





IKEA Canada Summary Report 2025



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Hej!

I'm pleased to share with you the 2025 IKEA Canada Summary Report. Every year, we take this opportunity to highlight key business results and reflect on our accomplishments from the past fiscal year (FY).

In Fiscal Year 2025, we saw the cost of living continue to rise, the retail landscape continue to rapidly change, and geo-political issues continue to impact many aspects of our lives. During this challenging year, IKEA Canada maintained 2.80 billion dollars in retail sales (a 2.5% decrease compared to Fiscal Year 2024) while increasing visitation in-store and online. We also garnered impressive results for IKEA Food, achieving 143 million dollars in sales (a 4.1% increase from last year), which is an incredible way to tee up our extraordinary growth focus on Cooking and Eating in Fiscal Year 2026.

Our co-workers across Canada all contributed to making these impactful movements happen, while continuing to help create a better everyday life for our customers, communities, and the planet. A big TACK (that's Swedish for thank you) to each and every one of our 7,000+ co-workers!

IKEA Canada, with deep Swedish roots, is proud to be nearing 50 years of bringing meaningful home solutions to life on Canadian soil. It's true that FY25 tested us in many ways but I know that together, we will continue to build a resilient and purposeful future in the years ahead.

Thank you for your interest and engagement with IKEA Canada. I hope you enjoy the learnings and accomplishments shared in this year's Summary Report.

Selwyn Crittendon
CEO & Chief Sustainability Officer
IKEA Canada

Results at a glance



\$2.80B

total sales

2.5% decrease from last year

\$793M

online sales

28.3% of total sales

33.3M

store visits

1.6% increase from last year

199.9M

online visits

11.2% increase from last year

2.38M

orders delivered

728,233 Click and collect orders

\$143M

in Food Sales

4.1% increase from last year

Canadians enjoyed:



70.8M+ meatballs



7.2M+ plant balls



3.1M+ hot dogs



2.1M+ frozen yogurts

September 1, 2024 to August 31, 2025
Stats compared to FY24





Inspiring Better Homes

At IKEA, we believe a better everyday life begins in the home. Each year, IKEA globally chooses a key home furnishing area to prioritize through targeted offers, exciting new products, and engaging customer interactions. This year, we focused on the bedroom and made complete sleep a priority for our business, co-workers, and customers because we believe that everyone deserves a good night's rest.



The evolving Canadian home: trends in well-being, aspirations, and life at home

For nearly 50 years, IKEA Canada has been selling more than just furniture — we offer ideas, solutions, and inspiration to help create a better everyday life for the many. And we make sure to do our research. Through the 11th annual Life at Home Report, which surveys thousands of Canadians, we learned that people continue to find comfort in their homes, with 60% feeling positive about their current home life and nearly half feeling optimistic about the next two years. Home remains a favourite place for many, especially for relaxation, saving money, and connecting with pets.

To further deepen our understanding of the evolving Canadian home, our Home Furnishing and Retail Design team conducted hundreds of home visits in FY25, both in person and virtually, gathering important insights that directly inform the development of new and innovative solutions across IKEA stores and digital platforms.

Keeping prices low and value for money high

As the cost of living continued to rise in 2025, we doubled down on our commitment to affordability by investing over \$50 million to lower prices on more than 550 products, adding to the \$80 million we invested to reduce prices on 1,500 products in 2024. The latest round of price reductions included popular items like mattresses, dinnerware, and furniture, while IKEA Kitchen pricing remained 25% lower than last year.

To highlight our affordable design and value for money, we launched the new “Actually, it’s IKEA” brand campaign using playful, high-end advertising tropes to showcase the accessibility and quality of our products. Appearing nationally on broadcast, out-of-home, digital and social media, the clever campaign inspired Canadians to have their own “actually, it’s IKEA” moments.

Inspiring better days starting with restful nights

Many struggle with their sleep quality for varying reasons, yet sleep is an important factor in how our days will turn out. In FY25, we went all in on democratizing better sleep by offering well-designed, functional, durable, high-quality, sustainable sleep solutions at the lowest possible price. In addition, we focused on the IKEA sleep essentials: six factors that have been proven to contribute to a better night’s sleep: comfort, light, temperature, sound, air quality, and decluttering.

To launch our extraordinary focus on complete sleep, we hosted IKEA Dreamscapes in downtown Toronto for a limited time, which offered an immersive, sleep-focused experience featuring creative installations, new collections, and personalized sleep tips. Visitors enjoyed sound baths, giveaways, and exclusive IKEA Family member perks, including a \$50 coupon and a chance to win a \$2,500 sleep kit. The free event continued at IKEA Toronto Downtown and IKEA Scarborough Town Centre.

