

Ikea's brand worth 75 billion SEK

Written by Johan Nylander

Thursday, 09 August 2012 08:18 - Last Updated Thursday, 09 August 2012 16:21



Now there's a price tag on how much the Swedish furniture brand Ikea is worth.

Previously this year the foundation Interogo -- controlled by Ingvar Kamprad who founded the furniture retailer in 1943 -- sold the name "Ikea" to

its subsidiary

Inter

Ikea.

The price

was

equivalent to 75

billion kronor (\$11,2 billion), according to business daily

Dagens

Industry

.

The valuation is partly based on the consideration Inter Ikea paid for using the name and projections about future development.

That fact that it was an internal transaction should not have affected the price.

The deal is done to make the structure of the companies more clear, Inter Ikea told the newspaper.

even if

Inter

Ikea

is now

But

Ikea's brand worth 75 billion SEK

Written by Johan Nylander

Thursday, 09 August 2012 08:18 - Last Updated Thursday, 09 August 2012 16:21

the formal owner
of the brand
Ikea

,
Interogo
remains
as
the ultimate
owner
as
the foundation
owns
Inter
Ikea.

Interogo is based in the tax haven of Liechtenstein and controlled by the Kamprad family.

Swedish fashion retailer H&M's brand is estimated by consulting firm Millward Brown being worth at 125 billion kronor. In comparison, the Apple brand is valued at 1,222 billion kronor.