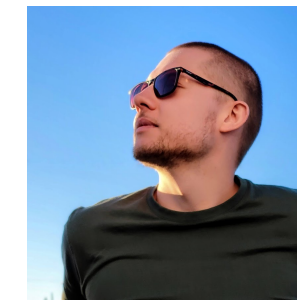


**IFA** Innovation  
For All

# Press Conference 2025 Welcome!



**BENJI**TV



**FRANDROID**

UNIVERS  
**habitat**

HomAp  
Smart Home • Cooking • Bien-être

Journal  
du  
**Geek**

**Kitchen  
Win**  
LA WEB TV  
DES CUISINISTES  
ET DE LEURS CLIENTS

**l'Éclaireur**  
FNAC

**l'Officiel**  
des cuisinistes

**labo  
maison**

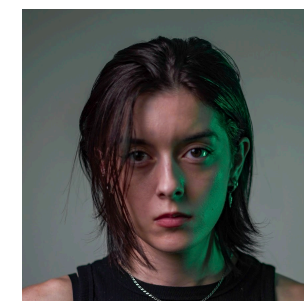
LE CAFÉ  
 DU GEEK

**Le Journal  
du Dimanche**

**Le Point**

**L'ANNÉES LASER**  
LES MAGAZINE DU CINÉMA À DOMICILE

LES NUMÉRIQUES 



**Meuble  
info**  
le nouveau média pour les pros  
du mobilier domestique



**NEO Domo**

**NEOMAG**  
Digital Retail Innovations

**UN-mag.fr**

PLACES  
DU  
**Café**  
LÀ OÙ VIT LE CAFÉ DE SPÉCIALITÉ

