

Press Release

IKEA participated for the 14th consecutive year in HORECA 2026, presenting comprehensive solutions for the hospitality industry

IKEA, a Fourlis Group company, took part for the 14th consecutive year in HORECA, the largest trade exhibition for the Foodservice and Hospitality sectors in Greece, presenting integrated furnishing and decoration solutions for [professional spaces](#). From February 13 to 16, at the Metropolitan Expo, the company showcased a holistic hospitality concept, reaffirming its consistent strategy to actively support the evolving needs of tourism and hospitality professionals.

Starting from the real needs of a modern accommodation, IKEA designed its exhibition booth as a complete example of professional application solutions. Guest rooms, common areas and dining spaces were presented as distinct yet interconnected sections, demonstrating how a space can achieve a unified identity, high functionality and aesthetic consistency, regardless of the size or type of business.

The overall approach was based on the Scandinavian design philosophy that has always defined the company: clean lines, balanced proportions and practical solutions that facilitate daily operations. Through selected product proposals, IKEA presented solutions that combine aesthetic coherence with flexibility and durability, creating welcoming and efficient environments for both guests and staff, while comprehensively addressing [hotel equipment](#) needs.

Special emphasis was placed on the ability to apply the company's core values – affordable quality, functional design and a sustainable approach – in professional environments with increased demands. The showcased solutions highlighted how good design can successfully combine practicality, durability and optimal space utilization.

IKEA's participation in HORECA 2026 further strengthens its strategic direction in the hospitality and tourism sector, reaffirming its ambition to serve as a modern and reliable partner for businesses investing in a functional, affordable and comprehensive hospitality experience.

#ikea
#zoumemazi
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Focus: ikea, ikea.gr

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