

# IKEA Ibérica SA in Retailing (Spain)

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## Abstracts

IKEA recently announced that it would continue investing in Spain in spite of the adverse economic situation in the country. The retailer plans to open 13 new outlets in Spain between the end of 2012 and the end of 2020. This expansion is the result of the growing number of visits to IKEA's Spanish outlets, although in Spain only 50% of the population has an IKEA outlet within one hour drive of their homes. Nevertheless, the company is facing difficulties meeting its growth expectations in...

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