



PRESS RELEASE

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## **IKEA welcomes gaming home in collaboration with ROG**

**IKEA teams up with Republic of Gamers (ROG) to develop a new range of affordable gaming furniture and accessories to bring the gaming experience at home to a new level. The range consisting of about 30 products will be launched first in China in February 2021, and from October 2021 it will be available in other IKEA markets.**

Around one-fourth of global population (2.5 billion) are gamers<sup>1</sup>, yet the needs of gaming lovers in terms of home furnishing have been so far overlooked. With the rapid growth of gaming market across the world and fast growing number of people playing, IKEA is curious about how home furnishing could improve gaming experience and life around it. Last year, teaming up with UNYQ and Area Academy, IKEA has started to explore the world of gaming, and now the company takes the next steps into it.

Together with a new collaborating partner, Republic of Gamers, IKEA will launch the first series of products designed specifically for the gamers to bring the comfort of gaming experience to a new level.

Republic of Gamers (ROG) is one of the leading brands in gaming industry, designing high quality, innovative hardware and gear for gamers. By teaming up with ROG, IKEA wants to combine home furnishing knowledge with ROG's expertise in creating exceptional gaming experience. Together, we set out to help the many gamers (and their families) welcome gaming home through developing the new range of affordable and ergonomic gaming furniture & accessories, designed to increase performance while also blend in beautifully to homes.

The new gaming range is developed in IKEA Product Development Centre in China, Shanghai. As a starting point for the product development process, IKEA and ROG designers and engineers had several workshops together with professional gamers and gaming lovers in Shanghai to explore home furnishing needs of gamers and identify the list of functions needed to secure a high quality gaming experience at home.

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<sup>1</sup> NEWZOO GLOBAL GAMES MARKET REPORT 2020

*IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.*

*IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply AG in Pratteln, Switzerland, have the responsibility to develop, design, produce and supply IKEA stores and sales channels around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products. The total range is almost 10,000 products.*



Ewa Rychert, Global Business Leader of Workspace, says: "There are a lot of existing conventions about gaming which are often stereotypical or negative, for example, all the games are built on violence, gaming is asocial and it is predominantly a men's activity. In fact, figures<sup>2</sup> show that gaming is among the most truly cross-demographic activities, and it can improve an individual's mental health and general well-being. It's a source of relaxation, independence, fun; through gaming, people develop skills within problem solving, teamwork and communication. Playing games also provides a new way of connecting with others which has become even more important recently to feel connected remotely. We hope that the new gaming range will help to embrace and enable the benefits of gaming in life at home. "

"ROG is thrilled to be partnering with IKEA to create the ultimate gaming lifestyle for gamers. Gamers have always dreamed of the perfect gaming space that is both comfortably functional and enables full immersion in games. With years of experience delivering innovative gaming solutions to gamers, ROG has a strong understanding of the gaming community. Together with IKEA as an expert in home furnishing, we envision that this collaboration will create synergies that empower gamers to build the gaming space they have always imagined in the comfort of their own homes," says Kris Huang, General Manager of the ROG Gaming Gear and Accessories Business Unit.

With China being the largest gaming market in the world, IKEA China was selected to pilot the gaming range in February 2021. The products are planned to be launched in other IKEA markets in October 2021.

**Press contact:**

IKEA Range and Supply

Product Development, Design, Production and Supply

Sweden

[pressoffice.rangesupply@inter.ikea.com](mailto:pressoffice.rangesupply@inter.ikea.com)

+46 732 321300

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<sup>2</sup> ESA ESSENTIAL FACTS 2020; Male and Female Gamers: How Their Similarities and Differences Shape the Games Market, Newzoo Report 2017

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