

IKEA Food



IKEA Group FY 12

Sales: 27 billion €

IKEA Food sales: 1,3 billion €

IKEA Group: 300 stores in 26 countries [external franchisees: 40 stores, + 13 countries]

- 130 000 co-workers
- 14 500 co-workers in IKEA Food

- 700 million visitors
- More than 250 million IKEA Food customers

Food sourcing primarily from Sweden and Northern Europe.



Restaurant [65%]



Restaurant
Bistro

Swedish Food Market [20%]



Swedish Food Market
Co-worker Restaurant



Bistro [15%]



Co-worker restaurant

Top sales countries IKEA Food:

1. Germany 13%
2. US 9%
3. Russia 8%
4. Sweden 7 %
5. France 7%
6. Italy 6%
7. China 6%



New Countries – opportunities and challenges

Qatar

Lithuania

Egypt

Jordan

Croatia

Indonesia

South Korea

India



Challenges

- Import restrictions
- Documents and certificates
- Labeling

Support and door opening from Swedish governmental bodies welcome.

Opportunities

- Growth
- Demand and interest for Swedish food
- Swedish = natural, healthy
- Organic food
- Communication!



Tack!

