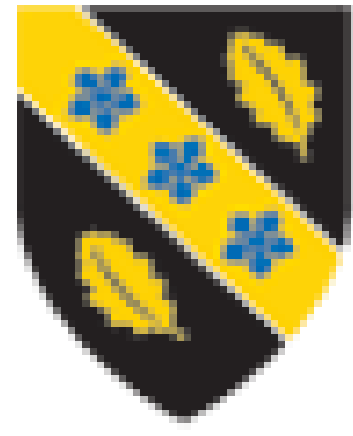




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Poster-Marketing Strategy Pitch

Term 1

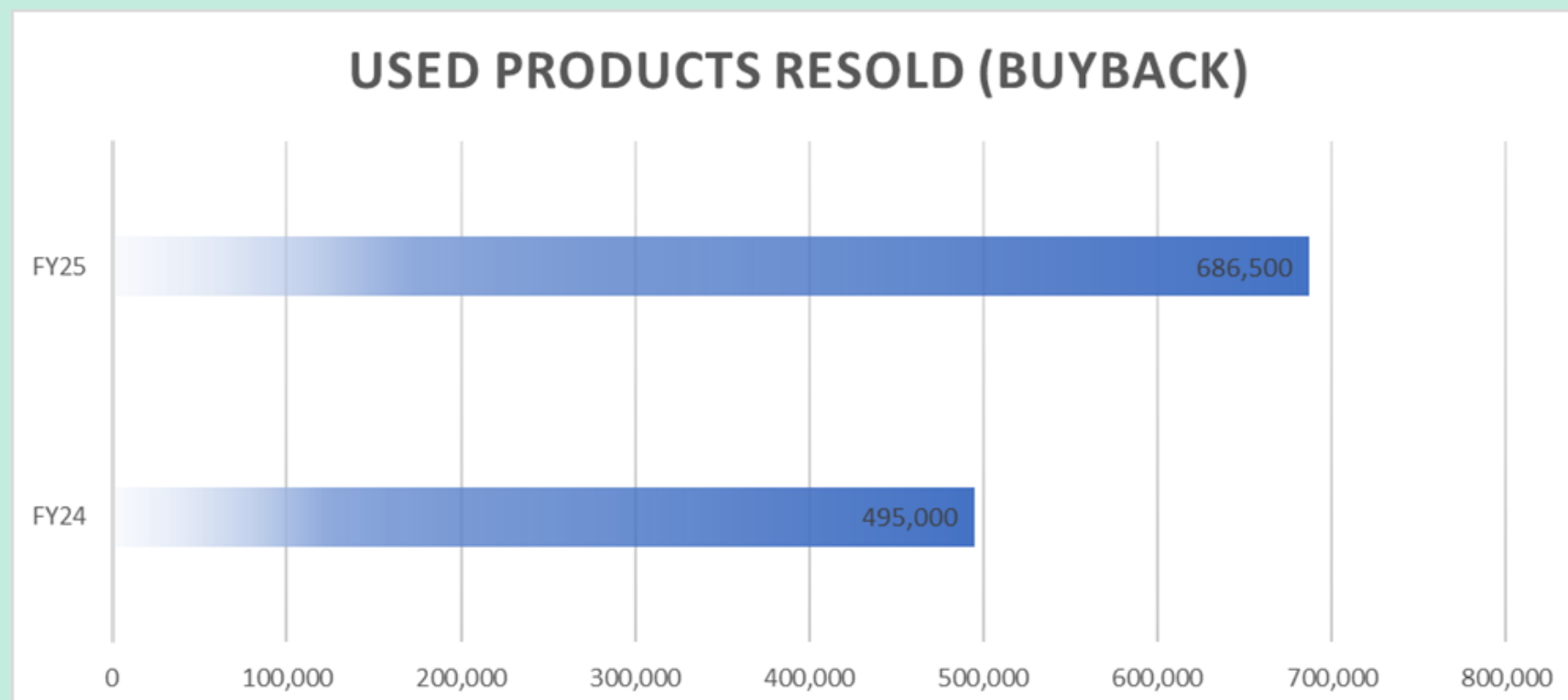
IKEA ReLoop: Scaling Circularity from Service to System

Client name | LCMB7024 — Marketing Management

1 Company & Sustainability Rationale

IKEA has made 'a better everyday life' affordable through a linear, high-volume model — but that scale is now its biggest sustainability liability. Circular design already shapes IKEA's product range, and Buyback resold nearly 686,500 used products in FY25, a 39% rise from 495,000 in FY24. Yet Buyback remains a side-service, not a brand.

