



PRESS RELEASE

Älmhult, Sweden
September 16, 2021

Furniture that puts gaming first

The new gaming range developed by IKEA in collaboration with Republic of Gamers (ASUS ROG) is launched globally at IKEA stores from October 2021. With the new IKEA gaming range, it's easy to create complete personalised solutions, that will blend beautifully into the home and help increase your gaming performance.

With an ever-increasing number of gamers – around 2,5 bln worldwide – and a rapidly growing market, getting into gaming was a natural step for IKEA, aiming to create a better everyday life for the many people – and the many gamers among them.

At IKEA, we have a long history of developing smart home furnishing solutions, but we are novices at gaming. To be able to create a high-performing solutions for a gaming setup, IKEA partnered with a real expert in the world of gaming – Republic of Gamers (ASUS ROG). ROG, ASUS sub-brand, keeps the leading position in gaming industry and designing high quality, innovative hardware and gear for gamers. ASUS ROG has in-depth knowledge of the gaming industry and want to find new ways to make gaming blend into the home. Combining the best of these two worlds, the collaboration aimed to democratise the gaming experience, by creating relevant, functional, beautiful and affordable products and complete gaming solutions to make it easier for everyone to create the desired gaming setup.

“Gamers globally know and love the Republic of Gamers brand and they trust it to deliver the most exciting gaming innovations in the market,” says Kris Huang, General Manager of the ASUS Gaming Gear and Accessory Business Unit. “Our new partnership with the experts at IKEA will allow Republic of Gamers to find new and interesting ways to delight gamers in and around the home.”

“We believe there’s a lot to be done to democratise the gaming experience”, says Ewa Rychert, Global Business Leader of Workspace, IKEA of Sweden. “Now we take the first step on our gaming journey, and we do it by presenting affordable, high-performing gaming products and complete solutions that we hope reflect people’s personality and taste”.

The new gaming range will target PC gamers and include six product families: UPPSPEL, LÅNESPELARE, MATCHSPEL, GRUPPSPEL, UTESPELARE, HUVUDSPELARE.

All UPPSPEL products have been designed by IKEA and ROG in close collaboration.

The rest of the series have been developed by IKEA based on the insights and knowledge gained from the collaboration to ensure the width of the total gaming offer and to meet the various needs of gamers in terms of function, design and price.

“We know a lot about gamer needs, pain points and expectations, and we want to design solutions for ultimate, immersive gaming experiences.” – says Johnny Chan, Asus Republic of Gamers designer.

In total, the new gaming range includes more than 30 products, covering both furniture – gaming desks and chairs, a drawer unit – and accessories – a mug holder, a mouse bungee, a neck pillow, a ring light and many more. The new range offers gaming desks and chairs of different price range to meet the needs of different target groups.

“We want our products to offer better ergonomics and functions so that gamers can become even better at what they do without wearing out their bodies – become better athletes, basically.” – says Jon Karlsson, IKEA designer.



The new gaming range developed by IKEA in collaboration with Republic of Gamers (ASUS ROG) is launched globally at IKEA stores from October 2021.

About IKEA

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

About the IKEA franchise system

The IKEA retail business is operated through a franchise system with franchisees that are authorized to market and sell the IKEA product range within specified geographical territories. Inter IKEA Systems B.V. is the owner of the IKEA Concept and worldwide IKEA franchisor, who also assigns different IKEA companies to develop the product range, supply products and deliver communication solutions. Today, 12 different groups of companies have the right to own and operate IKEA sales channels under franchise agreements with Inter IKEA Systems B.V.

About Inter IKEA Group

Inter IKEA Group includes Inter IKEA Systems B.V., IKEA of Sweden AB, IKEA Supply AG and IKEA Industry AB related businesses. Inter IKEA Holding B.V. is the holding company for the Inter IKEA Group.