**TECH  
& CO**

**THE  
GRAND  
TEST**

**TRENDL.**



**IFA** Innovation  
For All

**Discover the future.  
Discover IFA.**

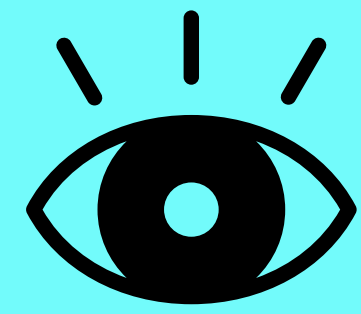
# Press Material



# Our Core Values



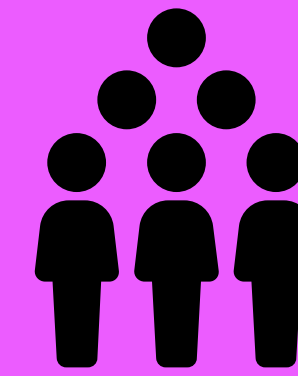
**Inspiration:  
feel inspired.**



**Curiosity:  
embrace the unknown.**



**Trust:  
a legacy of reliability.**



**Community:  
a shared journey.**

# Building on a Legacy of Discovery



# Event Strategy for Lasting Engagement



# Rebranding



**IFA**

**Imagine the future.**

5-9 Sept 2025  
Messe Berlin

**Imagine the future.**

**IFA**

5-9 Sept 2025  
Messe Berlin

**IFA**

**Imagine the future.**

5-9 Sept 2025  
Messe Berlin

**Imagine the future.  
Imagine innovation.  