FY25 marked a breakthrough year in showcasing IKEA as the ultimate destination for a good night’s sleep. We leaned fully into our commitment to sleep by supporting our co-workers in becoming complete sleep experts, improving their knowledge and competence through training developed and implemented in-house. We drove exceptional growth across key product categories by offering a complete sleep solution, rooted in deep knowledge of sleep’s importance and a wide range of products designed to help everyone rest well. Growth was led by standout performance in bedroom storage, sofa beds, mattresses, and lighting, each playing a vital role in creating restful, functional sleep environments.





Making life at home needs and dreams easier to afford with Financial Services

Now in its second year, IKEA Canada continued our partnership with Royal Bank of Canada (RBC) to support affordability for Canadians through PayPlan by RBC™, an in-store financing option with no hidden fees. Since launching in 2024, we've expanded the offering so that eligible customers can apply this flexible pay-over-time solution to purchases up to \$20,000. We also continued to offer Pay in 4 by Afterpay, allowing customers to split their online purchases into four interest-free payments. We're pleased to offer these options that make home furnishings more accessible, helping Canadians create beautiful, budget-friendly homes amid continued financial caution.



Giving customers even more reasons to visit us in-store

Our stores are an essential part of the IKEA brand experience and in 2025, we continued to offer more exciting reasons for Canadians to visit. Building off the success of last year, our Hej Days event returned in September and May with lots of chances to save including 15% off everything, discounts on IKEA Food, and extra giveaways in-store. Hej Days brought in 949,100 customers to stores across Canada, and 4.6M customers visited us online during both events.

Enjoying meals with family and friends is an important element of our Swedish roots so naturally, we're thrilled to offer fun and unique in-store food experiences. This year, we continued the traditions of our Swedish Julbord holiday event and Valentine's Day dinner and customers continued to join, sharing their excitement over social media and reserving tickets well in advance.



Rob Kelly
Country Commercial Manager
IKEA Canada

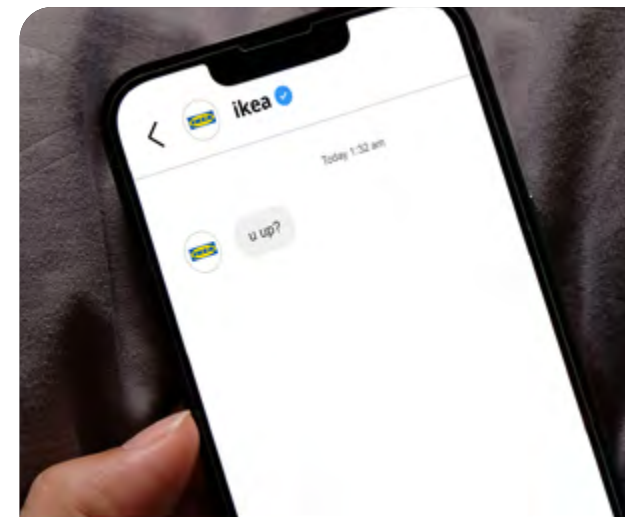


"Our products and home furnishing solutions bring joy to people every day and have helped millions to fulfil their dream of a beautiful and affordable home. As Canadians continue to be extra cautious about their spending, we remain committed to supporting them with incredible value for money across our range."



Being part of IKEA Family has never been so rewarding

After reaching over 5 million members last year, the IKEA Family loyalty program celebrated another major milestone in 2025: the launch of a new rewards offering, providing members with a more personalized and engaging loyalty experience throughout their entire home furnishing journey. Rewards from IKEA Family allows members to collect points — represented by the iconic Allen key — not only through purchases but also by interacting with IKEA online and in-store. These points can be redeemed for valuable rewards such as product discounts, services like delivery and assembly, and even free food at the Swedish Restaurant. IKEA Family remains free to join and continues to offer instant benefits like member discounts, events, workshops, and free regular coffee or tea with every visit.



Fun fact

To support our focus on complete sleep, we launched a social media stunt to raise awareness of our mattress range amongst Canadian consumers. On February 14, between 10:00 PM and 4:00 AM, select Instagram users received a direct message from IKEA Canada, simply asking “u up?” Respondents were instantly offered 15% off an IKEA mattress. The playful activation turned the flirtatious phrase, typically used for late-night texting, into a clever solution for sleepless nights. The viral campaign inadvertently sparked an advertising war as competitors responded with their own out-of-home billboards, and the campaign went on to be recognized with multiple Cannes Lions at the annual International Festival of Creativity.





Everything you need for a good night's sleep

In 2025, IKEA conducted one of the most extensive surveys on sleep behaviours around the globe to help us support a better everyday for the many people, beginning with how they sleep at night. We also identified the six sleep essentials — comfort, light, temperature, sound, air, and decluttering — that all work together to lay the foundation for a good night's sleep.

