



Channels

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The IKEA business model utilizes various channels to reach and serve its customers. The company's **omnichannel approach ensures customers can engage with the brand through multiple touchpoints**. IKEA's main channels include:

Physical stores: Large, warehouse-style outlets with showrooms and marketplaces

Online store: E-commerce platform for browsing and purchasing products

Mobile app: Convenient access to product information and shopping features

Catalog: Annual publication showcasing products and inspirational content

Social media: Engaging customers through popular platforms like Instagram and Facebook