

Ikea Deutschland GmbH & Co KG in Home and Garden (Germany)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: IB0726C67C6EN

Abstracts

Ikea Deutschland recorded a successful year in the German market in 2016, with a significant increase in its value sales. The retail giant has put an increasing emphasis on its multi-channel strategy by combining its stationery stores with its online shop, so that customers are now able to make purchases online and pick up the products at any of the 51 IKEA stores.

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