KLIPPAN
2-seat sofa
€238

A circular IKEA
Business development & trade
About us

Inspire and sell

Package and distribute

Manufacture and improve

Design and create

Listen and learn
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