SMÅSPORRE
Duvet, Twin

\$34⁹⁹





Creating Better Lives

We're on a mission to create a better everyday life for people all over the world and believe it is our responsibility to make a positive impact on the local communities in which we operate. From taking care of our co-workers to advocating for a more fair and equal society to supporting social entrepreneurship and community engagement, people are at the heart of everything we do.



Prioritizing holistic health and wellness

At IKEA, we're committed to creating a culture where wellness is accessible to the many and integrated into every aspect of our workplace. Over this past year, we launched several initiatives aimed at prioritizing mental, physical, and financial well-being including a new Co-worker Resource Group (CRG) focused on Guiding Real Opportunities of Wellness with Co-workers (G.R.O.W.) to engage co-workers in shaping the future of holistic wellness at IKEA Canada.

We also established the Psychological Safety Committee to explore ways to assist leaders and co-workers during difficult customer interactions such as through de-escalation training, courtesy and respect signage, and resources to help ensure everyone feels psychologically safe at work.

In FY25, we shone a light on an often-overlooked aspect of women's health: menopause. With our new Menopause Guidelines and partnership with the Menopause Foundation of Canada, we're creating an inclusive environment where women feel supported at every stage of life.

Driving social impact through Ingka Neighbourhoods

In FY25, we continued to advance the Ingka Neighbourhoods approach in Canada, driving meaningful social impact through four key movements: increasing access to better homes, empowering children and youth, opening pathways to decent employment, and scaling fair and equal services and business models.

Units across the country brought this vision to life by aligning their efforts with local community needs while contributing to a cohesive national strategy. Through volunteer initiatives with Furniture Bank, co-workers supported local families in need by providing essential home furnishings. Build days with Habitat for Humanity and holiday initiatives supporting the Salvation Army and CTV Toy Mountain Drive showcased how units can collaborate to strengthen local communities and create shared impact. Co-worker engagement was a key part of the approach, as paid volunteer time enabled teams to actively contribute to their neighbourhoods, live our values, and build stronger connections across units. Overall, FY25 was a year of bringing the four movements to life, uniting our teams behind a shared vision, and laying the foundation for continued impact in the years ahead.

Caring for our communities in partnership with the Canadian Red Cross

Last fall, IKEA Canada proudly joined forces with the Canadian Red Cross through its Disaster Response Alliance (DRA), reinforcing our commitment to building resilient communities and being a responsible, caring neighbour. This partnership enables us to support the Canadian Red Cross in both preparedness and response efforts during emergencies. Our investment in the DRA helps ensure that essential supplies are strategically pre-positioned, and that systems and personnel are ready to mobilize across the country. The DRA also plays a critical role in enhancing the Canadian Red Cross' capacity to respond swiftly and effectively when communities need it most.

Supporting co-workers as engaged citizens

We see ourselves as more than just a furniture retailer — we are enablers of stronger communities. In response to the 2025 federal election, we implemented our first Co-worker Election Awareness campaign to encourage co-workers to participate in the electoral process. By sharing existing, non-partisan, public election information and directing co-workers to official sources of information such as Elections Canada's website, Elections.ca, it was our aim to make it easy for co-workers to educate themselves and exercise their right to vote. IKEA is committed to helping the communities we serve, and voting is one more way to help build a better Canada.





Fun fact

At IKEA, we're constantly looking at how we can do better, not just as a retailer but as an employer. And who better to ask than our own people? Through the annual iShare co-worker survey, we invite co-workers to share their honest opinions on what they love about working at IKEA and what they think could be improved upon. This year, 93% of co-workers participated — that's 6,163 respondents across the country! We now have concrete feedback to guide us in creating business plans, actions, and solutions that will contribute to a happier and healthier workplace for the many.



United in Equity, Diversity, and Inclusion

At IKEA Canada, we are committed to building a culture where everyone feels a sense of belonging. We strive to create a workplace that embraces people of all genders, ethnicities, races, nationalities, abilities, and sexual orientations; where co-workers feel empowered to show up as their authentic selves and thrive. Recognizing and celebrating days of cultural and social significance is one of the ways we bring this commitment to life.

Across the country, our units celebrate important moments such as Black History Month, Indigenous History Month, and Asian Heritage Month. These observances are more than just dates on a calendar, they are opportunities to learn, reflect, and engage in meaningful conversations that strengthen our inclusive culture.

By honouring the diverse identities and experiences of our co-workers and communities, we continue to build an environment where everyone feels seen, heard, and valued. We are proud to have several Co-worker Resource Groups (CRGs) that play a vital role in supporting these efforts. Our CRGs represent racialized, Indigenous, and 2SLGBTQ+ co-workers and those focused on gender balance in the workplace as well as health and wellness. They create space for diverse voices, connection, allyship, and collaboration. CRGs are more than support networks; they are strategic partners in building a more inclusive, engaging, and inspiring workplace for generations to come.