Figure 1: IKEA Buyback — used products resold, FY24–FY25

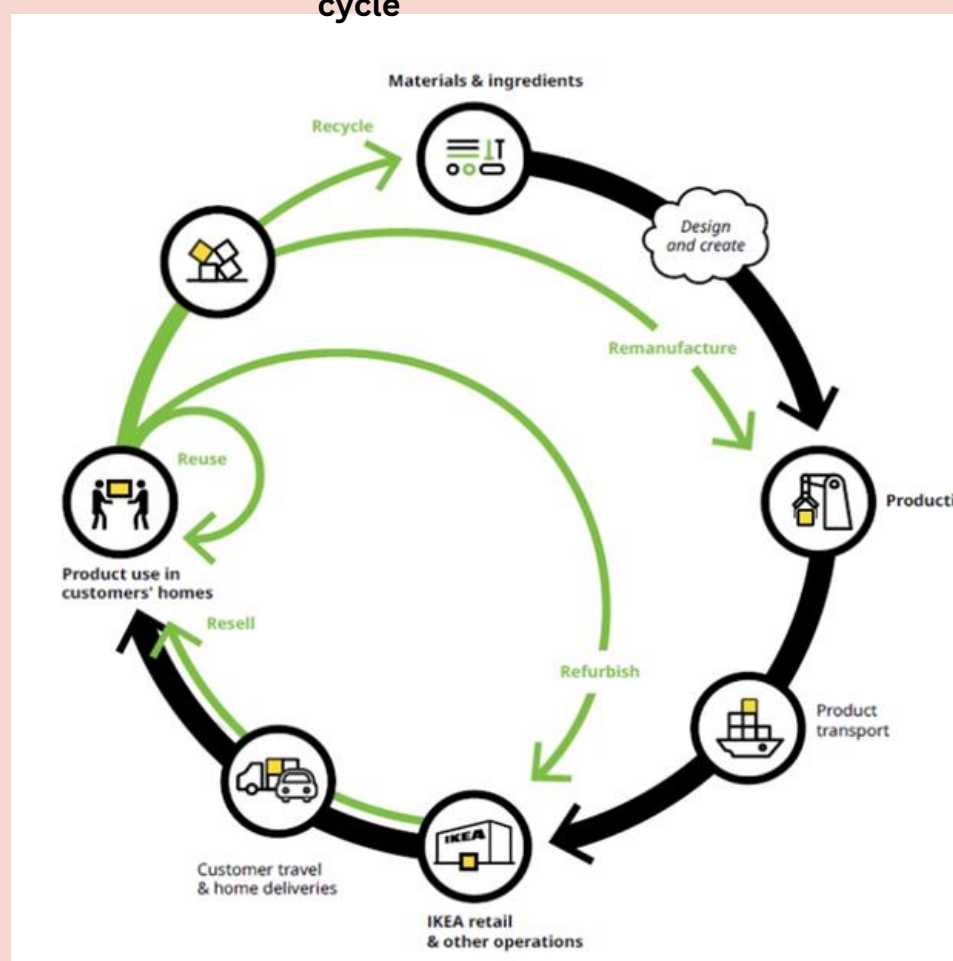


Source: (INGKA, 2026)

2 The Brand Extension

This becomes a new circular retail dimension, with dedicated resale, refurbishment and subscription furniture side by side with brand new IKEA furniture in store and online, and not an "as-is corner": a second shelf, featuring re-designed circular products such as BILLY and VIMLE.

Figure 2: IKEA's circular product cycle



Source: (IKEA, 2024)

Figure 4: VIMLE sofa, platform-designed for reuse



Source : (IKEA, 2024b)



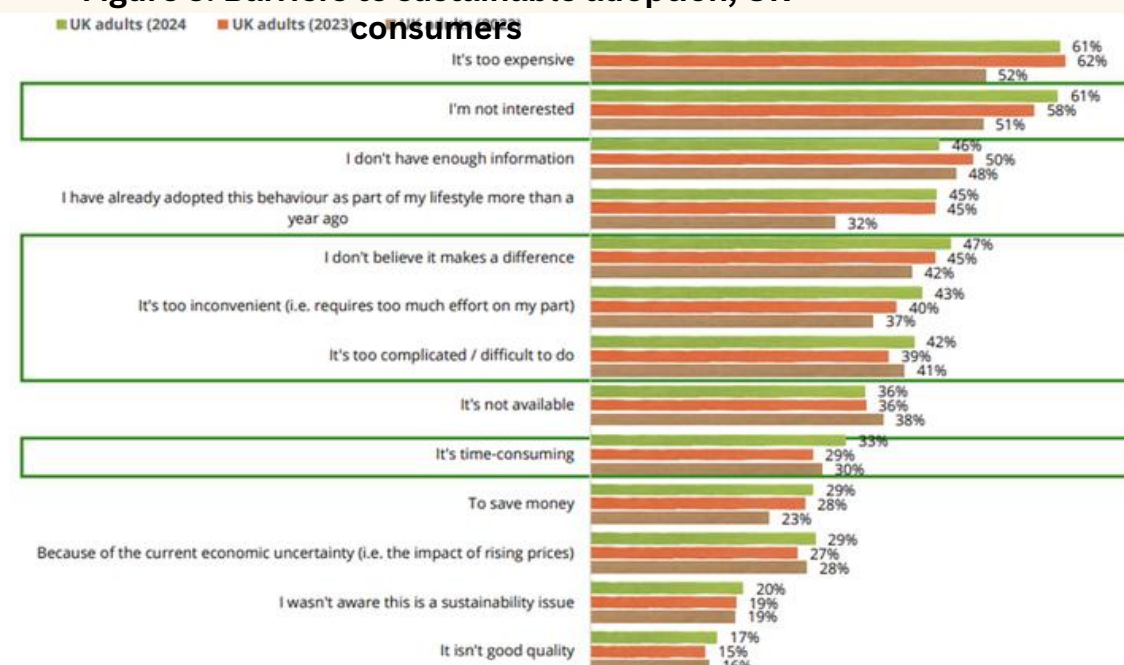
Figure 3: BILLY bookcase, redesigned for circularity

3 Market Appeal & Sustainability Alignment

This is where consumers are - Affordability was cited by 61% of UK consumers as the #1 barrier to making sustainable choices. For investors, ReLoop provides a scalable, high margin service line; and for customers, it provides an affordable, guilt-free way to furnish a home.

"IKEA ReLoop — because sustainability shouldn't be a side aisle."

Figure 5: Barriers to sustainable adoption, UK



Source: The Sustainable Consumer

Source : (Deloitte, 2024)

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