Imagine IFA.**

**IFA**

5-9 Sept 2025  
Messe Berlin



# A Leading European Tech Hub in Action



# Show Areas



**Home &  
Entertainment**



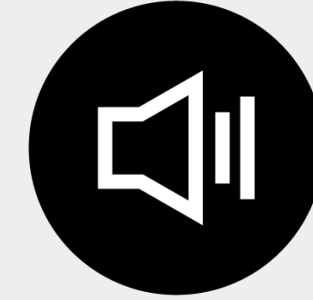
**Home Appliances**



**Smart Home**



**Communication &  
Connectivity**



**Audio**



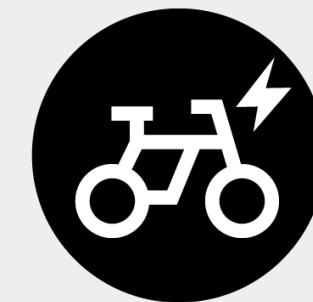
**Computing &  
Gaming**



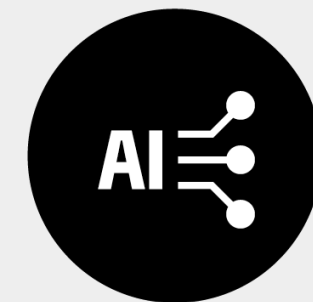
**Photo, Video &  
Content Creation**



**Fitness & Digital  
Health**



**Mobility**



**IFA Next**

# Home & Entertainment



# Home Appliances



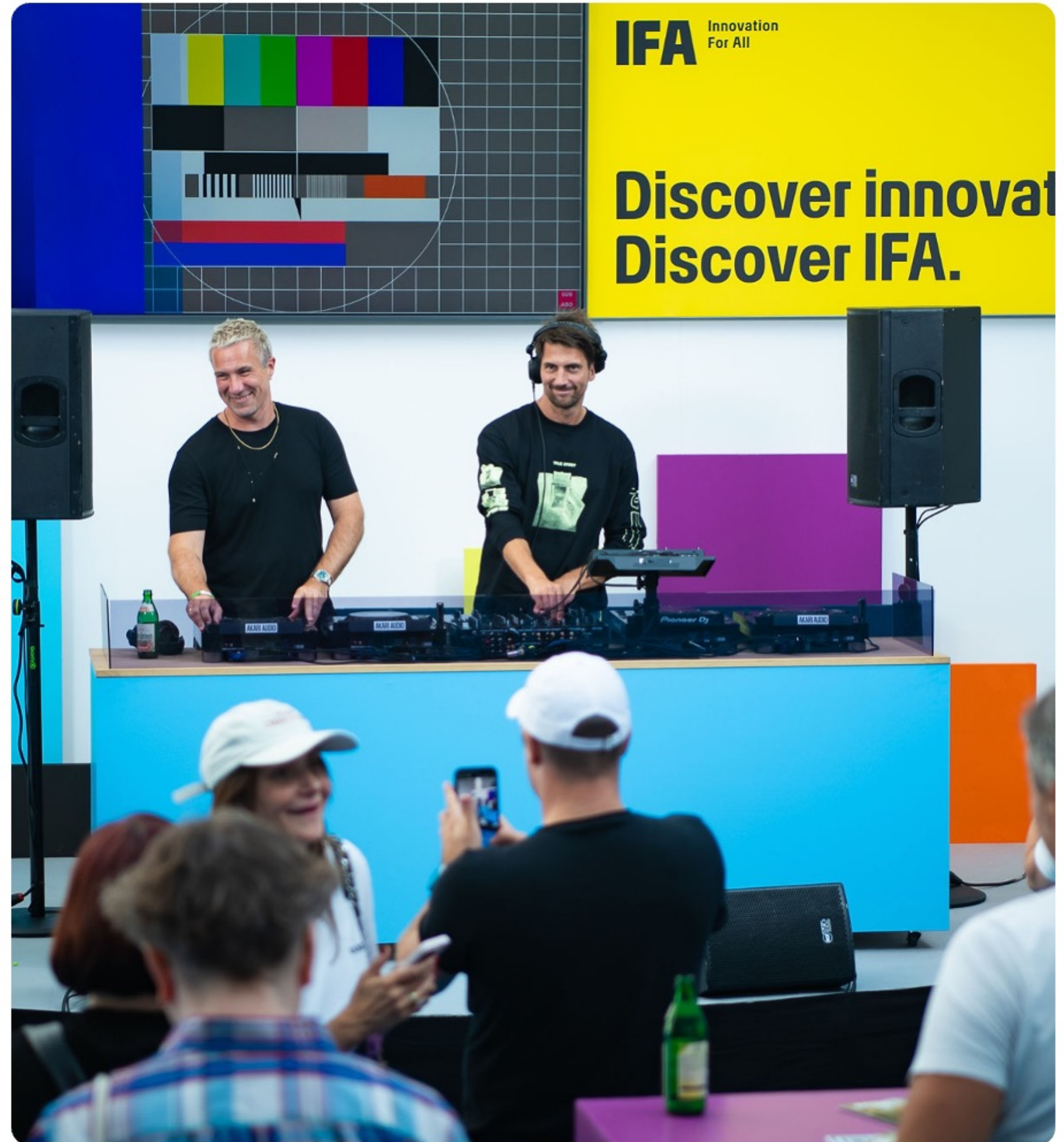
# Smart Home



# Content Creation



# Audio



# Computing & Gaming

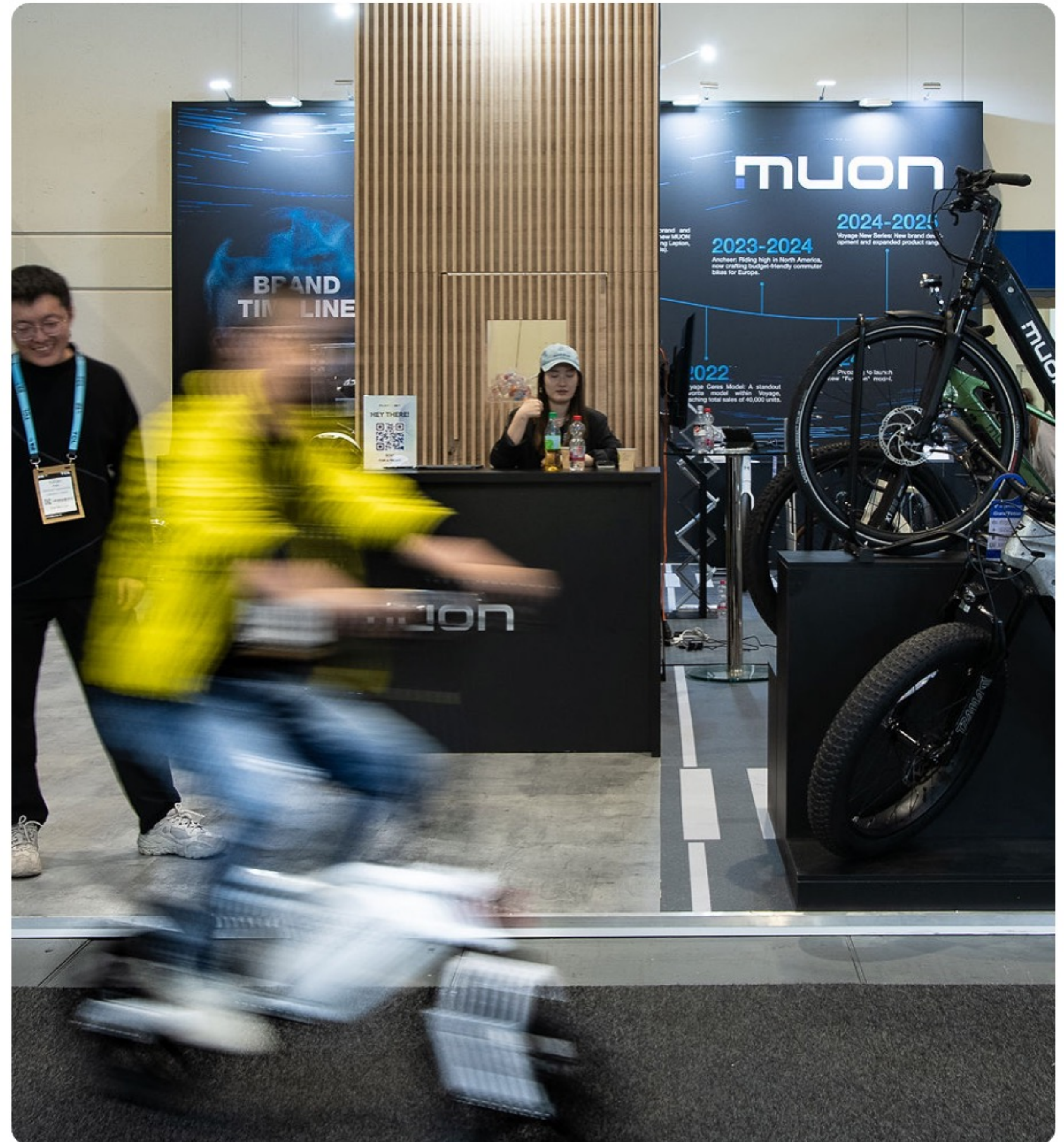




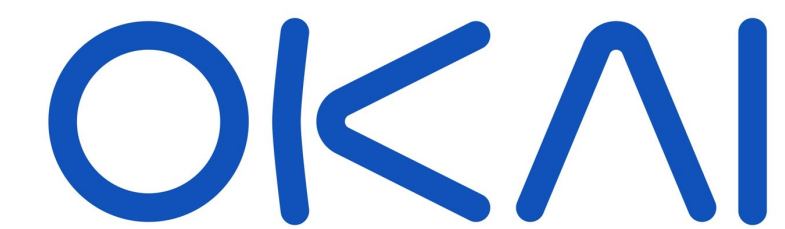
