



Press Release

Major distinctions for IKEA at the E-volution awards and the Event awards

[IKEA](#), a Foullis Group company, received significant awards across two prestigious award institutions. The company earned two awards at the E-volution Awards 2025 and was also recognized at the Event Awards 2025, marking a successful close to the past year.

The E-volution Awards aim to highlight the key trends driving technological and business advancements in e-commerce and digital entrepreneurship in Greece. In collaboration with KINESSO, IKEA was awarded the Gold in the Best Use of Data Insights & Marketing Analytics for an e-shop category, for effectively leveraging e-shop data in shaping its strategic decisions. Additionally, IKEA received the Silver award in the Best Overall Digital Marketing Strategy for an e-shop category, for its holistic digital marketing strategy implemented through its e-commerce channel.

Furthermore, at the Event Awards—a platform celebrating innovation, inspiration, and passion in the events industry—IKEA, in partnership with Gravity The Newtons, earned the Bronze award in the Brand Building Event category for the event titled, “[Were are all creators](#)”. Through this unique interactive event, IKEA showcased the concept of creativity as a fundamental part of everyday life, drawing inspiration from the stimuli of daily living and the place where life unfolds: our home.

Each distinction is a testament to IKEA’s ongoing efforts to deliver the best possible experience to its customers and serves as confirmation that the company is on a path of continuous evolution and innovation.

#ikea

#zoumemazi #dimiourgoumemazi

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