



Press release  
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## **IKEA is coming to Estonia**

**IKEA is coming to Estonia early autumn, 2019. Estonia will be the first country in the world which IKEA will enter digitally first – with the launch of e-commerce. Together with the e-shop a Pick-Up point (a physical commercial and logistic area) will open in Tallinn as well.**

“The solution, combining digital and physical presence in the new market, will bring IKEA closer to Estonian’s homes. It will provide a convenient way to plan, order and collect IKEA products as well as offer a possibility for visitors to touch and try some of IKEA products and explore home furnishing solutions. IKEA entry to Estonia, with digitally first before a store, will be a unique step which is taken with the digital maturity and readiness of the country in mind”, - says Johannes R. Jóhannesson, IKEA Retail Manager for Baltic countries. “This step was taken with the aim to bring IKEA closer to Estonians, whose substantial traffic to IKEA Riga store was noticed since the new store opened in Latvia in 2018”.

IKEA e-shop in Estonia will be a mobile responsive website, which will enable customers to shop conveniently by either a computer, tablet or smartphone. The customers will have access to about 8000 home furnishing products, which will be available with home delivery or Click & Collect service, where customers can order products online and pick up themselves.

The IKEA pick up point will be located in Peterburi tee 66, Tallinn. The total area will be around 6000 m<sup>2</sup>, of which 1500 m<sup>2</sup> will be dedicated for showroom and planning area. There the customers can touch and try around 3000 different articles and solutions as well as look for inspiration. Also, in this area visitors will be offered co-workers advice and consultation for kitchens, wardrobes or other furniture systems planning and ordering. The remaining 4000 m<sup>2</sup> area will be dedicated for logistics and e-commerce handling needs. Around 200 of the most popular home furnishing items will be available for immediate take away at the Pick Up point.

J. R. Jóhannesson also announced that IKEA will be looking for 30 – 40 people in the beginning to form the IKEA Estonian team. The company will be looking for a manager, team leaders, coworkers in sales, logistics and customer service areas.

IKEA in the Baltic countries is running 2 stores – 1 in Vilnius, 1 in Riga, as well as 2 Pick Up points in Lithuania. Globally, IKEA is present in more than 50 different countries, managing more than 420 stores in the world. The Swedish home furnishing producer is known for its good design home furnishing solutions for low price. The company celebrated 75 anniversary in 2018.

### **About IKEA**

IKEA, the Swedish home solutions producer, is committed to creating a better everyday life for the many people. The company incorporates sustainability into day-to-day business and supports initiatives that benefit people and the environment. Since the founding in Sweden in 1943, IKEA has offered functional home furnishings of good design at affordable prices. Currently there are more than 420 IKEA stores in more than 50 countries.

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