

Press Release

## **IKEA wins 9 awards at the PEAK Awards 2026: Ranked 3rd among the Brands of the Decade!**

IKEA, a Foullis Group company, received a total of **9 distinctions at the PEAK Performance Marketing Awards 2026**, once again confirming its strong presence at the prestigious awards institution. A highlight of this year's event was IKEA's **3rd-place ranking in the Top 10 Brands of the Decade**, a significant distinction recognizing the brand's consistent presence and achievements throughout the ten years of the awards.

At this year's awards ceremony, IKEA received the distinction for ranking 3rd among the Brands of the Decade, along with eight awards recognizing the effectiveness of its performance marketing strategy throughout the year. The awards were presented for the campaign "Whatever is 'cooking', it all starts in the kitchen", which positions the kitchen as the starting point for everything important that is being created and brought to life.

With one Gold, six Silver and one Bronze award, IKEA was recognized in the following categories:

- **GOLD Award – Best Performance in Home Living & DIY**
- **SILVER Award – Best Use of Data**
- **SILVER Award – Best Performance in Digital Branding**
- **SILVER Award – Best Performance in Online Sales**
- **SILVER Award – Best Performance in Omnichannel**
- **SILVER Award – Best Digital Multi-Channel Campaign | For Performance**
- **SILVER Award – Best Digital Multi-Channel Campaign | For Awareness**
- **BRONZE Award – Best Digital Multi-Channel Campaign | Full-Funnel**

These distinctions reaffirm IKEA's strategic approach to harnessing data and innovation, as well as its ability to leverage technology while developing an in-depth understanding of its audiences' needs and expectations. At the same time, its 3rd-place ranking among the Top 10 Brands of the Decade for 2017–2026 at the PEAK Awards further underlines IKEA's consistent presence and continuous evolution in the field of performance marketing.

IKEA's success at the PEAK Awards 2026 is the result of its strategic collaboration with KINESSO and The Newtons Laboratory, whose contribution was instrumental in the planning and execution of the campaign. Together, they combined the effective use of data and the achievement of measurable objectives with creativity and meaningful engagement with consumers.

**#ikea**  
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Focus: ikea, ikea.gr

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