

## **Inter IKEA Systems BV in Home and Garden (World)**

Global Strategy | 2023-08-24 | 43 pages | Euromonitor

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### **Report description:**

Amid post-pandemic shifts, IKEA demonstrated remarkable resilience in the face of market challenges. Through strategic investments and enhanced omnichannel prowess, the company adeptly managed pricing amidst escalating costs. Notably, sizeable commitments to renewable energy have showcased its strides in a circular economy, aligning with ambitious sustainability aims. This agile approach underscores IKEA's commitment to both adaptability and enduring sustainable growth.

Euromonitor International's Inter IKEA Systems BV in Home and Garden (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home and Garden market. The report examines the company's performance by region and category, its brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Home and Garden market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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