

Press Conference 2025

Welcome!



IFA Innovation
For All

**Discover the future.
Discover IFA.**

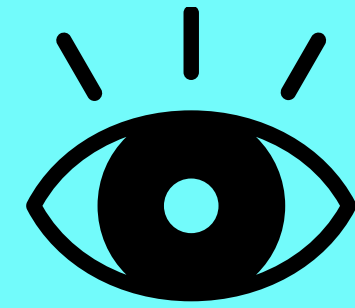
Press Material



Our Core Values



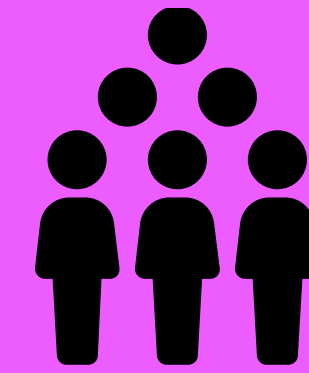
**Inspiration:
feel inspired.**



**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



Imagine the future.

Imagine the future.

IFA**IFA**

Imagine the future.

**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**



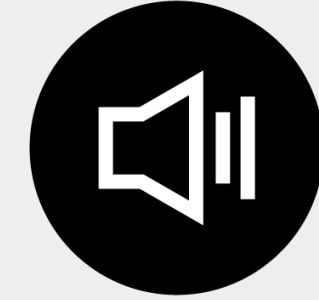
Home Appliances



Smart Home



**Communication &
Connectivity**



Audio



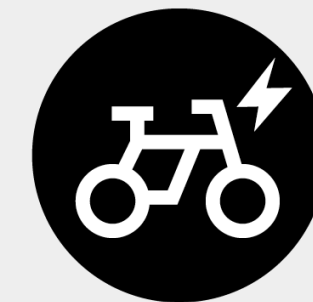
**Computing &
Gaming**



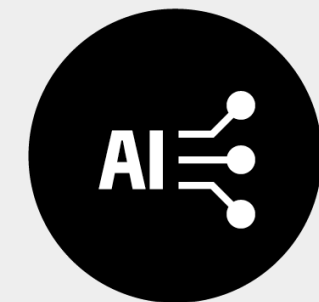
**Photo, Video &
Content Creation**



**Fitness & Digital
Health**



Mobility

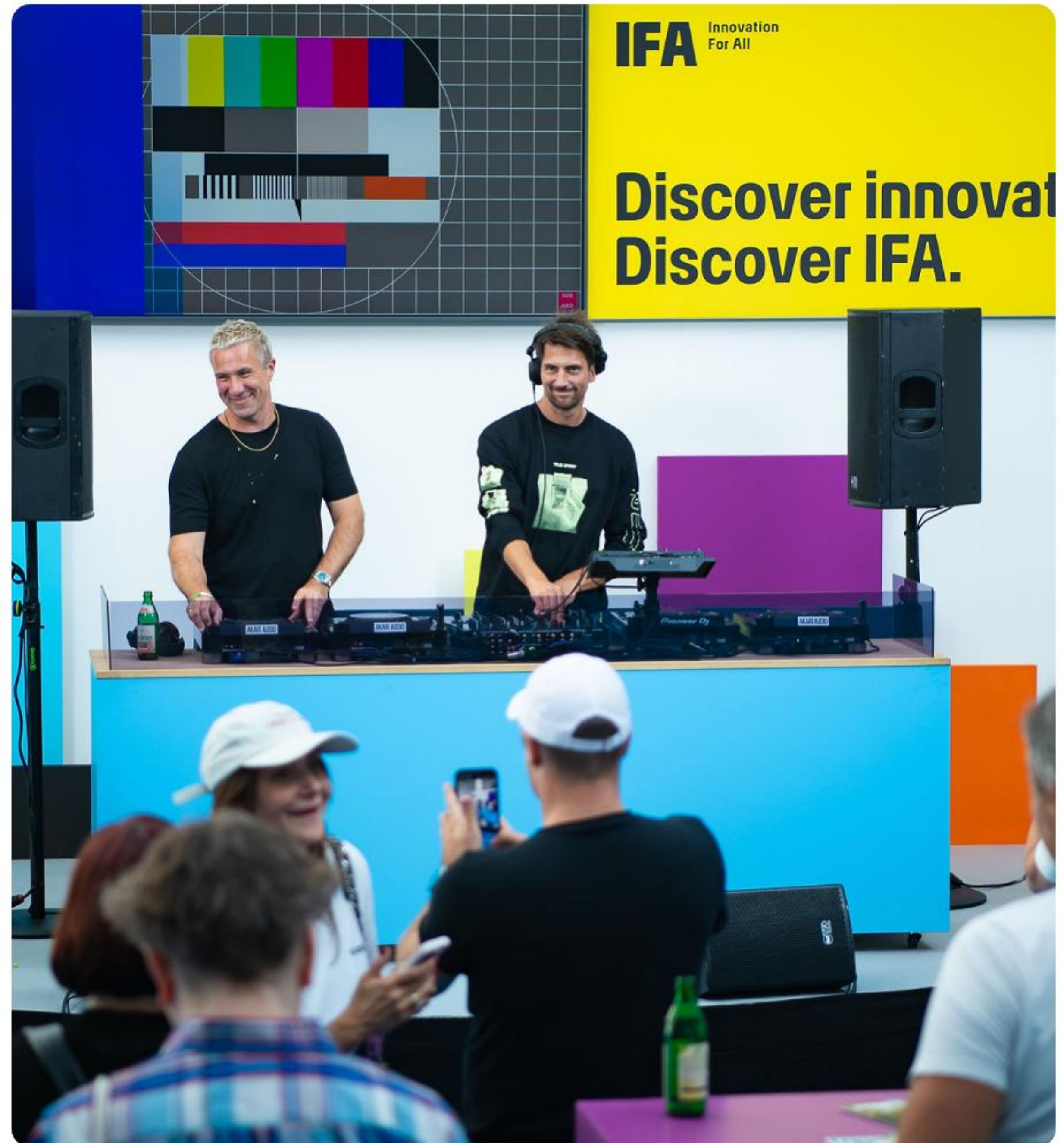


IFA Next