# Fitness & Digital Health



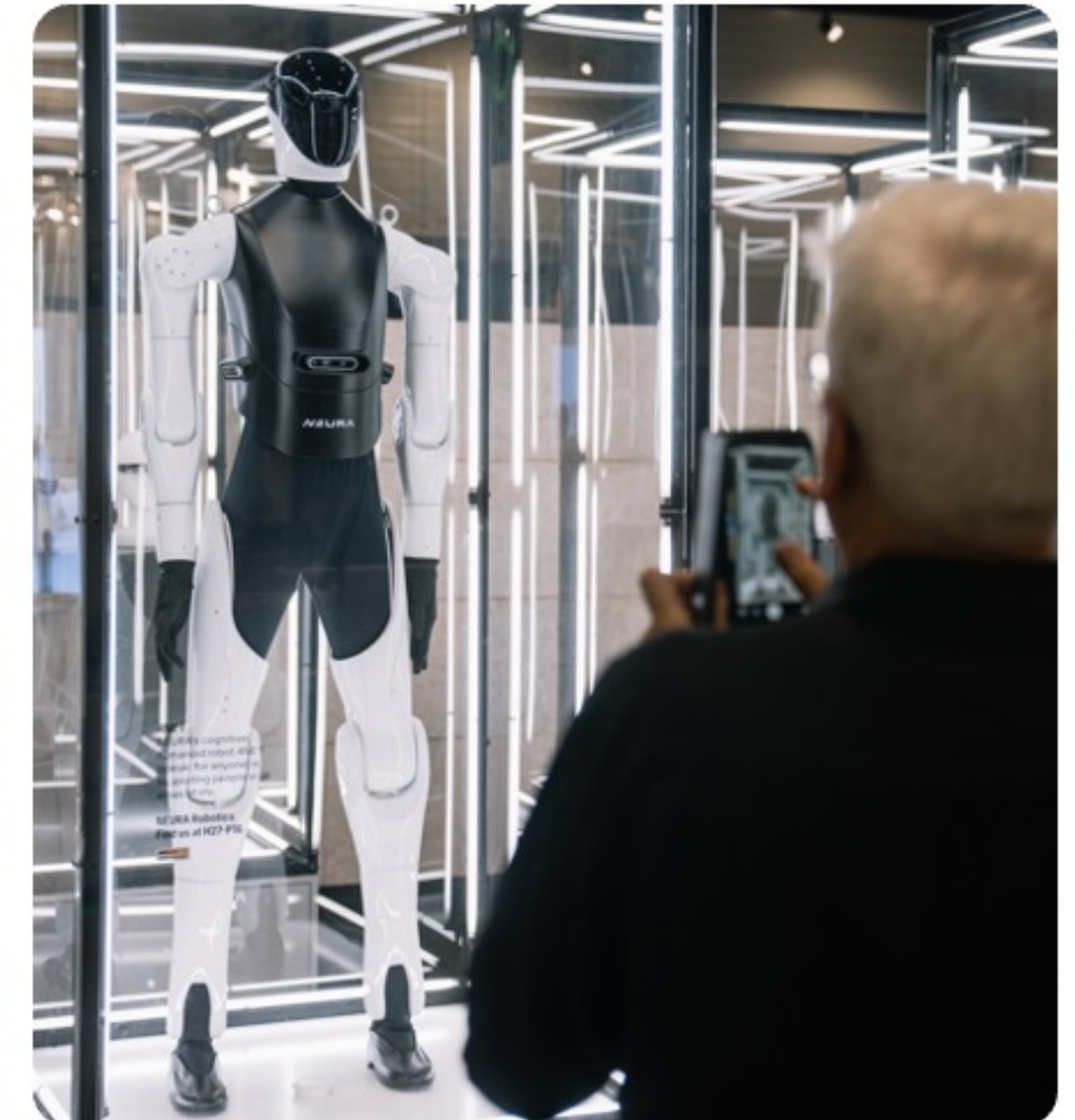
# Mobility



# Mobility

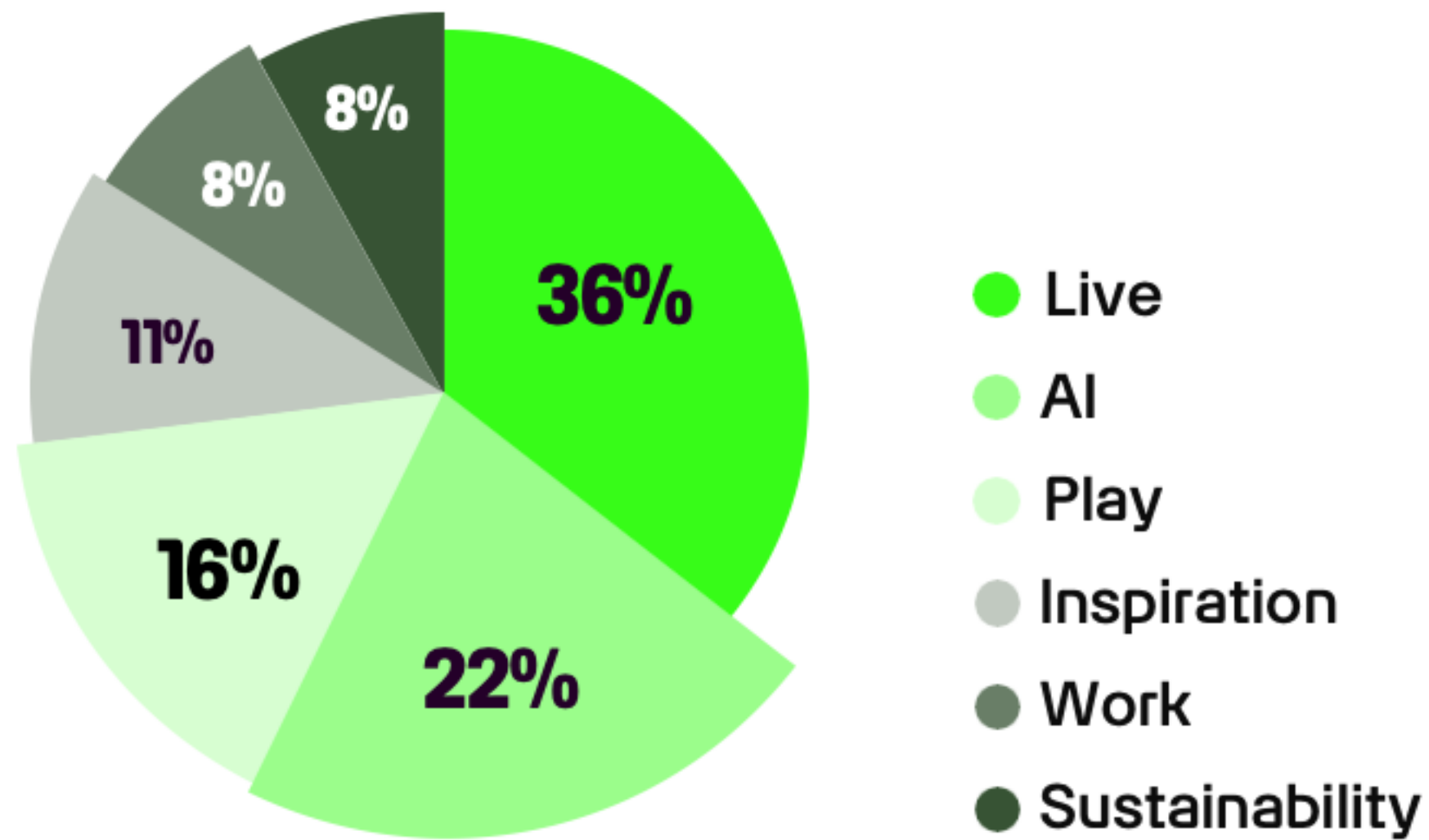


# IFA Next



# IFA Next

IFA Next Exhibitor distributed by zone



Exhibitors by region



Europe  
37%

Asia & Australia  
59%

US & Canada  
4%

# IFA Global Markets



# Sommergarten: the Sound of IFA



# Trusted by Industry Leaders

*acer*  **BOSCH**  cecotec

DREAME  Google

Haier *Hisense* HONOR

*jura*  LG **LIEBHERR** 

 **Panasonic** **PHILIPS**

**SAMSUNG**  *Shark* | NINJA

**SHARP** **SIEMENS** **SONY**   
roborock

**TCL** **TECNO** **VESTEL** WITHINGS



# Global Retailers



# Media Reach

809

Registered Influencers

50m

IFA Influencer Reach

## Global Coverage Breakdown

50%

Online (articles)