Taking pride in our people — everyday

At IKEA, we have always stood for 'the many people', an idea that does not discriminate. We believe that everyone has a right to be treated fairly and provided with equal opportunities regardless of their sexual orientation or gender identity. As a long-standing advocate for the 2SLGBTQ+ community, we continue our efforts and actions to ensure that everyone feels welcome, respected, and appreciated for who they are.

Once again, we raised the Pride Progress flag on International Day against Homophobia, Transphobia, and Biphobia (IDAHOBIT); participated in Pride marches across Canada; created opportunities for co-workers from the 2SLGBTQ+ community and allies to connect, learn, and grow in our Rainbow Connections CRG; and donated to local 2SLGBTQ+ community organizations, adding to almost \$250,000 donated since 2018. For the second year in a row, we donated 100% of Rainbow cake sales (up to \$200,000) to Rainbow Railroad to assist up to 300 at-risk LGBTQI+ people get to safety each year through this impactful partnership.

We know there is still much more to be done and will continue focusing on equal opportunities at work, as well as championing equality at home.



Bringing our Indigenous Reconciliation Strategy to life

Equality is deeply rooted in the IKEA values, and it is our ambition to be a force for positive change in society. With that comes a commitment to support Indigenous cultures and contribute to reconciliation with First Nations, Inuit, and Métis peoples.

Over the past year, many of our IKEA units across the country have engaged in ongoing dialogue, collaboration, and relationship-building efforts with their local Indigenous communities guided by the IKEA Canada Indigenous Reconciliation Strategy. Rooted in the Truth and Reconciliation Commission of Canada (TRC) Call to Action #92 – Business and Reconciliation, the strategy, established by IKEA Canada in 2021, encompasses learning and teaching; collaboration and amplification; and reciprocity with Indigenous communities.


We have seen our Indigenous Reconciliation Strategy come to life through Indigenous showrooms at IKEA Edmonton, IKEA Halifax, and IKEA Calgary; powerful Indigenous art installations at IKEA Ottawa and IKEA Beauharnois Distribution Centre/ Customer Distribution Centre (DC/CDC); education for IKEA co-workers through the 4 Seasons of Reconciliation training program; and an inspiring journey towards reconciliation by IKEA Winnipeg in collaboration with an Indigenous advisor and the local Indigenous community. Together, they have engaged in cultural activities such as sage picking, pipe ceremonies, smudging of the store, and most recently, the unveiling of an impressive Indigenous-inspired living room-setting and educational tipi exhibit for co-workers, customers, and the community to engage with and learn from.



Supporting community through our Social Enterprise Discount Program


This year, we proudly launched our Social Enterprise Discount Program to support select charitable organizations within the IKEA Business Network. From May to August 2025, participating organizations benefited from a 5% discount on IKEA furniture, home furnishing accessories, and pre-packaged food items from the Swedish Food Market.

The program was designed to help social enterprises expand their reach and better serve families facing financial challenges. By providing access to affordable, high-quality products, IKEA Canada contributed to their efforts in creating a better everyday life for more people in local communities.



Melanie Bedioui

Health & Well-being Leader,
IKEA Canada



“This year, we’ve continued to prioritize the health and well-being of our co-workers, because they truly are our greatest asset. I’m proud of the space we’ve created for meaningful conversations around mental health and menopause, helping to reduce stigma and build a workplace where everyone feels safe, supported, and able to bring their whole self to work. Over 800 co-workers have completed mental health training, and the impact is clear: 83% feel a strong sense of belonging at IKEA, 82% enjoy their work, and 86% feel connected to their colleagues. These results reflect the caring culture we’re building together.”





SKOGSDUVA

Duvet cover and pillowcase, Twin

\$29⁹⁹

Creating a more playful everyday for the whole family with SKOGSDUVA

In the 2024 IKEA Play Report (a global study of play in relation to well-being), we found that “having fun together as a family” topped the chart of emotional priorities for both parents and children. But after a day packed with schedules and to-do lists, even playing can end up feeling like a chore. The SKOGSDUVA collection helps to create a more playful everyday by enhancing routines that families already share with educational, inspirational, and practical products.





Change for a Better Planet

The world is changing rapidly, and both customers and employees are demanding greater accountability and transparency from brands like ours. People don't just want better products and value: they expect better businesses. At IKEA Canada, we aim to inspire and enable people to move towards healthier and more sustainable lifestyles, by making it affordable, attractive, and accessible to as many people as possible. Through small, meaningful actions, we can all help to create a better everyday life while protecting the future of the planet we all call home.



