

2013 Facts & Figures

IKEA retailing worldwide
September 2012 – August 2013

Inter IKEA Systems B.V.



1968

The IKEA kitchen revolution started in 1968 and continues with the new METOD kitchen series.

Page 6

34,000

The total number of visitors to the first IKEA stores in Qatar and Lithuania on their opening days.

Page 8

70 years

The IKEA Brand was born 70 years ago and it has been developing ever since then.

Page 10

9.7 million

After 9.7 million downloads in 2013, the IKEA catalogue app is improved for 2014.

Page 12

345 stores

The number of IKEA stores around the world reached a total of 345 this year.

Page 14–15

42 countries

From Australia to the USA, IKEA stores welcomed visitors in 42 different countries in 2013.

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Constantly being on the way

2013 was exciting for IKEA retailing

In a tough climate IKEA retailing continued to grow and expand. Retail sales ended at EUR 29.2 billion for the full year. The business climate in Europe continued to be challenging for IKEA retailers, while we see improvements in North America, Asia Pacific and the Middle East. As many developed economies strive to balance economics and social well being, we see that uncertainties will continue to dictate the business climate for some time. This affects people's lives and living conditions and therefore we believe that the IKEA Concept is more needed than ever.

The IKEA Concept gives everyone the possibility to improve their life at home

IKEA products are becoming more accessible. This is about offering a wide range of good home furnishing products at low prices. It is about providing more and better services. And it is about

creating a positive shopping experience in IKEA stores and online. Nine new IKEA stores opened, two of which are in new markets: Lithuania and Qatar. I am also proud to see continued improvements in sustainability efforts in various aspects of the IKEA Concept. One example is that by 2016, all the lighting sold at IKEA stores will be LED. The IKEA product range aims to help the many people live a more sustainable life at home, with solutions to help save energy, water and reduce waste.

Children are the most important people in the world

The IKEA Concept has always been for families with children as they have big home furnishing needs and need smart solutions the most. This business year was the start of more focus on families with children and a new offer for children was introduced. I would also like to highlight fantastic initiatives such as the yearly Soft Toys for Education campaigns, during which the IKEA

Foundation donates EUR 1 for each soft toy sold to Save the Children and UNICEF to invest in children's educational projects. Thanks to dedicated customers and co-workers last year, the donation totalled an amazing EUR 9.3 million!

Most things remain to be done

The first IKEA business was founded in 1943 and the IKEA Brand celebrated 70 years during 2013. Today more than 150,000 co-workers are working throughout the IKEA world. We saw more than 770 million visits to the IKEA stores and 1.2 billion visits to IKEA websites in the past year. Still we are just at the beginning. IKEA retailing is small in most markets and does not exist in others. People's needs for good home furnishing products at low prices are bigger than ever and the IKEA Concept will continue to contribute to a better life at home for the many people.

Torbjörn Lööf

CEO Inter IKEA Systems B.V.



The year in numbers

Looking at some key figures from 2013 gives a glimpse of the year's highlights. From the number of IKEA stores to the total sales. Explore stories behind the numbers in the facts and figures provided on franchisor.IKEA.com



345 IKEA stores

345 IKEA stores in 42 countries were open and operating by the end of business year 2013.

1958	2010	2011	2012	2013
1	316	325	338	345

IKEA stores



151,000 IKEA co-workers

The majority of the 151,000 IKEA co-workers work in IKEA stores.

1958	2010	2011	2012	2013
1,000	145,000	151,000	151,000	151,000

IKEA co-workers



775 million IKEA store visits

IKEA stores were visited 775 million times during the year.

1958	2010	2011	2012	2013
0.05	699	734	776	775

IKEA store visits in millions



9.9 million retail square metres

The area of all IKEA stores combined was 9,883,241 m².

1958	2010	2011	2012	2013
0.007	8.7	9.0	9.5	9.9

Retail square metres in millions



9.7 million application downloads

The 2013 "IKEA Catalog" application was downloaded close to 10 million times.

1958	2010	2011	2012	2013
-	-	3.5	5.7	9.7

Application downloads in millions

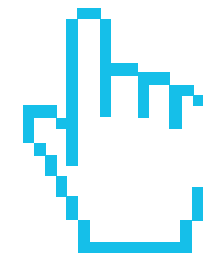


29.2 billion in sales turnover

IKEA retail sales totalled EUR 29.2 billion.

1958	2010	2011	2012	2013
0.003	23.8	26.0	27.5	29.2

IKEA sales turnover in billion Euros



1.2 billion IKEA website visits

IKEA websites were visited more than 1.2 billion times during the year.