25%

Print

10%

TV

15%

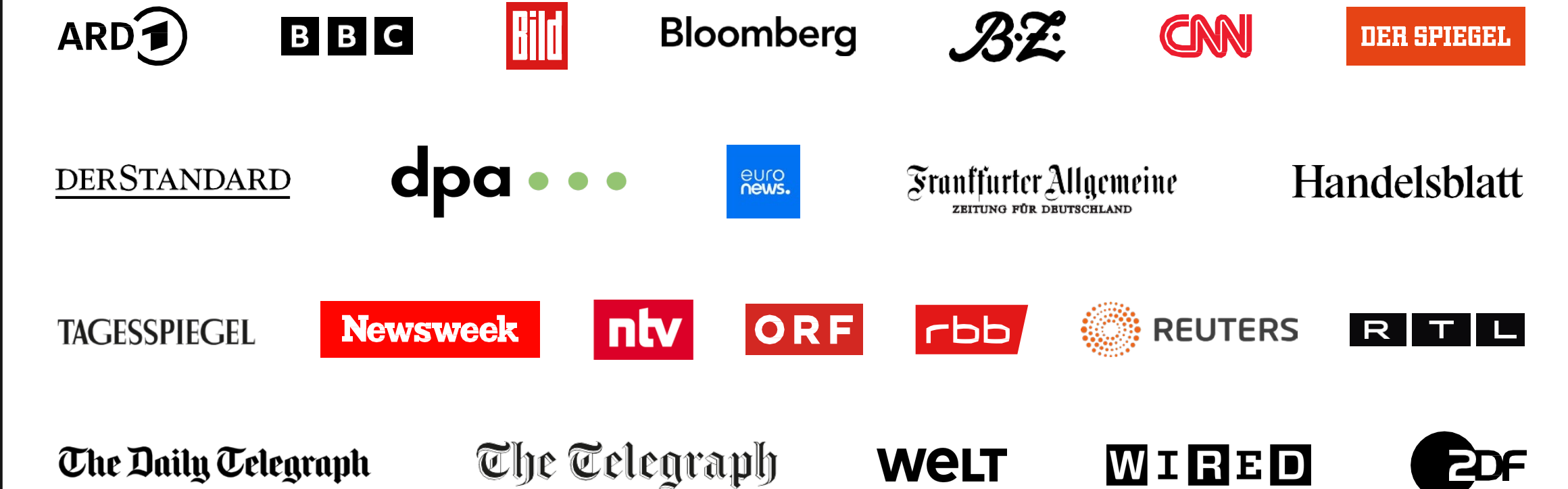
Radio

# Media Coverage

## Trade & Special Interest Press



## B2C & Lifestyle Press



# Global

## Total Mentions

2 Sep - 16 Sep 2024

**80k**

↑ 128%

Period Last Year  
**35.1k**

## Total Potential Editorial Reach

2 Sep - 16 Sep 2024

**219bn**

↑ 200%

Period Last Year  
**72.9bn**

# Europe

## Total Mentions

2 Sep - 16 Sep 2024

**23.2k** Period Last Year  
9,74k

↑ 138%

## Total Potential Editorial Reach

2 Sep - 16 Sep 2024

**32.6bn** Period Last Year  
9,88bn

↑ 230%

# France

## Total Mentions

2 Sep - 16 Sep 2024

**1.34k**

↑ 90%

Period Last Year  
706

## Total Potential Editorial Reach

2 Sep - 16 Sep 2024