Sustainability highlights



14,278 solar panels

produced 3,764,292 kWh



2 wind farms

produced 338,878,484 kWh
of generated power



3 geothermal properties



78 EV chargers

for customers and co-workers



46,028 customer vehicles

charged at IKEA



90 EV charging stations

dedicated for home delivery vehicles



365,000+ deliveries

completed by electric delivery trucks



13,204 Sell-back submissions

52% increase from FY24

Data from September 1, 2024 to August 31, 2025



Breaking down barriers to circular living

At IKEA, we design products with renewable or recycled materials and embed circular principles like repairability and recyclability to extend product life and reduce waste. For Earth Month 2025, our vision of a world where nothing goes to waste inspired action across the organization — from deeper waste reduction efforts in units to commercial offers that helped customers live more sustainably at home, including a 2x Sell-back offer, 15% off As-is products, and 20% off select sustainable living items. These initiatives strengthened our connection with customers who share our commitment to circularity and climate action. Over the past three years, we've also steadily increased our waste diversion rates year-over-year, keeping more materials out of landfill and giving them new life through recycling, reuse, and recovery. To further support product longevity, our Spare parts program makes it easier for customers to repair and maintain their favourite IKEA items, helping to prolong product life and supporting a more circular lifestyle.

IKEA continues to advocate for Canadians, recognizing that wasting less in our homes not only benefits the planet but also means keeping more money in our wallets. That's why we're actively engaging with like-minded organizations and governments to address the unfair double taxation on pre-owned items — what we refer to as the Second-Hand Tax (SHT). We believe that removing obstacles is essential to making sustainable choices more affordable and equitable. Through cross-sector collaboration, we aim to help shape policies that support the growth of the circular economy and make second-hand shopping a more desirable and impactful option for everyone.

Helping to turn empty houses into homes

Through a partnership with Furniture Bank, a Toronto-based social enterprise, IKEA Canada ensures that gently used mattresses are donated to individuals and families transitioning out of homelessness or displacement. This effort extends beyond Toronto, with similar programs in Montreal, Halifax, Ottawa, and Winnipeg, where IKEA Canada partners with local organizations to give mattresses a second life and help families create safe, comfortable homes. To date, the program has enabled the donation of over 34,670 gently used mattresses in all markets with social enterprise partnerships, helping to transform empty spaces into homes and offering comfort, dignity, and a fresh start to those in need.



Dan Kershaw
Executive Director,
Furniture Bank



"When a child lacks a proper bed, they're not just missing furniture — they're missing the foundation for success in school, emotional well-being, and healthy development. Working with IKEA Canada, we're turning the lights on this hidden struggle and providing real solutions, one Sleep Well Kit at a time."

The Sleepless Lamp

This year, during National Sleep Awareness Month, IKEA Canada brought national attention to the hidden crisis of sleep poverty, which affects nearly 500,000 children across the country. To raise awareness, we launched the Sleepless Lamp: a symbolic installation that visualizes disrupted sleep patterns using real data of children. This data was collected by a team of doctors who reviewed studies from the field of sleep medicine to arrive at an approximation of how these children spend their nights. When the children are awake, the lamp turns on. When they are asleep, its light turns off. This initiative highlighted the broader impacts of sleep deprivation on children's health, education, and well-being.

Through our continued partnership with Furniture Bank, IKEA Canada is helping to address sleep poverty nationwide by donating pre-loved mattresses along with beds and essential sleep items to families in need through the Sleep Well program.





Fun fact

At IKEA Canada, we continued to advance our commitment to zero emission (ZE) transportation in 2025 by expanding our electric vehicle (EV) infrastructure and seeing EV truck home deliveries take the lead over diesel. We now offer EV charging for customers and co-workers at 14 stores and have installed dedicated commercial EV chargers at 17 locations to support the growing fleet of EVs operated by our delivery service partners. Our investments in EV charging infrastructure provide reliable and safe access to power, supporting significant progress in our transition to ZE home deliveries. In August 2025, 72% of our big and bulky truck home deliveries were completed using EVs, surpassing deliveries made by internal combustion engine vehicles for the first time. August 2025 also marked a significant milestone with every home delivery fulfilment unit across Canada performing ZE truck deliveries that month! Both achievements mark a strong step forward in support of Ingka Group's global ambition to achieve more than 90% ZE truck home deliveries by 2028. This progress wouldn't be possible without the strong collaboration with our delivery service partners, who share our commitment to innovation and environmental responsibility. Most importantly, we're proud that IKEA customers never have to pay a premium for ZE deliveries, reflecting our dedication to making sustainable choices both accessible and affordable for the many.



Our commitment to sustainability comes to life as one of Canada's Greenest Employers

We're proud to be recognized for the 17th consecutive year as one of Canada's Greenest Employers by Mediacorp Canada Inc. This honour reflects our deep commitment to sustainability and the everyday efforts of our co-workers who live our values. At IKEA Canada, sustainability isn't a department, it's embedded in everything we do from how we design and deliver products to how we power our stores and invest in the future. Globally, we're working toward cutting greenhouse gas emissions in half by 2030 and reaching net-zero by 2050. We're growing responsibly, and we're just getting started.



