

IKEA is expanding in Latvia, will open new customer meeting point in Liepaja

IKEA is expanding in Latvia and will open a new customer meeting point in Liepaja in summer, 2024. It will be the first smaller format meeting point in Latvia – plan and order point, which is dedicated to support customers in planning, ordering and picking up home furnishing solutions, that are customized for individual measurements, needs and wants. New IKEA meeting point will increase accessibility and affordability of IKEA products and services for Latvia's residents.

IKEA plan and order point goal is to support customers in planning of IKEA furnishing solutions, like kitchens, storage, bedrooms etc. Customers will be offered pre-booked face-to-face individual planning services with IKEA professionals, co-workers supported self-planning at a dedicated areas, as well as immediate planned furniture ordering service. Plan and order point will also offer a convenient way to order and pick up IKEA online orders.

“The intention of the plan and order point is that customers get inspiration, home furnishing knowledge, solutions and specialists' help for improving life at home, all at a location close to where they live, work or commute. **The plan and order point will be focusing** on planned visits, while spontaneous visitors will be welcome as well to enjoy rewarding IKEA experience. In practical terms it means, that anyone in a need for new kitchen will be able to book their visit, come to IKEA Liepaja meeting point and knowledgeable co-workers will plan individual customized furniture for free as well as will help to order it”, - explains Inga Filipova, IKEA Baltics Retail Manager.

All services available in the country will be also provided in IKEA Liepaja, e.g. measuring, assembly, installation of furniture etc. Full IKEA home furnishing range will be available through e-commerce, with part of products, supporting the main functions shown in the meeting point, will be available for immediate take away to provide instant gratification and create even better customer experience.

Showroom for touch and try of solutions

IKEA Liepaja premises will be around 1000 sq. m. Part of it will be dedicated to showroom, where customers can touch and try most relevant home furnishing solutions, e.g. kitchens, wardrobes, dinning, bedroom solutions. The other areas will be dedicated for services, e.g. planning, ordering, return and exchange as well as pick up of online orders; warehouse and customer fulfilment (logistic) operations, co-workers.

IKEA Liepaja will open in already existing premises at Ezermalas street.

It will be 2nd customer meeting point in Latvia. Since 2018 IKEA is operating the store in Riga as well as e-commerce channel. In Baltics it will be the 8th meeting point: 4 are operating in Lithuania, 2 in Estonia and starting as of summer 2024, 2 will be operating in Latvia. IKEA has been expanding rapidly in Baltics in recent years, in 2022 IKEA Tallin store was opened in Estonia, in summer 2023 new meeting point was opened in Šiauliai, Lithuania.

IKEA is a home furnishing retailer, originating from Sweden. The company, which celebrated 80 years of operations this year, has entered Baltic markets in 2013, when the first store was open in Vilnius, Lithuania.