1958	2010	2011	2012	2013
-	0.7	0.9	1.06	1.23

IKEA website visits in millions

The IKEA kitchen revolution continues

More choices. More possibilities. More ways to express yourself. And all at amazingly affordable prices. Meet METOD, the innovative new IKEA kitchen system.

The first IKEA kitchens were offered in 1968 and they have steadily evolved and improved since then. Today, demands on kitchens are greater than ever before in terms of living space and life around the home. Today's kitchen is much more than just a place for cooking and eating.

1,100

The number of new product articles which are part of the new METOD kitchen system.



"The new kitchen system meets the demands of modern everyday life in the kitchen. The system is more functional, more flexible and easier to use. Improved solutions for inside cabinets and drawers let you store and organise even more efficiently and according to your needs. In other words: beauty on the outside and brains on the inside!"

Andreas Elgaard Business Area Manager
Kitchen & Dining, IKEA of Sweden AB.

METHOD is a unique kitchen system built on a completely new platform to meet today's demands. It uses a simple building block approach with consistent sizes. This lets you design literally thousands of different combinations of frames, doors, drawers and inside organisers. METHOD lets you create a personalised kitchen that meets your needs at home, and all at an affordable price.


The launch of the METHOD kitchen series marks the biggest range change in IKEA history. IKEA stores in Scandinavia were the first to begin offering the new series in 2013 and it will be rolled out to the rest of the IKEA world over 2014 and 2015. Get ready to revolutionise your kitchen!

Watch the video on YouTube: <http://bit.ly/16xvrFV>

Two countries welcome their first IKEA store

IKEA Doha, Qatar: Meeting a diverse market

The population of Qatar is a vibrant mix of Qatari people, Arabs from nearby countries, Indians, Europeans, Filipinos and other nationalities. The mix of cultures and different ways of living creates exciting opportunities for IKEA retailing. The first IKEA store in the country opened its doors on 11 March 2013 and welcomed 14,000 visitors on the first day. The diverse people of Doha have embraced their new IKEA store and it has quickly become part of the community.



"After the opening, we got great satisfaction listening to all the positive comments from visitors of all nationalities, ages and family compositions. People really see and appreciate IKEA furniture being used in ways that truly reflects how they live, the size of their homes and the functions within them."

John Kersten
Managing Director
UAE, Qatar, Egypt & Oman
Al-Futtaim Group



"The opening of IKEA Vilnius was a very special happening for Lithuanian citizens. This is the first, long-awaited IKEA store in the Baltic countries, ready to contribute to a better every day life for the many people in the region. We are positively surprised by how many customers are visiting from Latvia, Estonia or even Belarus. It is a great feeling to serve people who travel more than 500 kilometres to shop with us."

Marius Martinaitis
Store Manager
IKEA Vilnius

IKEA Vilnius, Lithuania:

From supplying IKEA products to selling them

Lithuania has long been home to important suppliers of IKEA products and on 14 August 2013 the first IKEA store in the country opened its doors. Crowds of excited shoppers joined Lithuanian President Dalia Grybauskaitė at the store's opening ceremony and got business off to a good start. IKEA Vilnius is the first IKEA store in the Baltic States (Estonia, Latvia and Lithuania).

34,000

IKEA Vilnius welcomed 20,000 visitors on its opening day. 14,000 shoppers went to IKEA Doha during the first day.

Still going strong at 70!

It is hard to imagine that the first IKEA logo, created in 1951, would evolve into one of the world's strongest brands (ranked 28th, according to Interbrand's list of "Best Global Brands" in 2012). This year the IKEA Brand celebrates its 70th birthday and it is still going strong.

The acronym comes from IKEA founder Ingvar Kamprad's initials I and K, plus the first letters of Elmtaryd and Agunnaryd, the farm and village where he grew up in Småland, a region in southern Sweden. Throughout history it has been difficult to make a living from Småland's harsh, rocky landscape, which has forced Smålanders to work together and be clever, creative and thrifty. These values continue to influence the IKEA Brand today.

More than the meaning of the letters, the IKEA Brand represents a way of improving life at home through good-quality home furnishing that is affordable, functional and beautiful. The IKEA Brand is how people perceive everything done by IKEA organisations as well as their suppliers around the world.

The IKEA Brand is not carved in stone. It is a living brand that continuously evolves, so 70 years is just the beginning.

Visit the Inter IKEA Systems website: franchisor.IKEA.com

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The rank of the IKEA Brand in Interbrand's "Best Global Brands" list 2012.



1951



1954



1962



1967



1981



1983

The IKEA catalogue comes to life like never before

Inspiration, ideas and the knowledge you need to furnish your home come to life like never before in the 2014 IKEA catalogue. Browse the pages of the print or digital version of the IKEA catalogue and enter a world of new products, new solutions and inspiring ways to improve your home.