Holiday campaign rooted in reconciliation

We believe that every child deserves the opportunity to thrive, regardless of their background or circumstances. That belief helped guide our efforts during the 2024 holiday season, when \$2 from every IKEA soft toy sold was donated to the National Reconciliation Fund through Save the Children. This initiative supported a priority program focused on empowering First Nations youth in the Yukon, helping to create pathways for education, cultural connection, and community leadership.

With support from our customers, we were able to contribute \$67,570 to this important cause. Together, we helped make a meaningful difference in the lives of children who face systemic barriers, supporting long-term, positive change rooted in reconciliation and equity. This initiative reflects our ongoing commitment to using our business as a force for good, supporting children, families, and communities in building a more inclusive and sustainable future.



IKEA and BC Hydro team up to enable British Columbians to live a more sustainable life at home

As part of our ongoing commitment to making sustainable choices more affordable and accessible to the many, we launched a partnership with BC Hydro to offer in-store rebates on select energy- and water-saving products at IKEA Coquitlam and IKEA Richmond.

Between May 30 and August 22, 2025, customers visiting these locations received instant savings of up to \$30 on select ENERGY STAR® air purifiers and \$10 on select WaterSense® certified showerheads. These products are not only budget-friendly, but they were also designed to help reduce energy and water consumption, supporting a more sustainable life at home. Through this collaboration, IKEA Canada and BC Hydro empowered British Columbians to take small, impactful steps toward more sustainable living.





MÄVINN

Cushion cover

\$19⁹⁹

Empowering communities through timeless craft with MÄVINN

In FY25, IKEA proudly celebrated the third year of our global social entrepreneurship collection MÄVINN, reinforcing our commitment to handcraftsmanship and sustainable livelihoods. The 2025 MÄVINN collection featured 18 handmade products crafted by artisans in Bangladesh, India, Indonesia, Jordan, and Thailand — showcasing their heritage, traditional skills, and resilient creativity.





Creating a Better Business

As an omnichannel retailer, we are transforming all areas of our business to meet the rapidly changing needs of consumers. By enhancing the full IKEA journey – from in-store experiences to online shopping, digital tools to personalized services — we are making IKEA more affordable and accessible to Canadians wherever, however, and whenever they choose to shop with us.



Bringing affordable, inspiring home furnishing solutions closer to home

IKEA Plan and order points are one of the many ways we are transforming our business to deliver a seamless retail experience closer to where Canadians live, work, and socialize.

In 2025, we expanded our network of Plan and order points to 10 with new locations in Sherbrooke, QC and Vaudreuil, QC. In addition to customized design services, we introduced a limited number of products for immediate purchase and takeaway for Vaudreuil customers to enjoy.

Customers can book one-on-one planning services with IKEA experts to design and purchase home furnishing solutions for any room in the home such as kitchen renovations or bedroom storage systems. Once orders have been placed, they can be delivered directly to customer homes or collected from a local pick-up point. Plan and order points help to reduce the distances that customers must travel to visit an IKEA location, which has affordability, accessibility, and sustainability benefits.

In the coming year, we're excited to bring this unique format to more of the many Canadians with new Plan and order points opening in Abbotsford and Kelowna, British Columbia.



Fulfilling the needs and dreams of Canadians

Customers' expectations for convenience, affordability, and speed are higher than ever. In order to continue meeting the needs and dreams of Canadians, we're focused on optimizing all areas of our operations to become a leading omnichannel retailer.

In 2023, we committed more than \$400 million to enhance our delivery, pick-up, and fulfilment capabilities in the Greater Vancouver and Greater Toronto areas. Since then, we have completed store fulfilment expansion projects at IKEA Etobicoke and IKEA Vaughan; broke ground on the new Customer Distribution Centre (CDC) in Hamilton, ON; and are preparing to expand store fulfilment at IKEA Richmond. Over the coming years, we will work towards completion of these major expansion initiatives with a focus on caring for people and enabling our products to reach customers as quickly, affordably, and sustainably as possible.

Combining efficiency and care through automation

As we take bold steps towards becoming a leading omnichannel retailer, we're embracing automation to help get us there. Globally, IKEA has been developing ways to integrate innovative automation technology into our fulfillment operations and IKEA Canada is on an exciting journey to support this effort in units across the country. Using a people-focused approach, we aim to significantly improve — not replace — how we work, making it more streamlined and meaningful for co-workers while protecting their health and well-being.

