



The design company Bolia holds market share and accelerates expansion

It has been a challenging year for the home furnishing industry, with sales negatively affected by inflation and low consumer confidence across Europe. Despite the challenging market situation, the activity level at the Danish design company Bolia has remained high. Store expansions continued during the year, paving the way for future growth, and new stores were opened across Europe, as well as in new markets such as Spain and Singapore. Major investments were also maintained in design and concept development, sustainable initiatives, and digitalization.



The total sales results for 2022/23 landed at 1.3 billion DKK, which is at the same high level as 2021/22, a record year for the company. However, after thirteen consecutive profitable years, the EBIT result for the year 2022/23 landed at – 5.6 million DKK compared to 50 million DKK the previous year.

“Our annual result has primarily been negatively affected by a high currency exchange loss due to the weak Norwegian and Swedish currencies and raw material price increases, which we have chosen not to pass on fully to our customers,” Lars Lyse Hansen, the CEO of Bolia International A/S, explains.



In the coming year, Bolia will continue the strong development of its design collection, introduce new sustainable initiatives, and accelerate international expansion. New Bolia concept stores have already been opened at prestigious locations in Leipzig, Dresden, Brussels, and Paris, and store expansion will continue with a focus on Germany, France, and Spain, along with new initiatives for expansion through global agents and dealers. In addition to this, Bolia will enter a new continent during spring 2024 by opening the first Bolia concept store in Australia, Melbourne.



“Considering the challenging market situation, we are satisfied that we have managed to reach the same level of sales as the previous record year. With the high level of long-term investments we have made during the year, we are entering the new financial year stronger than ever before, with high growth in sales and the aim for a new record year,” Lars Lyse Hansen concludes.



Bolia.com

Bolia.com is a Danish design company with 85 design stores across Europe as well as online shops in 30 countries and exclusive dealers in more than 50 countries around the world.

The Bolia design collective includes world-renowned international designers who share a passion for longevity, handcrafted quality, and sustainable solutions. In close collaboration, two annual collections are created; always inspired by the ever-changing Scandinavian landscapes, and with every design tailor-made to fit the customer's needs.

Press kit

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