

## Flat pack it in: Ikea accused of 'ripping off' British customers by charging them up to FOUR TIMES as much

- Shopping list of 10 items can set you back around £500 more in the UK
- Fuels speculation that Britain is being treated like a 'Treasure Island'
- Last month Which? found the huge differences also applied to electronics

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British shoppers are being charged up to four times as much for Ikea furniture than their European and US counterparts, it can be revealed.

It fuels more evidence that the UK is being treated like a 'Treasure Island' by the world's biggest retailers, who charge shoppers far more for than in other countries around the world.

Despite championing itself on affordable furniture, many Ikea items in the UK were double the price charged in the US while a shopping list of 10 items was almost £500 more this side of the Atlantic.



*Rip off: Ikea are charging UK customers up to four times as much as those in the US and Sweden*

This included a Knalla bag which will cost you £5 here but only £1.61 - a fraction of the price - in the US, while a Skruvsta swivel chair will set you back £100 here but is far cheaper at £59 in American stores.



**Difference:** A Knalla bag (left) costs four times as much in the UK as it does in the US whereas a Brimnes double bed frame (right) is £30 more

Prices were also cheaper in Sweden, where a Falster garden table and chair set costs £100 less. The furniture giant defended their prices saying that a number of factors determined their choice in different countries.



**Price gap:** A Hemnes TV storage combination costs £649 in UK stores, but only £473 on the other side of the Atlantic

Earlier this month consumer group Which? found that the price differences extended to electronic goods, with customers in the US paying up to 40 per cent less for widescreen televisions, laptops and MP3 players.

The biggest difference was found a top of the range Samsung TV, which was £755 more expensive including sales tax here versus the US, according to research by Which?

Its research comparing prices in this country to the US found the huge mark-ups stretch to big brand tablets, laptops and even software and music streaming services.

It was also discovered that British families were being charged up to £500 more for trips to Disneyland than those who book their holidays on French websites.

Emiliy Birkin, sales manager at Ikea, told The Sun: 'Prices are subject to a number of factors in every country.'



**Cheaper stateside: A Skurvsta chair (left) will set you back £59 in the US, almost double (£109) what it costs in the UK. An Adde chair (right) is £10 in the UK but only £7.67 in American stores**



A Falster garden set is £315 in UK shops - £102 more expensive than their US counterparts and £100 more than in Sweden



Defence: The retail giants claim the prices are subject to a number of different factors in every country

## HOW PRICES COMPARE IN THE US AND SWEDEN

	UK	US	SWEDEN
<b>Skruvsta chair</b>	£100	£59	£68
<b>Knalla bag</b>	£5	£1.61	£2.49
<b>Brimnes double bed frame</b>	£105	£76.54	£172
<b>Hemnes TV storage combination</b>	£645	£473	£559
<b>Falster table and chair garden set</b>	£315	£213	£215
<b>Adde chair</b>	£10	£7.67	£8.55

Link: [www.dailymail.co.uk/news/article-2716409/Flat-pack-British-customers-charged-four-times-ikea-products.html](http://www.dailymail.co.uk/news/article-2716409/Flat-pack-British-customers-charged-four-times-ikea-products.html)