

First Ikea store opens in India

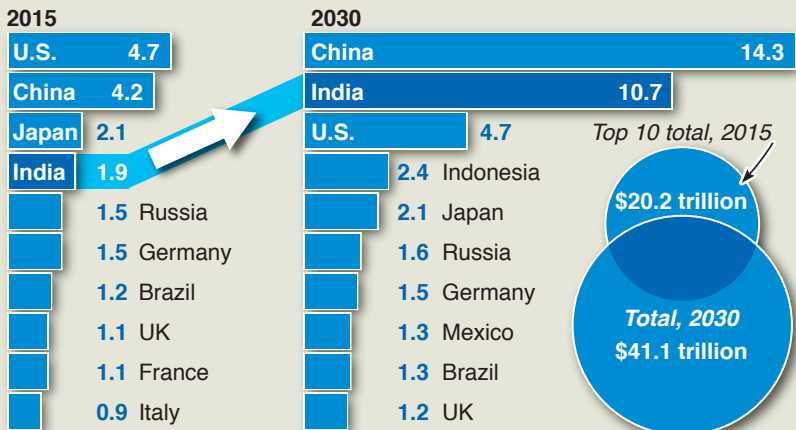
Ikea has opened its first store in India, bringing inexpensive Nordic-inspired furnishings and food to the world's fastest-growing middle class. India's middle-class market is predicted to soar 560% in value by 2030

Planned locations of Ikea stores



Ikea's debut comes as India's homewares and home furnishings sales hit US\$12.9 billion in 2017

Top 10 middle-class spending nations (\$ trillions*)



*Adjusted to 2011 purchasing power parity (PPP) prices. \$1 trillion = \$1,000,000,000,000

Source: Homi Kharas, Brookings Institution 2017

Picture: Getty Images

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