Hello!!!!
To create a better everyday life for the many people

Our values are rooted in the farmlands of Småland
By resourceful thinking; doing more out of less, the Småland spirit was identified.

This is our origin and this is one of the foundations of IKEA – finding better ways - doing more our of less!
In 1943 Ingvar Kamprad founded IKEA when he was just 17 years old.

315 stores
27 countries
The world we live and work in is changing

- Growing population
- Expanding middle-income group
- People moving into urban centres
- Increasing demand for high-quality products at affordable prices
- Higher awareness of, and demand for, sustainability
- Growing demand for companies to be transparent about how they run their business
The world around us

A changing world affects our business.

We have to understand how people are living in order to make products that are useful in their everyday lives.

The world around us

We visit people in their homes all over the world.

We ask a lot of questions and take a lot of notes.
The idea behind our business is to bring to the market a wide range of well-designed, functional home furnishing products at prices so low, as many people as possible can afford them.
IKEA integrated value chain

Life at home

The vision
To create a better everyday life for the many people

Democratic Design

Form
Function
Quality
Sustainability

Low price

Life at home
From 33 components down to 9
28% lighter packaging
60% more lamps per pallet
34% lower price
Through the customers' eyes

Since the customers' involvement is a big value for us at IKEA, it is of great importance that we make sure they really can do what we ask of them.
I am sure that this experience will open your own eyes."

"One way of doing this is by actually walking through the store with an imaginary customer and pretend to find out what she or he thinks."

"We do this about three times a week."
Restaurant

Today we sell...
2,900,000 meatballs/day
Småland
IKEA starts designing our own furniture, Lövet.
The self-serve area just before the cashregister was invented due to an overload when we opened Kungens Kurva in Stockholm.

The waiting time to our goods-handout became out of control, and finally someone had enough and decided to say welcome to the customers and “open up”
The self-serve area was invented

If you have a business idea that involves interaction with your customers to be successful, you better make sure that you can live up to their expectations!

...and remember, what is good for our customers is also good for us in the long run.
We move to bigger cities and live in smaller spaces.

IKEA’s challenge in all of this is that we have 650M visitors that we need to start to look at more as individuals rather than a big group. And this is a big challenge for us as we have had 40+ years of successful retailing according a certain way and maybe become a bit spoiled in taking our customers for granted?
"But we know how to turn problems into possibilities!

"Let us continue to be a group of positive fanatics who stubbornly and persistently refuse to accept the impossible, the negative. What we want to do, we can do and will do together. A glorious future!"

-Ingvar Kamprad
We’re passionate about home furnishing and we’re focused on making life better for as many people as possible. Not just with the products we make, but also by how we make them, how we run our business and how we invest our resources.