In 2025, we piloted the use of exoskeletons in several units including the Mississauga Customer Distribution Centre (CDC), Beauharnois Distribution Centre/Customer Distribution Centre (DC/CDC), IKEA Boucherville, and IKEA Ottawa. These robotic, wearable devices assisted co-workers in performing physically demanding tasks such as heavy lifting, repetitive movements, and prolonged physical activities with amazing results. Users reported being able to lift heavier loads more easily, felt less fatigue from prolonged tasks, and had more energy at the end of their shifts to enjoy their time outside of work.

We also started using autonomous flying drones in some of our store warehouses including Calgary, Montreal, and Boucherville. During non-operational hours, the drones navigate throughout our warehouses to identify locations with missing or incorrect articles and report this information through the warehouse management system. These nightly flights enable our units to complete full warehouse inventory counts, helping us to improve the overall customer experience through greater product availability and increased accuracy of stock in-store and online.





Fun fact

In FY25, we saw an 11% growth in IKEA for Business sales, reaching \$230M. Our best-selling product families amongst business customers were SEKTION kitchen cabinets and MAXIMERA drawers; MITTZON desks and acoustic panels to support hybrid workspaces; and KLIPPAN sofas, a favorite for rentals, lounges, and break areas.



Enhancing our digital tools to support the full customer experience

As a leading omnichannel retailer, we're committed to providing a memorable and seamless experience no matter how customers choose to interact with us including digitally. With 199.9M visits to IKEA.ca in FY25, an easy, intuitive online experience is paramount. Over the past year, we've added a number of enhancements to our website such as an adaptive home page that provides customized product recommendations, relevant services, promotions, and inspirational content to support customers in their shopping journey and the enhancement of our chatbot functionality using Generative AI to better respond to customers' questions.

As we prepare for the upcoming year focused on Complete Cooking and Eating, we recently integrated IKS Kitchen and Bathroom installation services into the full kitchen and bathroom buying journey, simplifying planning for customers and co-workers. In addition, both products and installation services qualify for financing and flexible payment options. This important digital solution will help make dream kitchens and bathrooms an even more affordable and convenient reality for the many.



Getting goods, solutions, and inspiration home

We're committed to making IKEA products, solutions, services, and inspiration more accessible and affordable to our customers. To demonstrate our commitment, we introduced a number of enhancements to IKEA services over the past year.

The customer journey often begins with inspiration and we aim to provide it as affordably as possible with our new Planning Services offer: in-home kitchen planning and measuring is now \$129 (reduced from \$199) and online and in-store living room planning service appointments are now one hour (extended from 30 minutes).

To better support customers in getting their goods home, this past year, we introduced more scheduling options for Click and collect customers ranging from 'Same Day' to three days out and 'Rooms of Choice' for all deliveries depending on the needs of the customer.

In a year focused on Complete Sleep, we made it easier than ever for customers to responsibly dispose of their old mattresses when purchasing a new one in-store, online, or through the IKEA Customer Support Centre (CSC). Our new mattress removal service marks another important step in our journey toward a more seamless and sustainable shopping experience. By diverting these mattresses from landfills, we're saving valuable space, reducing harmful emissions, and supporting a circular economy. Every mattress recycled means fewer materials wasted and more resources reused.

Supporting customers no matter how they choose to shop with us

We're more than just an in-store experience: we want our customers to have the ability to interact with us whenever, wherever, and however they choose. IKEA has invested in the growth of the Customer Support Centre (CSC) to help Canadians build the home of their dreams, regardless of how far they live from our customer meeting points.

Our CSC helps support the purchasing journey over the phone or via online chat for customers across the country. Throughout FY25, we offered home furnishing expertise to tens of thousands of Canadians through virtual planning appointments, more than doubling the appointments offered the previous year.

The CSC also supports our Canadian customers with pre- and post-sale inquiries through remote channels such as phone, chat, and social media. Our Aftersales team alone has assisted over 638,000 customers via phone and chat. Customer satisfaction remains as strong as ever, with a Happy Customer Score of 85% — exceeding our goal of 84%.



IKEA for Business is for every company — big or small

At IKEA, we believe in “finding better ways” to do business — a powerful quote from our founder, Ingvar Kamprad, that continues to inspire how we support entrepreneurs and businesses of all sizes. It’s more than a motto: it’s a mindset that drives us to create environments where innovation thrives, and businesses grow.

Our passion for IKEA products and our commitment to functional, inspiring solutions is at the heart of everything we do. Whether furnishing a startup office, a boutique hotel, or large-scale development, IKEA is a one-stop-shop partner in creating spaces that work beautifully and affordably.

From commercial and residential development to education, healthcare, and hospitality, more than 78,000 business members from diverse industries and sectors are already part of the IKEA Business Network — a free membership that offers discounted design services, exclusive member savings, and perks for employees. It’s never been easier or more affordable to get everything a business needs, all in one place.