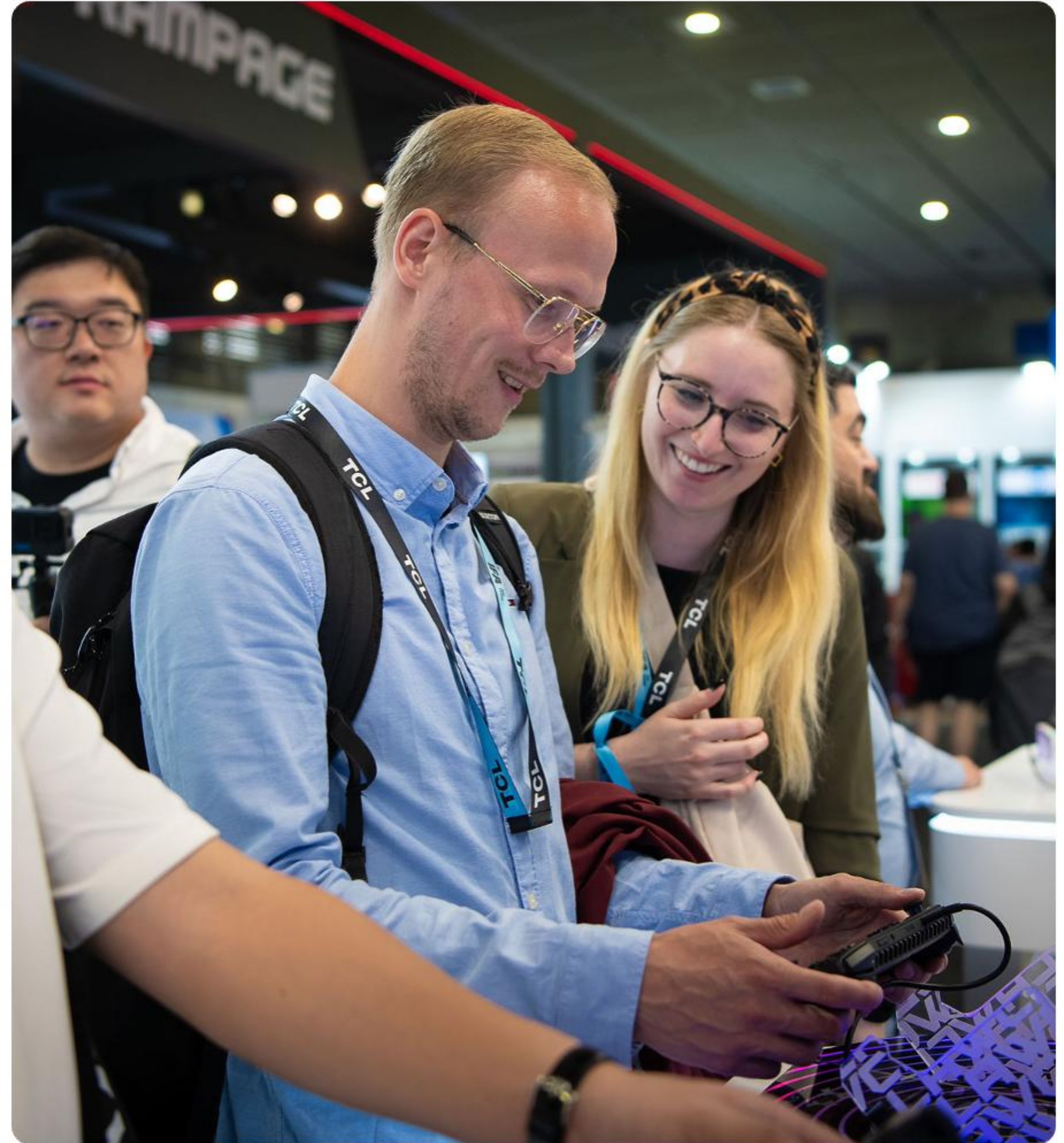
Content Creation



Audio



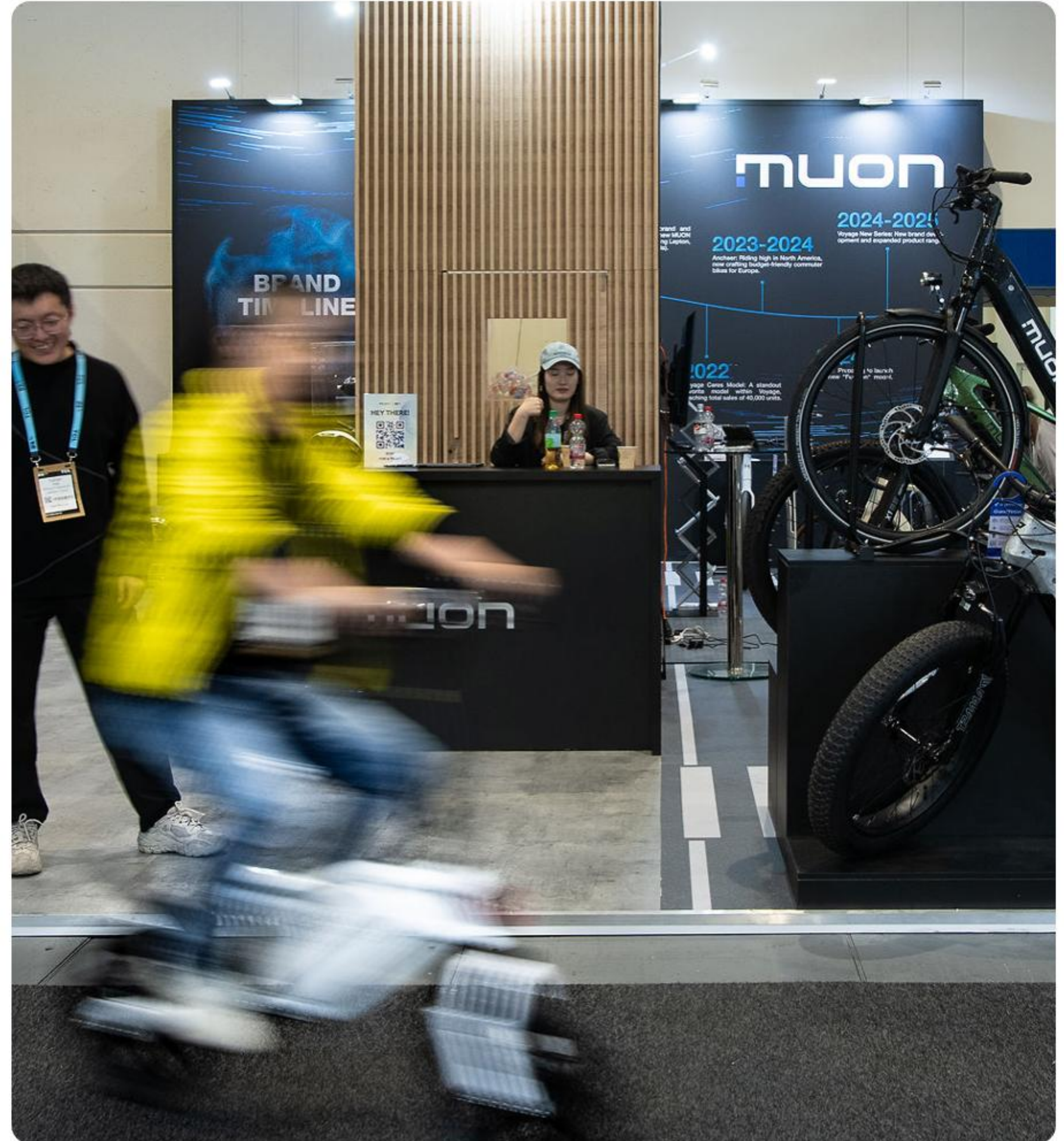
Computing & Gaming



Fitness & Digital Health



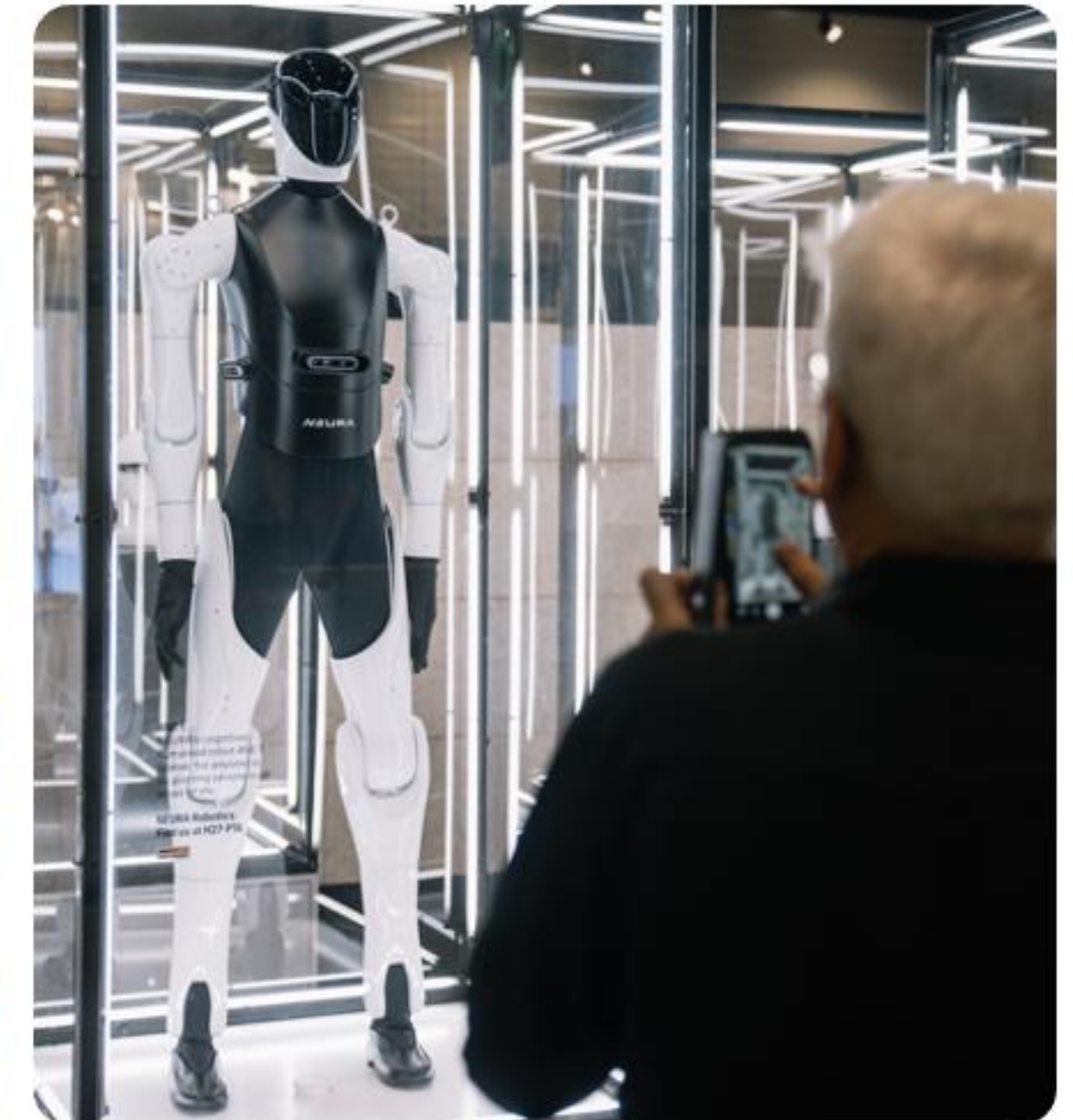
Mobility



Mobility

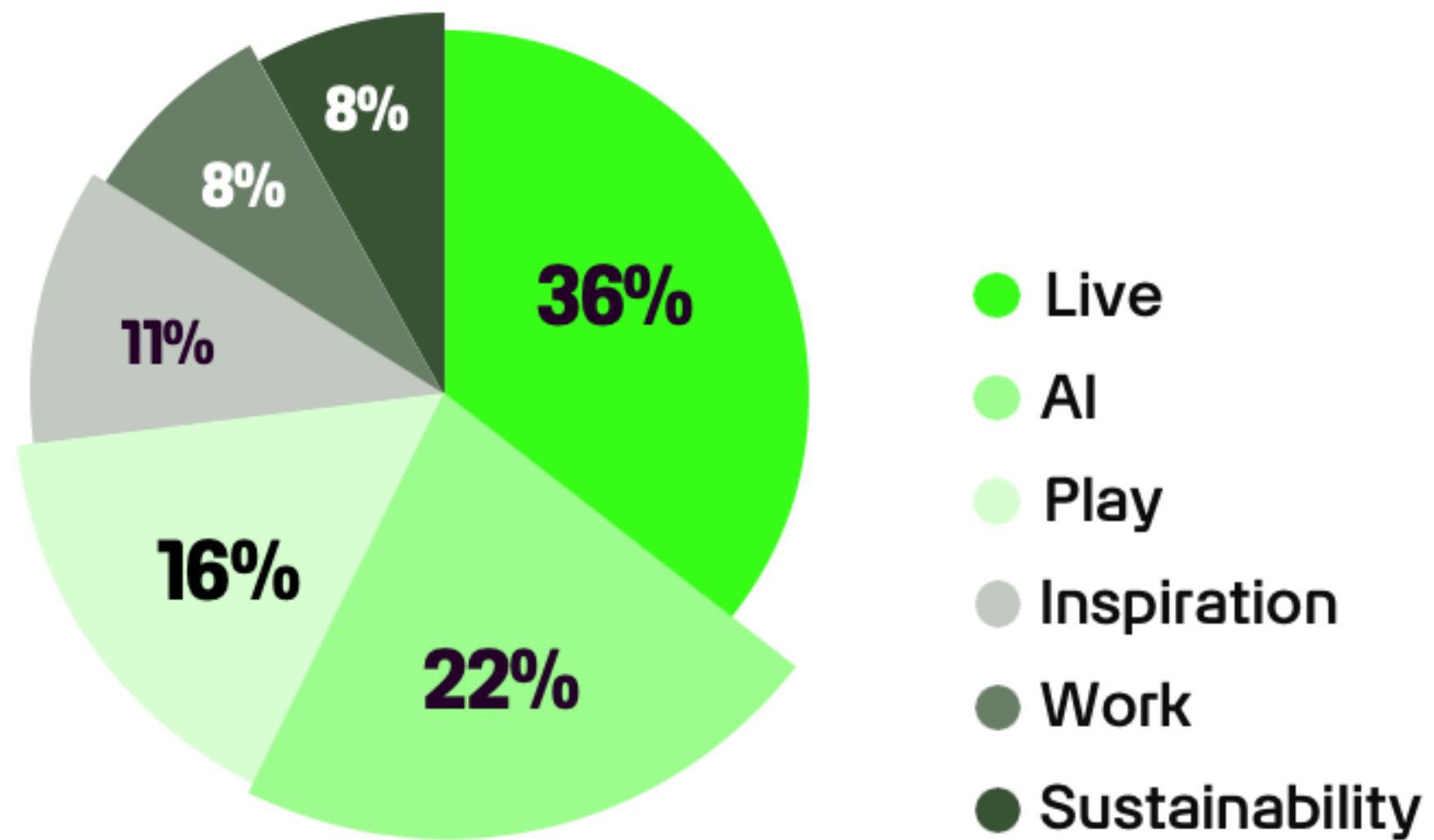


IFA Next



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 

Midea 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 CoverageBreakdown

50%