**2.02bn**

↑ 75%

Period Last Year  
1,15bn

# IFA by the Numbers

Attendees

**215,000** (+18% YOY)

attendees  
from 139 countries

Press & Media

**4,500** (+43% YOY)

total media representatives  
from 101 countries

Media Mentions

**80,000** (+128% YOY)

Reach of Media Coverage

**219bn** (+200% YOY)

Exhibitors

**1,804**

exhibitors  
from 44 countries

IFA Global Markets

**550**

exhibitors  
from 12 countries

Social Media\*

\*15 August – 17 September

**90,355**

number of mentions

**2,4m**

interactions

**19,42bn**

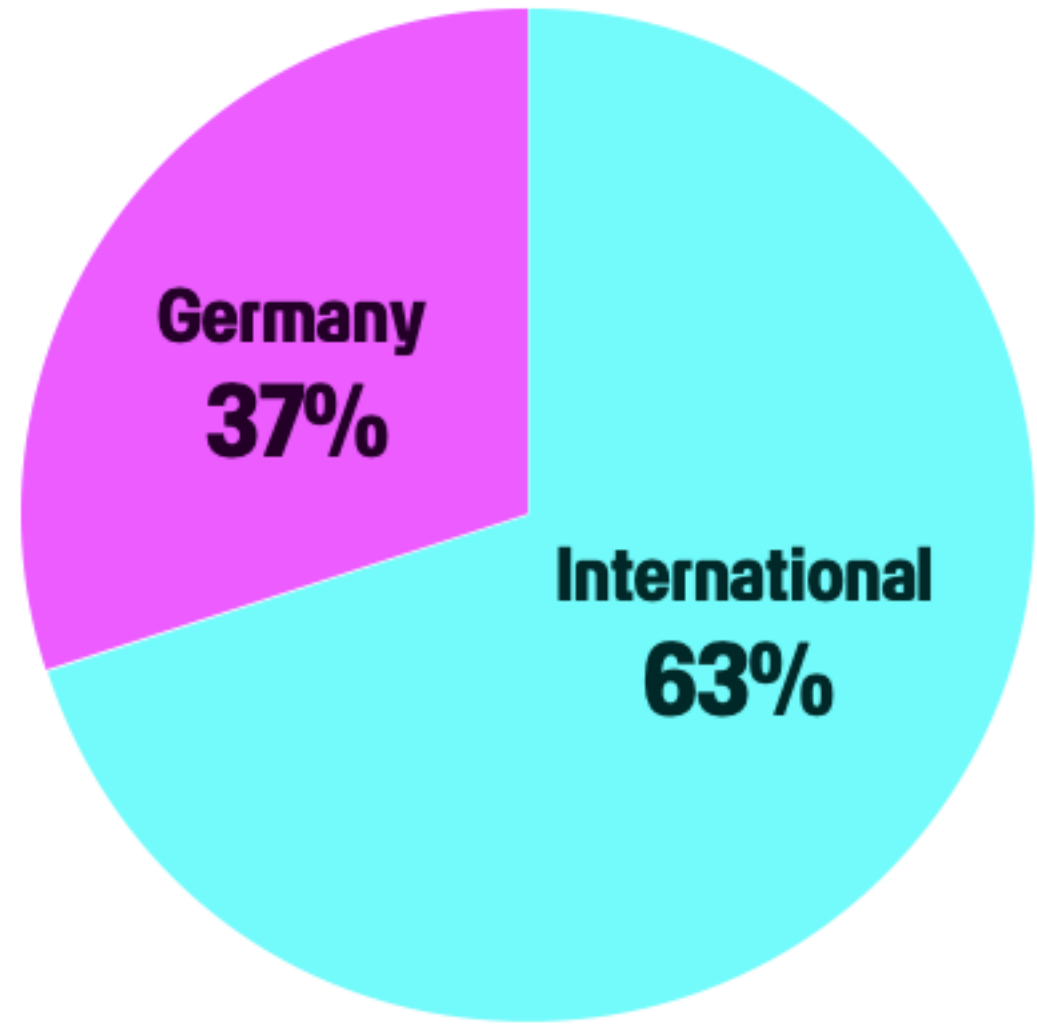
impressions

**664,133**

total website users

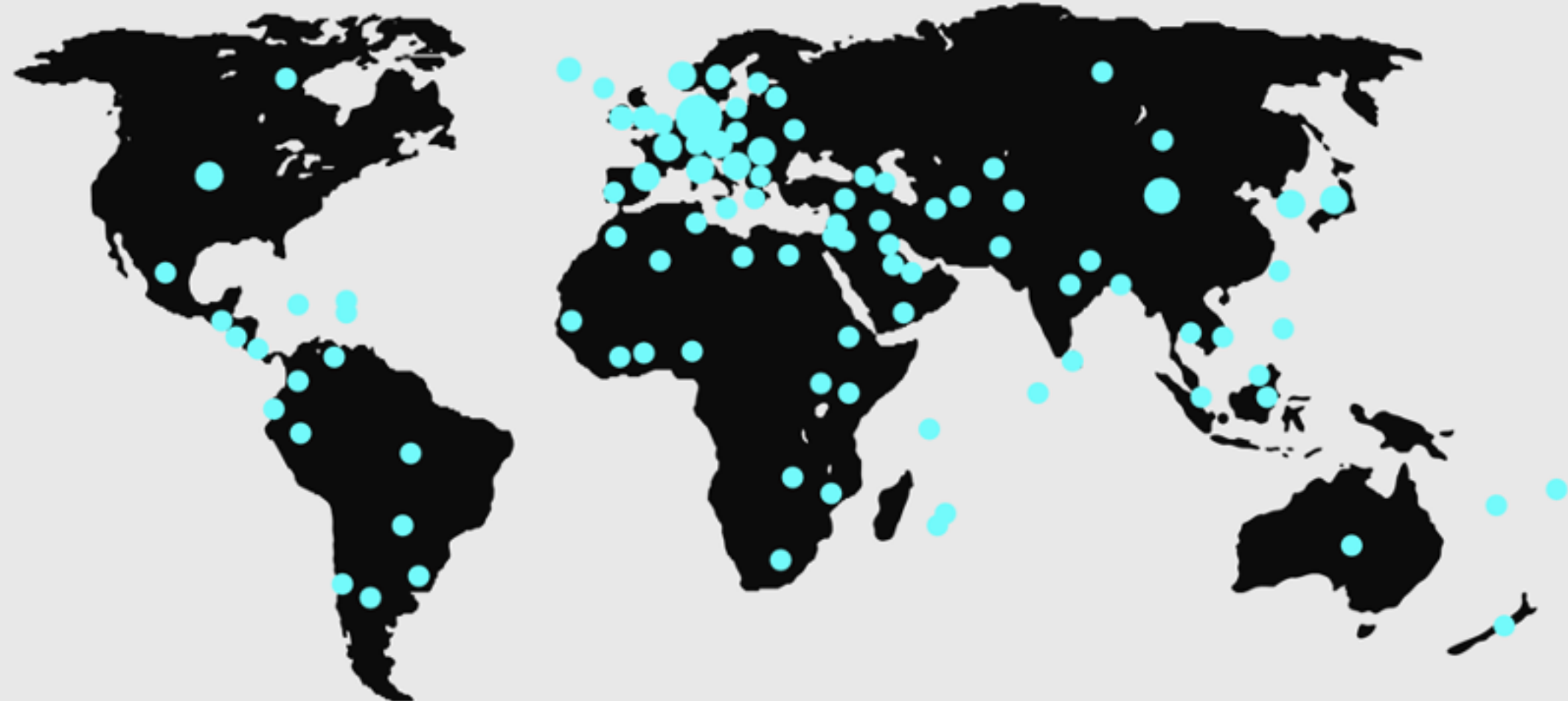
# Attendee Breakdown & International Profile

