Bringing IKEA to more people in new ways

Annual Summary & Sustainability Report FY19
Ingka Group (Ingka Holding B.V. and its controlled entities)
The financial year 2019 (referred to as FY19) of the Ingka Group (Ingka Holding B.V. and its controlled entities) refers to the period between 1 September 2018 and 31 August 2019 and the entities controlled by Ingka Holding B.V. during this time. Ingka Group operates under franchise agreements with Inter IKEA Systems B.V., the worldwide IKEA franchisor. Inter IKEA Systems B.V. is part of Inter IKEA Group, which also includes IKEA range, supply and certain industrial activities. Together with Inter IKEA Group and 11 other IKEA franchisees, we improve and develop IKEA to be more relevant and inspiring. In February 2020, Inter IKEA Group will publish the IKEA Sustainability Report, which reports on all companies in the IKEA franchise system and value chain.

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374 IKEA stores in 30 countries

- In FY19, we had ecommerce in all 30 countries, and ecommerce sales grew by 46%
- 839 million visits to IKEA stores
- 480 million visits to Ingka Centres meeting places
- 2.6 billion visits to IKEA.com
- 22.6 million visits to the online IKEA catalogue
- 26 million visits to the IKEA store app
Growing from our Swedish roots
In the three decades since we were founded, we’ve brought the IKEA Brand to 30 countries and millions of homes. Driven by the IKEA vision to create a better everyday life for the many people, we’re united by our culture, values and entrepreneurial spirit. Togetherness, simplicity, cost-consciousness and caring for people and the planet, are some of the values that drive us to constantly innovate and improve our way of working.

Passionate about life at home
We’re passionate about life at home, about bringing functional, affordable and sustainable home furnishing solutions to people with big dreams and thin wallets. We always put our customers first, and as their needs change, so do we. Through the biggest transformation in IKEA history, we will reach more customers in more ways, with the products and services they want, at prices they can afford.

Making sustainable living affordable
Resourcefulness has always been part of our DNA. And we want to have a positive impact on people and the planet – not only by going all in to contribute to the IKEA ambition to be circular and climate positive but also by making healthy and sustainable living attractive and affordable for as many people as possible.

Shaping the future of home furnishing retail
We’re curious about the world around us and want to make a positive difference in people’s lives. As we continue our transformational journey, we’re determined to lead home furnishing retail into the future – meeting even more people with affordable, well-designed and sustainable home furnishing solutions for a better life at home. It inspires us even more today than ever before.

Who we are
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Bringing IKEA to more people in new ways

FY19 was a special year! I know we tend to say that every year, but this time we really rolled up our sleeves – with big results. In challenging times for many retailers, we ended the year with growth, close to a 50% increase in online sales and more people coming to our IKEA stores than the year before. And we were able to do this in the middle of the biggest transformation in IKEA history, going all in to become more affordable, accessible and sustainable.

The IKEA vision – to create a better everyday life for the many people – is more relevant than ever before. As a big brand with a big purpose, we have a unique opportunity to really make a positive impact for people and the planet and contribute to wider changes in society. Actions speak louder than words, and we keep pushing forward to reach the IKEA ambition for 2030 – to become a circular and climate positive business and achieve a new IKEA. Thanks to the amazing team effort and spirit of change, our vision to create a better everyday life for the many people is more relevant than ever before. We can make a huge difference for people and the planet, and we’re more determined than ever to do it!

Time to celebrate, no time to stop

After a year like this, it’s time to celebrate! But it’s no time to stop. Going into FY20, we’ll keep investing in lower prices for our customers and in our stores, making them shine like never before. At the same time, we’ll continue to develop our advantages in home deliveries and take even bigger steps in digital. And above all, we’ll continue our efforts to become people and planet positive, making sustainable choices affordable to the many people.

FY20 will also be a year where we put extra focus on our culture and values, on what really makes us different – the fact that we’re a big brand with a big purpose, we have a unique opportunity to really make a positive impact for people and the planet and contribute to wider changes in society. Actions speak louder than words, and we keep pushing forward to reach the IKEA ambition for 2030 – to become a circular and climate positive business and achieve a new IKEA. Thanks to the amazing team effort and spirit of change, our vision to create a better everyday life for the many people is more relevant than ever before. We can make a huge difference for people and the planet, and we’re more determined than ever to do it!

Jesper Brodin
President and CEO, Ingka Group
We're passionate about life at home

We believe that a better home creates a better everyday life. Building on our 75+ years of home furnishing knowledge and research, we also regularly visit people all over the world to find out what life at home is really about.

Some aspects of home are shared the world over – like sleeping and eating – and some things are defined by our culture and traditions, the amount of space we have and what the weather is like. So when we visit people, we explore every space, every drawer and every moment that takes place. We ask what people do at home and how they feel when they are there. And sometimes we'll join them for a cup of tea, the weekly clean or a large family meal. Our home visits help us understand what life at home is like in every country we're in. It means we can create better solutions that meet people's real needs and reflect the hopes and dreams of our customers.

Solving Australia’s biggest bedroom frustrations

The "IKEA + you" home makeover initiative in Australia is one example of how we engage with customers to learn about their needs and help create a better, more inspiring and affordable life at home. In FY19, we focused on the bedroom – a personal, closed-door space and often the last room in the home that people renovate, remodel or refresh. Australians trusted us to solve their biggest bedroom frustrations and transform this frequently forgotten space into a retreat.

Taking a truly multichannel approach

In total, we've worked with over 150 real families to co-create the bedrooms of their dreams. To inspire others with their stories, we hosted in-store events with the families and extended the conversation online, including how-to videos with our interior designers. We even created the small magazine IKEA Extra, detailing how people could bring the solutions to life in their own home with any wallet size.

Creating a sanctuary for restful recovery

Kasia is a community worker and single mom, living with her two sons in the suburbs of Sydney. When the family was rocked by the news of Kasia's cancer diagnosis, it was important for her to get the rest and recovery she needed in a calm space. To maximise the potential of her bedroom, we used smart storage to organise clothes and things, creating a calming sanctuary. We were even able to fit a small home office within a second wardrobe and help solve storage frustrations.

A big part of Kasia's recovery was rest indoors, out of the sun. To bring some of the outdoors in, we used the hanging space at the end of her new GJÖRA bed frame to hang a canopy of leafy plants.

For the full makeover of Kasia's bedroom and other IKEA + you makeovers, see www.ikea.com/au/en/campaigns/IKEA+you

Kasia, Bidwill, New South Wales

Before

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