

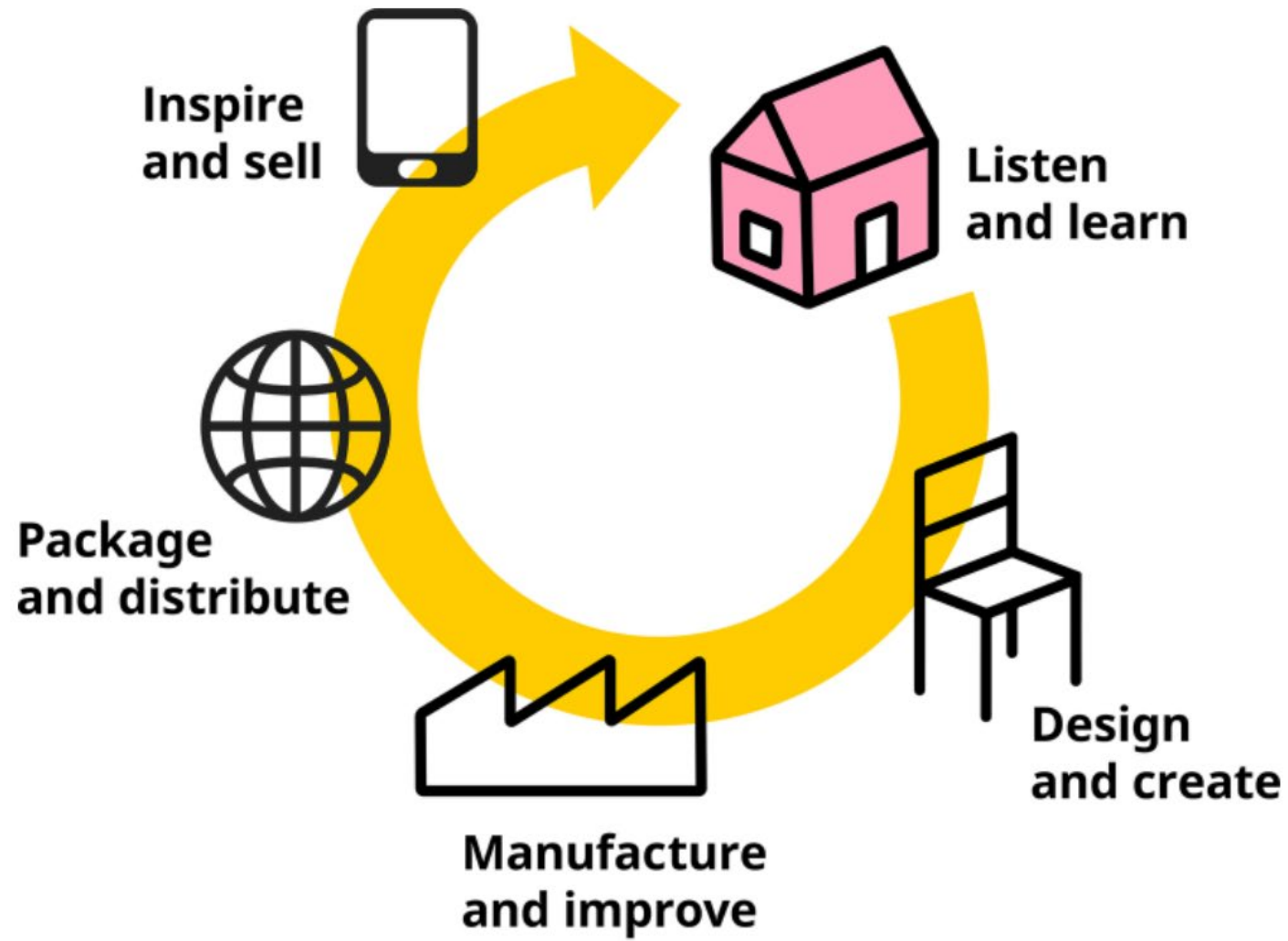
KLIPPAN
2-seat sofa
€238

A circular IKEA

Business development & trade



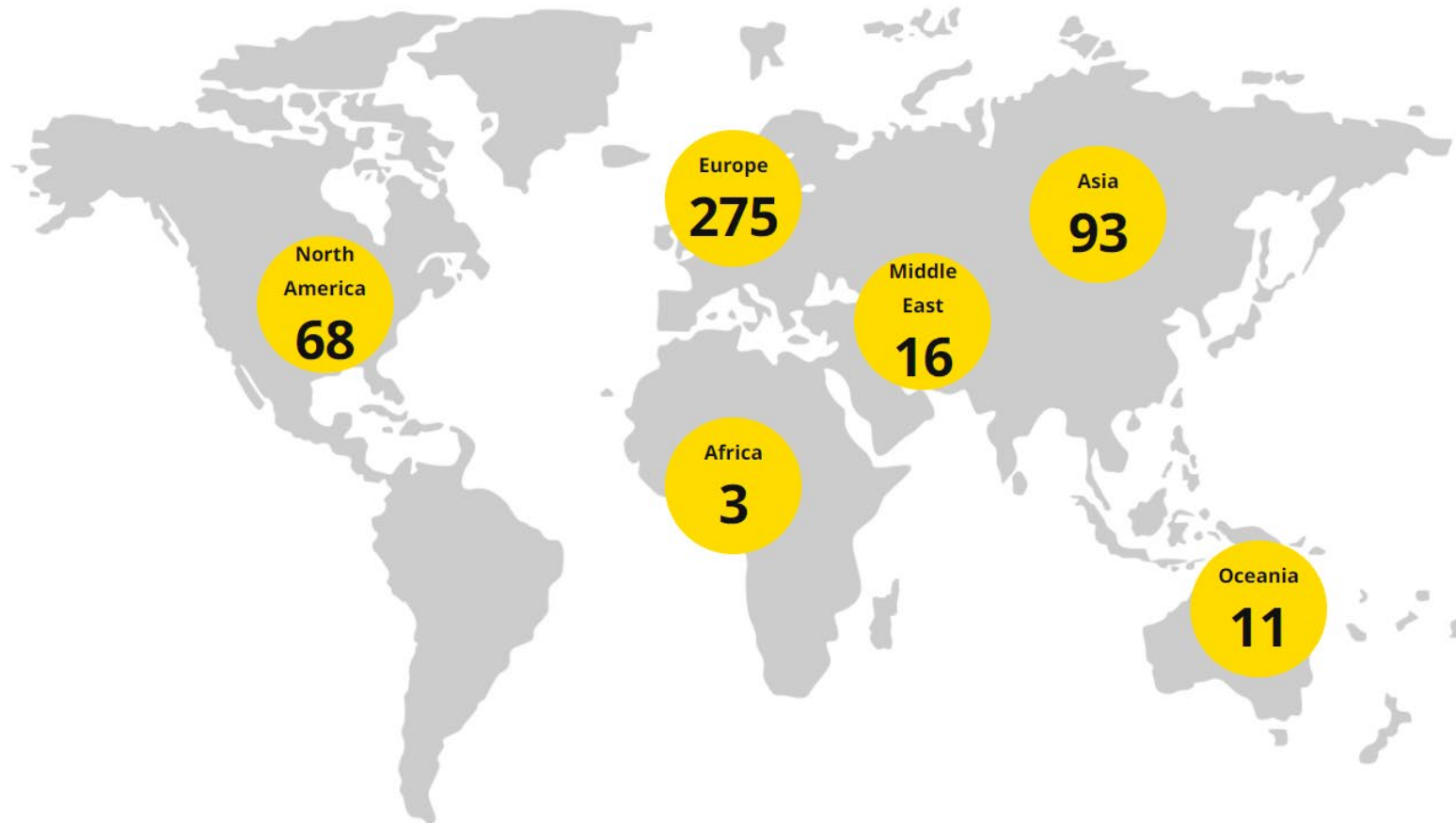
About us



About us

466 IKEA stores in 63 markets

Updated: 7 April 2022.





TO BE A MORE RELEVANT, AFFORDABLE, ACCESSIBLE AND PROFITABLE BUSINESS

HOW AND WHERE WE
MEET CUSTOMERS

HOW AND WHAT
PRODUCTS AND
SERVICES WE
DEVELOP

HOW AND WHAT
MATERIALS WE
SOURCE

HOW
WE DEVELOP THE
COMPLETE IKEA
VALUE CHAIN

Enabling circularity through trade

Opportunities & challenges

Key development opportunities

- Circularity is essential to limiting climate impact & addressing resource scarcity
- New business model development and innovation
- Redefining waste

Key development challenges

- Becoming a circular business is a transformational, systemic change and requires a holistic approach to scalable development – harmonization, common definitions, regional and global view
- Incremental development approach needed
- Understanding new business models and demands – including trade of materials (primary & secondary) and products
- Developing infrastructure while limiting administrative burdens

ANNAKAJSA
Room darkening curtains
€59.99

Thank you