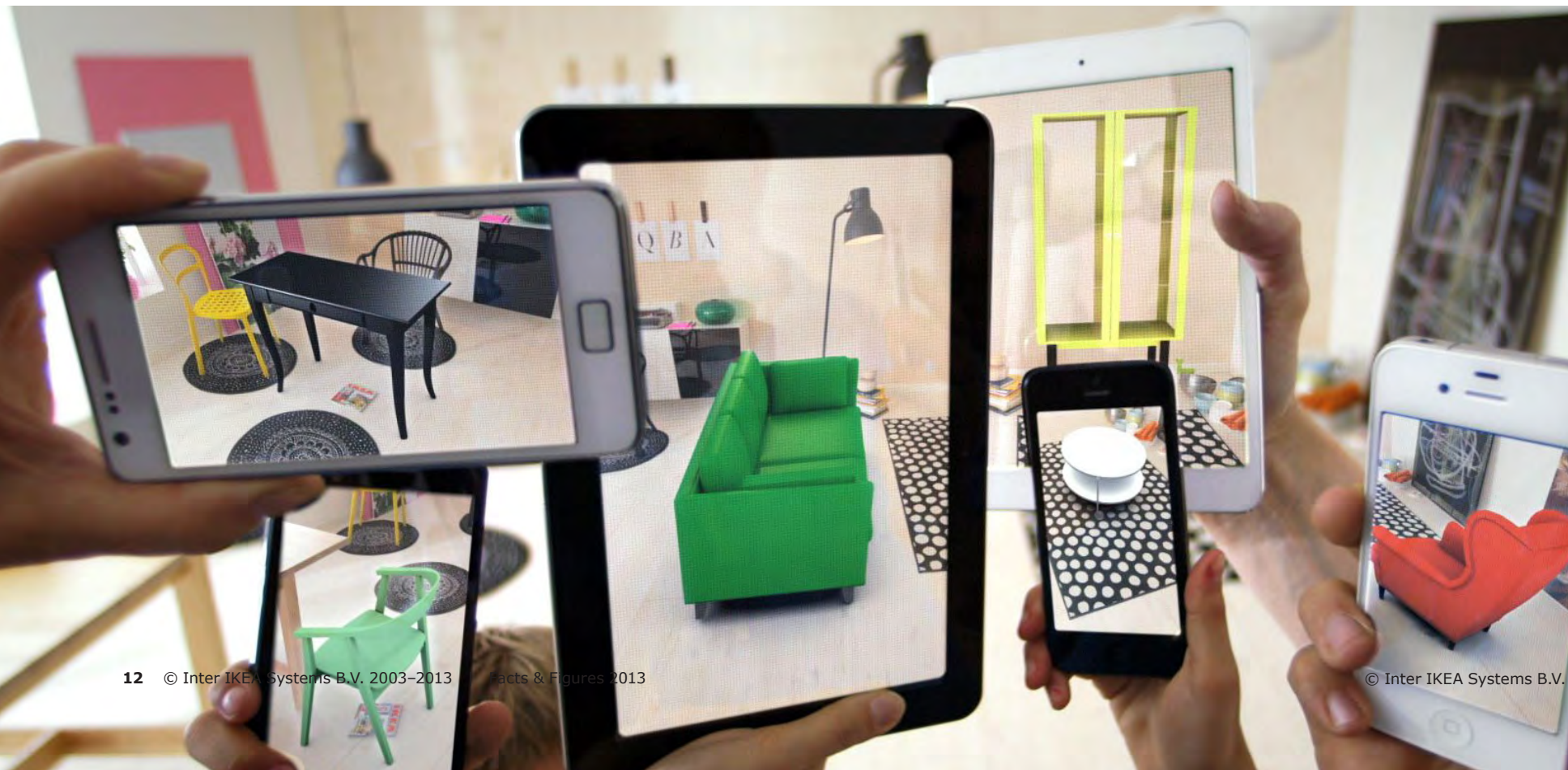
Or use the IKEA catalogue app to explore extended content, such as videos, interactive rooms and an amazing new feature that lets you see how IKEA furniture products would look in your own home. The 2013 edition of the IKEA catalogue app was downloaded almost 10 million times!

Ever since 1951 the IKEA catalogue has been a source of inspiration, a reference for home furnishing knowledge and a resource for planning your dream interiors. Today it continues to evolve and improve, making the most of the latest possibilities.

See the 2014 IKEA catalogue:
onlinecatalogue.IKEA.com/GB/en/IKEA_Catalogue/

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The number of editions of the 2014 IKEA catalogue app. The app is available both in App Store and Google Play.



