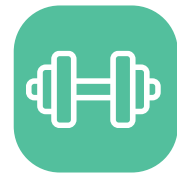


# SWOT ANALYSIS OF IKEA



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## Strengths

- World's most valuable furniture brand
- Cost leadership through economies of scale
- Democratic design for mass market
- Innovative self-service retail model



## Weaknesses

- Concerns over environmental impact
- Social issues in supply chain
- Large-scale product recalls
- Complex and overwhelming store layouts



## Opportunities

- Expand online sales and digital capabilities
- Enhance sustainability efforts
- Increase product customization
- Explore partnerships and new markets



## Threats

- Competition from low-cost and specialty retailers
- Vulnerability to raw material cost fluctuations
- Exposure to currency risks
- Regulatory pressures and market saturation