## Domestic vs International Attendance



139 Countries

## Global Attendance



## Split of Visitor Profiles

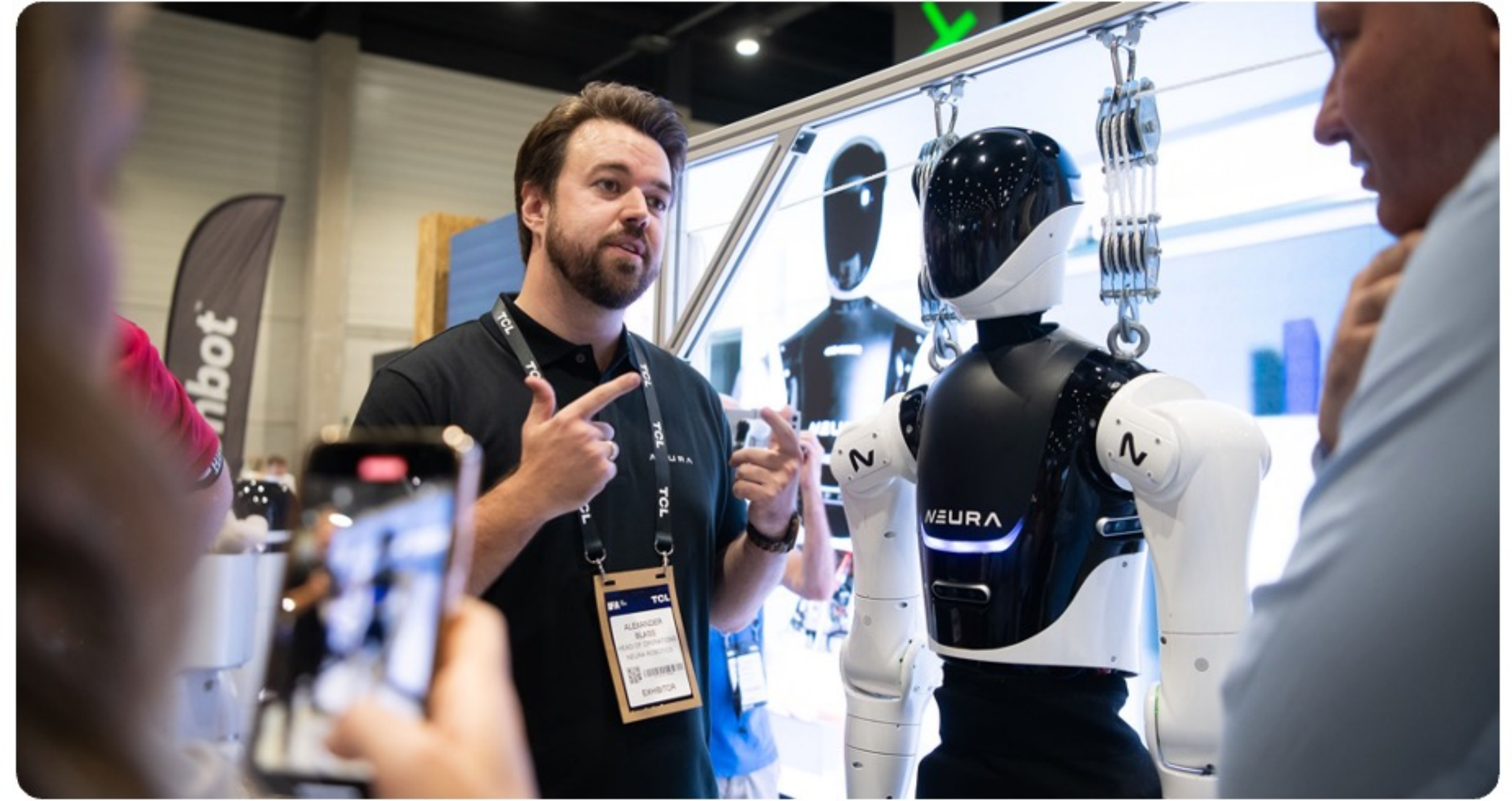
Trade Visitors	63%
Consumers & GenZ	37%

## Top 10 visiting countries\* (Trade Visitors)

- |        |                |
|--------|----------------|
| UK     | Netherlands    |
| Italy  | France         |
| China  | Turkey         |
| Poland | Czech Republic |
| Korea  | Denmark        |

\*Excludes Germany

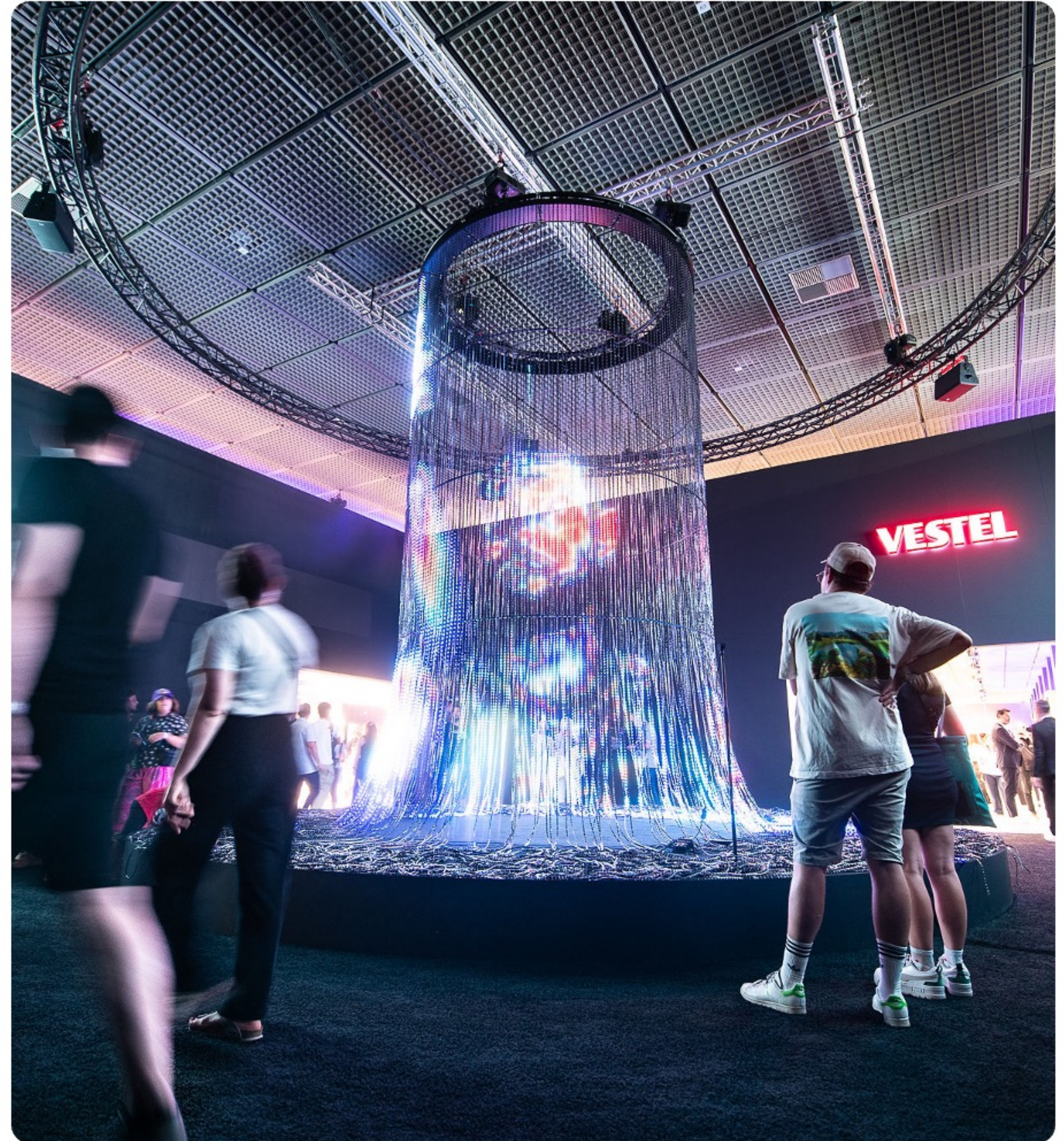
# Caution! Innovation inside.





