

IKEA Holdings US Inc in Retailing (USA)

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Abstracts

IKEA offers affordable furniture and home furnishings in its network of stores. Global sourcing, bulk purchasing and efficient production, combined with flat packaging and home assembly, enable IKEA to keep down costs and thus retail prices. Although IKEA only operates 38 stores in the US, the large warehouse-style locations average around 28,000 sq m per store. While IKEA's large store format is efficient and generally popular among customers, it risks reaching saturation, as suitable sites...

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Contents

IKEA HOLDINGS US INC IN RETAILING (USA)

Euromonitor International

April 2013

Strategic Direction

Key Facts

Summary 1 IKEA Holdings US Inc: Key Facts

Summary 2 IKEA Holdings US Inc: Operational Indicators

Internet Strategy

Summary 3 IKEA Holdings US Inc: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 IKEA Holdings US Inc: Private Label Portfolio

Competitive Positioning

Summary 5 IKEA Holdings US Inc: Competitive Position 2012

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