

A CIRCULAR IKEA

A BETTER LIFE WITHIN
THE BOUNDARIES
OF THE PLANET





**CHANGING
CUSTOMER
BEHAVIOURS**

RESOURCE SCARCITY

CLIMATE

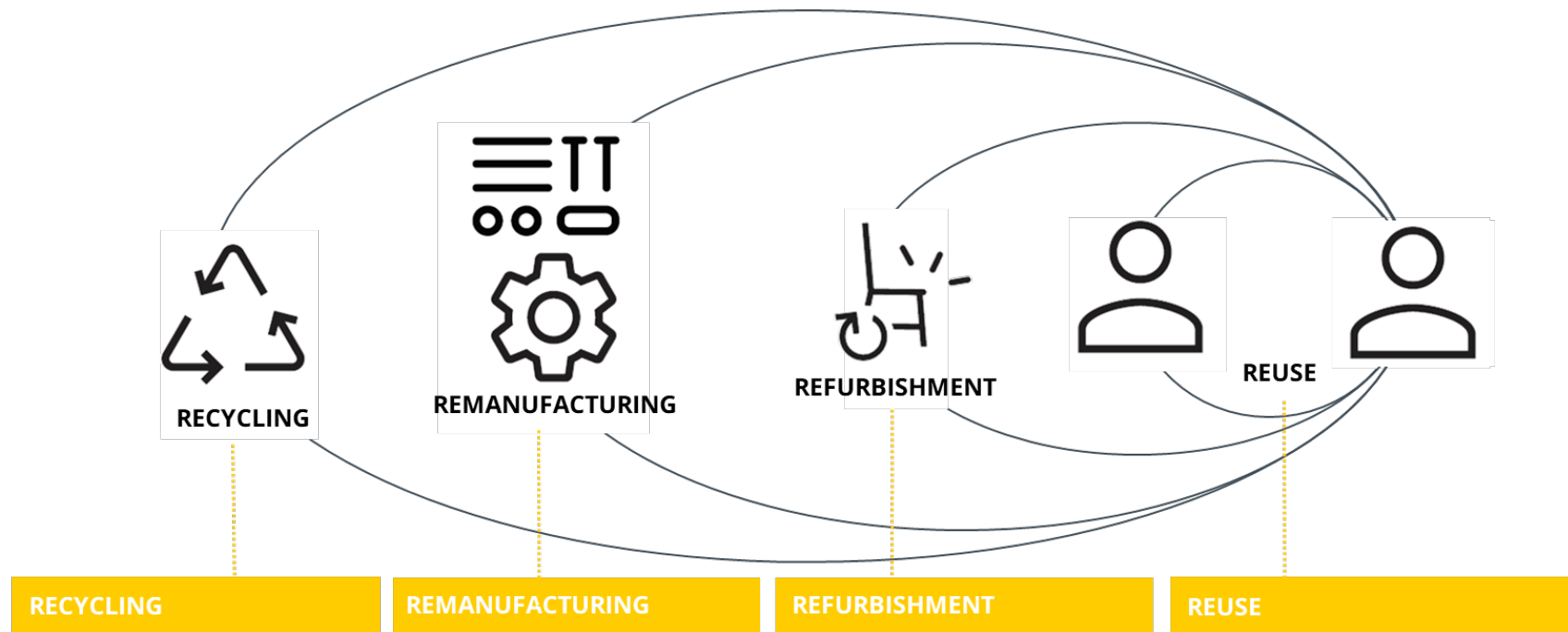


Prolonging the life of products and materials

A close-up photograph of a wooden workbench. A section of the workbench is painted a vibrant red. A piece of light-colored wood, possibly a handle or a tool component, is resting on the red-painted surface. The wood has a visible grain and a small circular hole. On the side of the wood, there is a black rectangular label with the IKEA logo and the text "DESIGNED AND CRAFTED IN SWEDEN". The background is blurred, showing more of the workbench and some tools.

Products our material banks for the future

TO A CIRCULAR IKEA



OUR STRATEGIC GOALS

ENABLING
CUSTOMERS TO:
ACQUIRE, CARE FOR,
PASS ON
PRODUCTS IN
CIRCULAR
WAYS

100%
CIRCULAR
PRODUCTS
BY 2030

BY 2030 ALL
MATERIALS
USED ARE
RENEWABLE
OR RECYCLED

TAKING THE LEAD
AND JOINING
FORCES WITH
OTHERS




Engaging with
customers
in new
circular ways



**WE OFFERED CUSTOMERS MORE
THAN 14 MILLION SPARE PARTS
IN FY20**

A man and a woman are posing in a warehouse-like setting. The woman is sitting on a black stool, wearing a black long-sleeved shirt and black pants. The man is standing next to her, wearing a yellow and blue striped polo shirt and dark blue pants. They are both smiling. In the background, there are wooden pallets, a white table, a wooden chair, and a glass door. The text "RETUNA 2ND HAND IKEA CONCEPT" is overlaid on the image in large white letters.

RETUNA 2ND HAND IKEA CONCEPT

A pair of hands is shown holding a small, white, circular object with three USB ports. The object is being held over a dark wooden surface, likely a table. The text "Designing to reuse, repurpose, repair, and recycle" is overlaid on the image in a large, white, sans-serif font.

Designing to reuse, repurpose,
repair,
and recycle

#CircularIKEA

