

Press Release

**25 years IKEA in Greece:
Creating Together. Celebrating Together.**

This October, IKEA, a Foullis Group company, celebrates [25 years of presence in Greece](#) and invites everyone to celebrate the many years during which “Let’s go to IKEA” has become part of so many important moments in our lives.

Since October 2001, when the first IKEA store opened its doors in Thessaloniki, IKEA has introduced a new way of experiencing the home and shopping for it in Greece, becoming synonymous with inspiration and functionality in home furnishings.

Design was no longer a privilege reserved for the few; it became accessible to the many. Thousands of home furnishing products in flat packs arrived in Greece for the first time, bringing with them one of the most significant innovations in the furniture industry. Fresh ideas and smart solutions for every area of the home inspired countless households through the iconic IKEA catalogue, delivered directly to their doors.

The IKEA store soon became a destination for the whole family – a place to explore different room settings and fully furnished homes, enjoy food and spend time together. A visit to IKEA was enough to transform both the retail shopping experience and the way people approached home furnishing.

To date, IKEA stores in Greece have welcomed more than 120 million visits, sold over 600 million products, and served 36 million hot dogs and 8.5 million portions of meatballs.

Over the years, IKEA has become part of the lives of millions of people in Greece, helping them create a better everyday life at home and becoming closely associated with some of life’s most meaningful moments and memories: the first home, moving in together, starting a family, and every new beginning along the way.

To mark its 25th anniversary in Greece, IKEA is inviting the public to celebrate throughout October with anniversary activities, special offers and surprises in its stores.

The celebrations begin with:

- **25% off more than 300 favourite IKEA products**, from **7 October to 18 October**, at all IKEA stores and on [IKEA.gr](#)
- A **special anniversary welcome corner** at all IKEA stores throughout October
- A **competition offering €25 IKEA gift cards to IKEA Family members**, from **7 October to 31 October**, in IKEA stores and on [IKEA.gr](#)
- A **special anniversary meal featuring 25 meatballs, potatoes and a soft drink for €9.90**, available throughout October
- **And more surprises still to come**

IKEA’s new anniversary campaign, celebrating 25 years of presence in Greece, highlights the moments, experiences and memories we have created together over the years, under the central message “25 Years of Going to IKEA”, based on a concept by The Newtons Laboratory.

Watch the new TV commercial [here](#), produced by Picky Productions and directed by Christos Kanakis.

For every new beginning and every change, for 25 years we have been living and creating – together.

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Tags: ikea, IKEA Greece, 25 years of IKEA, anniversary, 25 years, anniversary offers, campaign

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