



## Customer Segments

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The IKEA business model caters to a wide range of customer segments. The company's **affordable, stylish, and functional products appeal to various demographics, making IKEA a popular choice for many.**

IKEA's customer segments include:

**Young adults:** Students and first-time homeowners on a budget

**Families:** Households looking for practical and affordable furnishings

**Homeowners:** Those seeking to upgrade or redecorate their living spaces

**Renters:** Individuals in need of temporary or flexible furnishing solutions

**DIY ( Do It Yourself) enthusiasts:** Customers who enjoy the process of assembling furniture