversion of existing outlets into fulfilment centres vital for continuous e-commerce growth

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs Projected company sales: FAQs

About Euromonitor International's Syndicated Channels Research

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/inter-ikea-systems-bv-in-retail/report.