

IKEA lowers prices to attract more home furnishing lovers

IKEA's new initiative is focused on making home furnishing more affordable and accessible to the many people in India

IKEA India has lowered prices for many of its products without an end date as part of its long-term steps to make home furnishings more affordable and accessible for the Indian market. It is applicable for both its offline and online offers.

Considering recent unprecedented situations such as the pandemic, rising costs of living, supply chain disruptions, and increased inflation, IKEA India has taken a step further to restrengthen its affordability agenda. These concerns were also highlighted by most Indians in IKEA's Life at Home report 2022. The company announced lower prices for products across categories including store and organise furniture, storage solutions, living room seating, bedroom furniture, office storage, kitchen accessories, children's storage, etc. This is a long-term initiative for IKEA to strengthen its affordability agenda. The prices of these products have been reduced starting from 16% to as much up to 39%. This initiative is aligned with IKEA's omnichannel experience for the consumers as the low prices are also reflected in their food offerings and services.

Susanne Pulverer, CEO & CSO, IKEA India said, "At IKEA we believe that everyone should be able to afford home furnishing products and solutions to be able to create homes they love. We are constantly challenging ourselves to find new ways to keep product costs as low as possible without compromising on design, function, quality, sustainability, health, or safety. Local sourcing, new & innovative solutions & materials, construction techniques, distribution, transportation are some of the ways that help IKEA keep a competitive price point. We will continue to invest in creating a positive impact on the society and the economy."

IKEA India offers over 1100 products below 200 INR to become more affordable and accessible to the many people. You can buy your favourite IKEA products at lower prices at any of their stores in Hyderabad, Mumbai, and Bengaluru, from their online store or the IKEA app.