IKEA for Business supporting organizations for the young and young at heart

Over the past year, our IKEA for Business team has partnered with businesses and organizations across the country to help create a better everyday life for their clients and customers. For Little Kitchen Academy (LKA), a Montessori-inspired cooking academy for children and teens, our products including IKEA SEKTION kitchen cabinetry, cookware, tableware, and handy tools like the IDEALISK flour sifter, SANDVIVA oven mitt, and GENOMSNIITT kitchen scale created functional, inspiring learning spaces.

We also supported the Aging in Place Studio, a collaborative initiative between AGE-WELL, Canada’s technology and aging network, IKEA Toronto Downtown, and the University of Toronto. The state-of-the-art model apartment, situated in Toronto, was designed to showcase cutting-edge technology that supports older adults in maintaining their independence and quality of life at home. The studio featured products from our OMTÄNKSAM and BÄSINGEN collections, which provide comfortable, functional, and supportive home environments for seniors.



Jessie Quick
Business Development &
Transformation Manager




“As a leading omnichannel retailer, it has become our priority to offer more affordable, functional, and inspiring home furnishing solutions to Canadians — no matter where they live or how they choose to shop with us. We are committed to continuously transforming to better meet market and customer needs through our IKEA stores, Plan and order points, IKEA.ca, IKEA app, Pick-up locations, Click and collect, and home delivery as well as by exploring different innovative formats and ways of meeting our customers.”





Showcasing modern Scandinavian design with STOCKHOLM 2025

As a Canadian company with Swedish roots, IKEA Canada was thrilled to unveil the largest-ever STOCKHOLM collection featuring 96 premium pieces that blend modern Scandinavian design with high-quality materials like solid wood, wool, linen, and rattan — all at affordable prices. The collection includes innovative furniture, textiles, lighting, and accessories, with standout items like two distinct sofas, handcrafted rugs, and retro-inspired glass chandeliers.



STOCKHOLM 2025
Coffee table

\$299⁰⁰

IKEA in Canada

With over 80 years of experience in the retail industry globally and 49 years in Canada, we continue to adapt as a business that is committed to creating a better everyday life for the many with affordable, accessible, and sustainable products, services, and inspiration. Here are the many ways in which we're helping Canadians fulfill their needs and dreams at home:



16 stores

1 Distribution Centre

3 Customer Distribution Centres

1 Customer Support Centre

10 Plan and order points

19 Pick-up locations

1,100+ Parcel collect pick-up points

1 ecommerce website

1 ecommerce app

2 Wind Farms

7,000+ co-workers

5M+ IKEA Family members

A look ahead at 2026

We, at IKEA Canada, are looking forward to many valuable opportunities and impactful movements in Fiscal Year 2026. This year, we will focus on all things Cooking and Eating to make everyday cooking more affordable, enjoyable, and sustainable for the many Canadians. We will go all in on supporting customers through every step of the cooking and eating journey from organizing and prepping to sharing meals and cleaning up.

What's more exciting is the launch of our brand-new IKEA food menu, created with affordability and accessibility in mind. From plant-based nachos to Middle Eastern falafel to Scandinavian seafood options, the refreshed menu features bold, globally-inspired flavours and sustainable ingredients that reflect the diversity of Canada, while honouring the legacy of our famous Swedish meatball. Canadians can enjoy the new menu in IKEA stores nationwide starting late Fall 2025 — Smaklig måltid! (That's bon appétit in Swedish.)

As a purpose-driven brand, we will continue to lead with our culture and values as we meet customers with care; support co-workers in building meaningful careers with IKEA; offer an open, accepting, and welcoming place to work and shop; collaborate with community partners to make a positive impact on people and planet; and take bold steps in our journey to secure IKEA Canada as a leading omnichannel retailer for generations to come.

Follow these developments and more at [IKEA.ca](https://ikea.ca) and on LinkedIn (@IKEA).



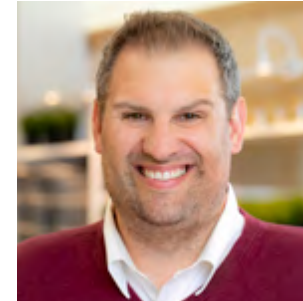
IKEA Canada Management Team



Selwyn Crittendon
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Tanya Bevington
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Steffen Daab
*Central Fulfilment Operations
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Amadou Diop
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Tanja Fratangeli
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Rob Kelly
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Geoff Macdonald
Chief Financial Officer



Janet McGowan
Market Area Manager



Jessie Quick
*Business Development &
Transformation Manager*



Jane Strong
Country Digital Manager



Elizabeth Young-Wilson
*Country Customer Fulfilment
Manager*

Tack!
(That's Swedish
for thank you!)





Bring Home to Life™

