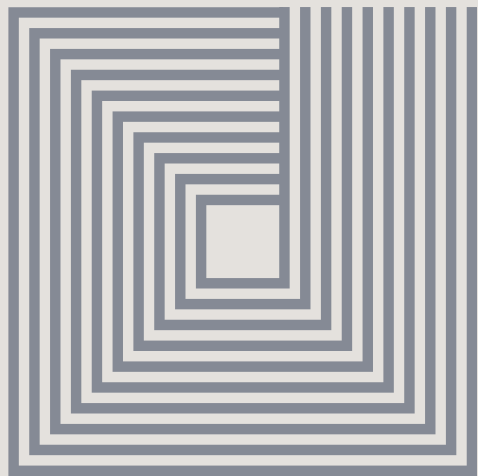


critical Thinking with AI



NOTEBOOKLM SWOT

PROMPT: You are a marketing manager for IKEA with expertise in brand strategy and leveraging frameworks like SWOT and PESTLE to make decisions. You are tasked with creating a current SWOT analysis for IKEA based on the source given.

STRENGTHS

- Deep-Rooted Values and Culture (“IKEA Family”)
- Sustainable Competitive Advantage
- Global Market Dominance (worlds largest furniture retailer)
- Cost Leadership and Innovation
- Strong ESG Performance
- Workforce Diversity

WEAKNESSES

- Cultural Adaptation Challenges with Expansion
- Slow and Deliberate Growth Pace
- Economic Sensitivity to Target Segment (Target the “Many”)

OPPORTUNITIES

- Use of Websites and Apps to Educate and Serve Customers
- Circular Economy Initiatives (refurbishment and buy-back)
- Expansion in Underserved Markets
- Service Innovations

THREATS

- Geopolitical Instability (Russia and Ukraine)
- Post-Founder Cultural Preservation (death of Ingvar Kamprad)
- Global Health Crisis (COVID-19)
- Supplier and Market Pressures

ARTICLES ADDED TO NOTEBOOKLM

NewsEventsVendorsProducts

Retailcustomerexperience.com

Marketing

Ikea rewards strategy goes well beyond just rewarding a purchase

The home furnishing brand has revamped its Ikea Family rewards program to provide reward opportunities throughout the entire customer journey — from planning to shopping to purchase.



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Ikea Marketing Strategy: A Case Study

By Rahul Arun

Last updated on Jul 28, 2025

74885



Forbes

BUSINESS > RETAIL

Ikea’s Future-Proofing Strategy Depends On Understanding Consumers’ Emotional Needs

By Pamela N. Danziger, Senior Contributor. © Pam Danziger reports on retail, f... Follow Author

Published Feb 28, 2024, 09:32am EST



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JUMP TO SECTION

[What is a SWOT analysis?](#)

[What are the four components of SWOT analysis?](#)

[SWOT analysis example](#)

[How to do a SWOT analysis, with examples](#)

[SWOT analysis template](#)

[What are the benefits of SWOT?](#)

[What are common mistakes to avoid with SWOT analysis?](#)

[Why is a SWOT analysis important?](#)

[When should you use a SWOT analysis?](#)

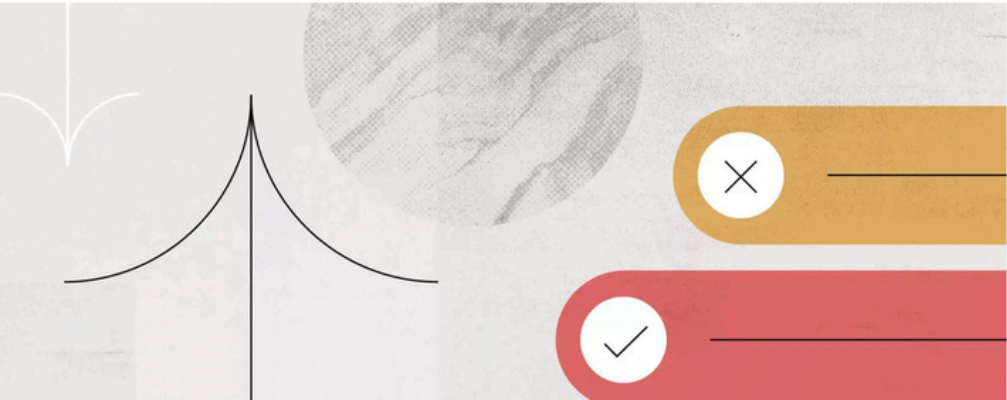
[Plan for growth with a SWOT analysis](#)

[FAQs about using SWOT analysis](#)

SWOT analysis: Examples and templates

Alicia Raeburn

January 2nd, 2026 · 7 min read



SWOT AFTER ADDED CONTEXT

OLD

NEW

STRENGTH

“IKEA Family” = Employee/customer
community feeling

“IKEA Family” = Actual rewards program

WEAKNESS

N/A

Emotional Fulfillment Gaps: 29% of U.S.
consumers feel “comfort” is rarely or never
fulfilled in their homes

OPPORTUNITY

Commitment to affordability for “the many”
(large market)

Expansion opportunity in underserved
global markets (urban living)

THREAT

2022 framed COVID as present disruption

Today it’s used as a strategic risk lesson

WHAT'S MISSING...?

CONTEXT!

STRENGTHS

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- The IKEA case was from 2022
- Nothing about:
 - Tariffs
 - Specific data and descriptions
 - Opinions from consumers
 - Rise in second hand markets
- Talks about COVID-19 in a present-day context

AI “COMFORTABILITY”

BASIC

AI
ADVERSE

ADVANCED

The 5 Stages of AI Adoption for College Students

1. DISMISSAL



2. PANIC



3. CHEATING



4. DEPENDENCE



5. BALANCE

