

Title: IKEA & SWOT analysis, Green Marketing Mix – Local vs Global

Step 1: Write down your observation, personal point of view, experience, and preferences (e.g. images and video content)

I'm excited to participate in the marketing survey with my friend. What I have learn on that day were:

Purpose: To understand how global brands adapt their sustainability and the effectiveness of IKEA's green marketing initiatives.

Experience: I appreciate IKEA's affordable pricing for eco-friendly products

Preferences:



Step 2: Find two journals, provide links to the articles/journals you found (keywords: SWOT analysis, Green Marketing mix 4ps, IKEA, sustainability)

[IKEA SWOT Analysis \(2025\)](#)

[IKEA Green Marketing – How Sustainability Drives Its Success \(2025\)](#)

Step 3: A brief comparison between our country (Malaysia) and another country's IKEA practices

Comparison	Malaysia	USA
Renewable Energy Use	100% renewable electricity in factories and distribution units	Same achievement globally, including U.S. operations
Materials Used	55.8% renewable, 17.3% recycled	Identical percentages globally
Ownership & Structure	Operates under Inter IKEA Group	Owned by Ingka Group, a franchisee of Inter IKEA Group

LAST: Add images or infographics if available (e.g., IKEA sustainability posters, annual report, etc)

FY24 sustainability highlights



Decreasing our climate footprint by 8.4 million tonnes of CO₂ eq in absolute terms compared to our FY16 baseline – a reduction of 28%.
Page 13



Expanding our plant-rich food offer through new dishes and investments in innovative ingredients.
Page 10



Improving PAX with foldable frame, designed for **easy disassembly and reassembly.**
Page 22



Increasing protections for migrant workers through a partnership with the **International Organization for Migration (IOM)** to drive systematic change starting with our supply chain.
Page 49



Increasing the share of renewable electricity from FY23 to FY24:

- 77% to 81% for retail
- 91% to 95% for logistics services
- 71% to 75% for production

Page 14



Driving innovative solutions for water efficiency at home through initiatives like the **SOL Home Coalition** pilot in Los Angeles and the **Drop It** project in Sweden.
Page 11



Moving towards paper-based bags for furniture fittings in our packages, helping to reduce our plastic consumption by an estimated 1,400 tonnes per year.
Page 25



Restoring FSC certification in Poland, our biggest wood sourcing market, by working together with business partners and stakeholders.
Page 36



Reporting for the first time on road safety to promote transparency and take action on improvements, playing our part in reaching the UN Sustainable Development Goal target to reduce road fatalities and injuries by half by 2030.
Page 48



Achieving the same function with less material using high-strength steel instead of regular steel in the **MITTZON sit/stand desk.**
Page 16

Strengthening our responsible sourcing approach across the value chain with new **IWAY** requirements that address seafarers' rights, animal welfare, as well as social and environmental aspects in agriculture.
Page 48, page 41, page 40

5 - IKEA SUSTAINABILITY REPORT FY24

IKEA Sustainability Strategy

The purpose of the IKEA Sustainability Strategy is to inspire, activate and lead us in our planning, decision-making and goal-setting so that together we can achieve the changes we want to see for the IKEA business and in the world.

The IKEA Sustainability Strategy, introduced in 2018, sets a common direction for the IKEA franchise system and value chain and is reviewed annually. During FY24, the strategy was updated in accordance with our strengthened ambitions and actions plans, and to align with the latest insights and science.

The overall structure of our sustainability strategy, organised into three focus areas, remains intact. The updated ambitions for each focus area are shown in the diagram on the right.

One important update is the shift to 'Net Zero and Beyond' instead of 'Climate positive' as this better reflects the next chapter of the IKEA climate journey with strengthened climate goals, in line with the 1.5°C target and the Net-Zero Standard by Science Based Targets initiative (SBTI).

To better reflect the critical role of nature, the focus area "Circular & climate" has been updated to "Climate, nature, & circularity". The IKEA business depends on nature for our materials, and nature has always been an integral part of the IKEA approach to sustainability.

Further important updates in the strategy involve adjusting our circularity commitment as an ongoing "transition toward a circular business", rather than setting a fixed endpoint by 2030. This is the same for "Aiming to use only renewable or recycled materials by 2030", which has been updated to "Aiming to use only renewable or recycled materials". These revisions reflect the evolving understanding of circular practices while acknowledging challenges in fully achieving our goals by 2030.

We have also adjusted our "Healthy & sustainable living" ambition, continuing to inspire and enable as many people as possible to move towards healthy and sustainable lifestyles in any area where IKEA has an influence. Since the strategy launched in 2018, we have been unable to measure progress towards our goal of inspiring and enabling one billion people to live better within the planet's boundaries. This is because the impact on planetary boundaries is measured globally, not individually. Our updated ambition brings us in line with science and supports a wider approach, committing to offer products that directly improve a healthy and sustainable lifestyle, for example, in the areas of energy, water, air, waste and food.

Healthy & sustainable living

Our ambitions for 2030

We will inspire and enable people to move towards healthy and sustainable lifestyles by making healthy and sustainable living a desirable choice that is affordable, attractive and accessible for as many people as possible.

We will offer products where environmental and social impact, as well as circular capabilities have been considered. We will also offer products and services that can directly support a healthy and sustainable lifestyle in, for example, the areas of energy, water, air, waste and food. We will inspire behaviours that lead to a reduced environmental footprint as well as better health and wellbeing at home.

We are committed to:

- Offering home furnishing products, services and solutions that support a healthy and/or sustainable life at home
- Offering a food range that supports healthy and sustainable eating
- Contributing to creating a shift in society where healthy and sustainable lifestyles become the default

Climate, nature & circularity

Our ambitions for 2030

We are transitioning towards a circular business built on clean, renewable energy and regenerative resources, de-coupling virgin, non-renewable material use from our growth. The aim is to end our dependency on virgin, non-renewable materials and fossil fuels.

We will contribute to limiting the global temperature increase to 1.5°C, in line with the Paris agreement, by drastically reducing emissions in line with science, removing and storing carbon through forestry, agriculture and products, as well as contributing with additional reductions in society.

We will also do our part to contribute to clean air and water and improved biodiversity.

We are committed to:

- Transitioning towards a circular business
- Taking climate action by halving emissions from the IKEA value chain, on our way towards net zero
- Regenerating resources, protecting ecosystems and improving biodiversity

Fair & equal

Our ambitions for 2030

By 2030, our ambition is to play our full part in contributing to a fair and equal society by respecting and promoting human rights across the value chain and contributing to resilient societies.

We recognise our responsibility to address the negative impacts of our business and will always seek to create a positive impact for people. We will provide and support decent and meaningful work, including providing and promoting a living wage and ensuring a just transition.

We will ensure that the IKEA business contributes to a more equal, diverse and inclusive society through our business practices, as well as our products, services and communication. We will also use our size and influence to advocate for a fair and equal society.

We are committed to:

- Being a responsible business and contributing to resilient societies
- Providing and supporting decent and meaningful work across the IKEA value chain
- Being an equal, diverse and inclusive business

Overview of the IKEA Sustainability Strategy focus areas, commitments and ambitions for 2030.