North America
50

● Canada Winnipeg

Central America
1

Spain Sabadell (Barcelona) ●

Europe
248

● Sweden Uddevalla ● Sweden Älmhult relocation
● Lithuania Vilnius ● Poland Wroclaw relocation

Middle East
9

● Qatar Doha

Asia
30

● China Baoshan (Shanghai) ●
● China Ningbo

Australia
7

Reaching more of the many people

Nine new IKEA stores opened in business year 2013 (September 1 – August 31) including the first IKEA store in Qatar and the first IKEA store in Lithuania (see page 8). Two of the new stores were relocations, including a new IKEA store in the oldest IKEA market in the world: Älmhult, Sweden. As of 31 August 2013 a total of 345 IKEA stores were operating in 42 countries.

● New IKEA stores opened during the business year

See all the IKEA stores around the world:
franchisor.IKEA.com/worldmap/interactive.aspx

42 countries. And counting!

IKEA stores are operating in 42 countries around the world (as of 31 August 2013). Here is an overview of IKEA store operations in each of these countries. New IKEA stores open regularly, so for the latest number of stores, go to franchisor.IKEA.com.

Country	Number of IKEA stores	First IKEA store
Australia	7	1975
Austria	7	1977
Belgium	6	1984
Bulgaria	1	2011
Canada ● <i>IKEA Winnipeg</i>	12	1976
China ● <i>IKEA Ningbo</i> ● <i>IKEA Baoshan (Shanghai)</i>	16	1977
Cyprus	1	2007
Czech Republic	4	1991
Denmark	5	1969
Dominican Republic	1	2010
Finland	5	1996
France	29	1981
Germany	46	1974
Greece	5	2001
Hungary	2	1990
Iceland	1	1981
Ireland	1	2009
Israel	2	2001
Italy	20	1989

Country	Number of IKEA stores	First IKEA store
Japan	6	1977
Kuwait	1	1984
Lithuania ● <i>IKEA Vilnius</i>	1	2013
Malaysia	1	1996
The Netherlands	12	1978
Norway	6	1963
Poland ● <i>IKEA Wroclaw, relocation</i>	8	1991
Portugal	3	2004
Qatar ● <i>IKEA Doha</i>	1	2013
Romania	1	2007
Russia	14	2000
Saudi Arabia	3	1983
Singapore	2	1978
Slovakia	1	1992
Spain ● <i>IKEA Sabadell (Barcelona)</i>	19	1980
Sweden ● <i>IKEA Uddevalla</i> ● <i>IKEA Älmhult, relocation</i>	18	1958
Switzerland	9	1973
Taiwan	4	1994
Thailand	1	2011
Turkey	5	2005
United Arab Emirates	2	1991
United Kingdom	18	1987
USA	38	1985

● New IKEA stores opened during the business year

Franchising: creating long-term growth

More than 30 years ago, IKEA founder Ingvar Kamprad was considering different options to finance future growth. He wanted total independence and an ownership structure that would support a long-term perspective. He believed that the resources needed for future IKEA development had to be based on savings and what had been created through the IKEA business. Therefore, the stock market was not an option. Instead, the IKEA franchise operation was established in the early 1980s.

The idea was developed to be able to always act and react in the best interest of the IKEA Concept and the many people. The system was designed so that it secured control of the IKEA Concept and at the same time stimulated growth and a strong entrepreneurial spirit in the business.

All IKEA retailers are franchisees (with the exception of the IKEA Delft store, the Netherlands, which is owned by Inter IKEA Systems B.V.). Twelve different groups of companies own and operate IKEA stores under franchise agreements with Inter IKEA Systems B.V.

All IKEA retailers sell products labelled "Design & Quality, IKEA of Sweden." That is because Inter IKEA Systems B.V. has commissioned IKEA of Sweden AB, in Älmhult, Sweden, to set and develop the IKEA product range.

Learn more about franchising the IKEA way: franchisor.IKEA.com

IKEA franchisor

Inter IKEA Systems B.V.

Owner of the IKEA Concept and worldwide IKEA franchisor. Also owns and operates the IKEA Delft store, which is part of the IKEA Concept Center located in the Netherlands.

Franchise agreements

Concept development



*Franchisee entities listed here are not intended to indicate accurate corporate names but are merely provided to indicate the company or the group of companies that have been granted a franchise right.

Furnishing homes to improve everyday life

IKEA home furnishing is about much more than just products. It is about offering inspiration, home furnishing knowledge, new products and solutions people can relate to. Always at low prices. IKEA home furnishing gives people access to affordable solutions that solve their needs and improve everyday life at home. Simply put, IKEA home furnishing makes it possible to turn dreams into reality and create homes to love living in.

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