# A New Era Realized

Our purpose:  
Bringing  
Innovation to life



# Looking to 2025 and Beyond



# Experience Tomorrow, Today



# IFA Floor Plan



# France

A Market close to Equilibrium, Driven by Small Domestic Appliances

France

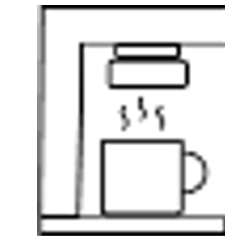
**28.0bn** **-1%**



## Revenue in Billion Euros 2024 | Adjusted 100% Market Scope

Small Domestic Appliances (SDA)

4,7



**+8%**

Major Domestic Appliances (MDA)

5,8



**-4%**

IT & Office Equipment

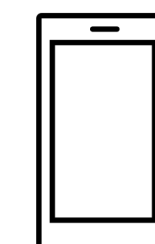
5,0



**-3%**

Telecommunications

8,4



**-3%**

Consumer Electronics - Photo

4,1



**-2%**

# 2025 Forecast


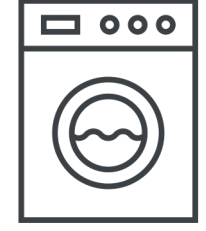

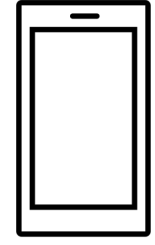
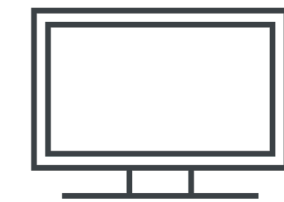
**Market Stabilization in High-Tech Sectors & Continued Growth for Small Domestic Appliances**

**Projected Market Value for 2025:**

**28.1bn +0.5**



## Revenue forecast in Billion Euros | Adjusted 100% Market Scope

Small Domestic Appliances (SDA)	4,9		+4
Major Domestic Appliances (MDA)	5,8		-1%
IT & Office Equipment	5,0		=
Telecommunications	8,4		=
Consumer Electronics - Photo	4,1		-1%

# IFA vs. VivaTech

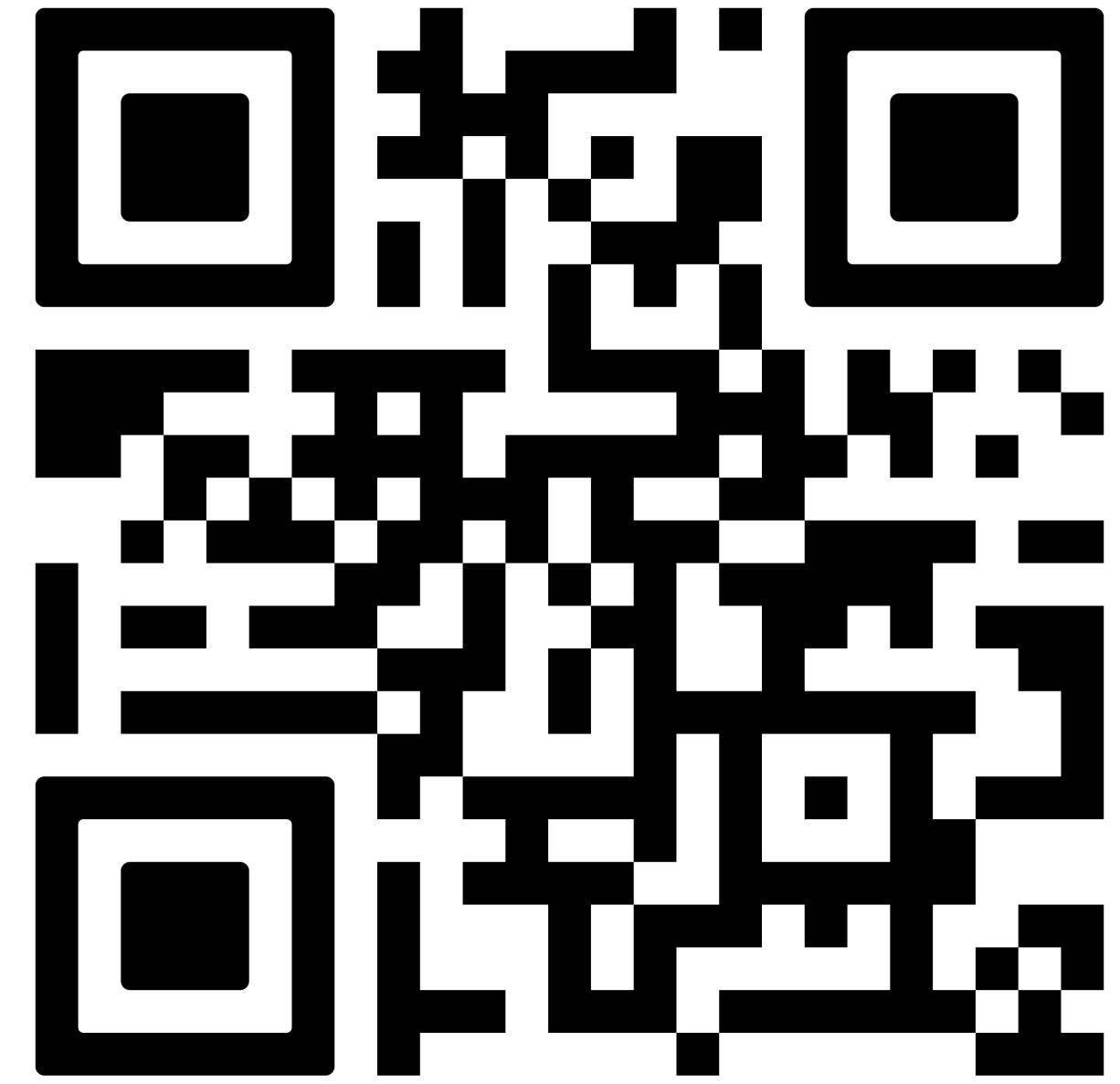


# Why you should come to IFA: Key Takeaways





# Press Material



# See you at IFA: 5-9 September 2025!

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**Gioia Zoli**  
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Senior Sales Manager  
[l.buleon@ifa-management.com](mailto:l.buleon@ifa-management.com)



# Q&A



**IFA** Innovation  
For All

**Discover the future.  
Discover IFA.**