Online (articles)

25%

Print

10%

TV

15%

Radio

Media Coverage

Trade & Special Interest Press

CCTV.
中国中央电视台

CEMarkt

CE&TRADE
digitalMarkt

CHIP

Digital
디지털데일리

ELEKTROMARKT

enretail
ECOMMERCE & CONSUMO

전자신문 | etnews

GIZMODO

HDblog

heise online

hitec

IT BizNews

KIPOST
Korea Industry Post

LEMONDE
INFORMATIQUE

マイナビ

NOTEBOOKCHECK

PCWorld

PHILEWEB
AV/オーディオ/ガジェット/ファイルウェブ

PoS-MAIL
INFORMATIONEN FÜR DEN HIGH-TECH-FAHRER

PROTIENDAS

T3

TECHSPOT

tom's HARDWARE
THE AUTHORITY ON TECH

trendTIC

Trusted
Reviews

2D
NET

B2C & Lifestyle Press

ARD 1

BBC

Bild

Bloomberg

B.Z.

CNN

DER SPIEGEL

DERSTANDARD

dpa

euro
news.

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

Handelsblatt

TAGESSPIEGEL

Newsweek

ntv

ORF

rbb

REUTERS

RTL

The Daily Telegraph

The Telegraph

WELT

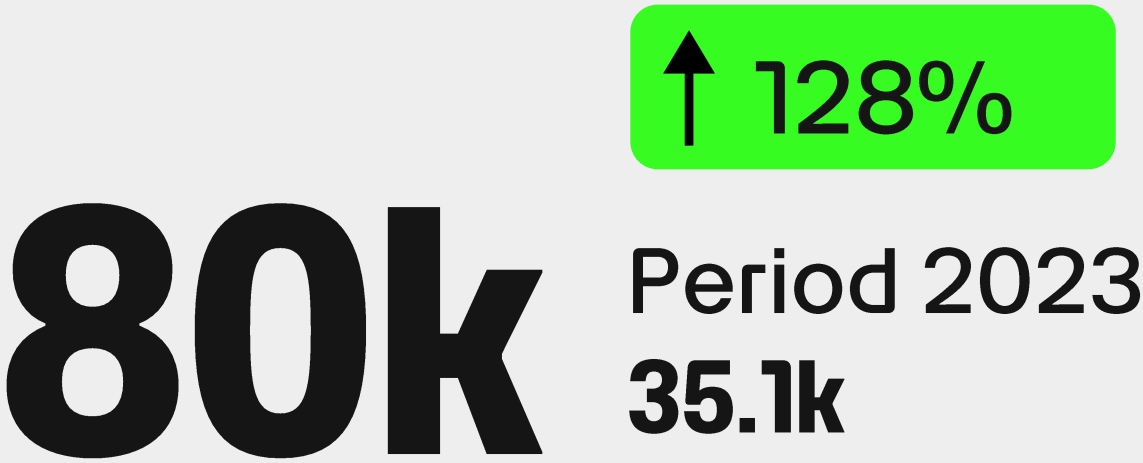
WIRED

ZDF

Global

Total Mentions

2 Sep - 16 Sep 2024



Total Potential Editorial Reach

2 Sep - 16 Sep 2024



Asia

Total Mentions

2 Sep - 16 Sep 2024

23.2k **↑ 138%**
Period 2023
9,74k

Total Potential Editorial Reach

2 Sep - 16 Sep 2024

32.6bn **↑ 230%**
Period 2023
9,88bn

Singapore

Total Mentions

2 Sep - 16 Sep 2024

734

↑ 340%

Period 2023
167

Total Potential Editorial Reach

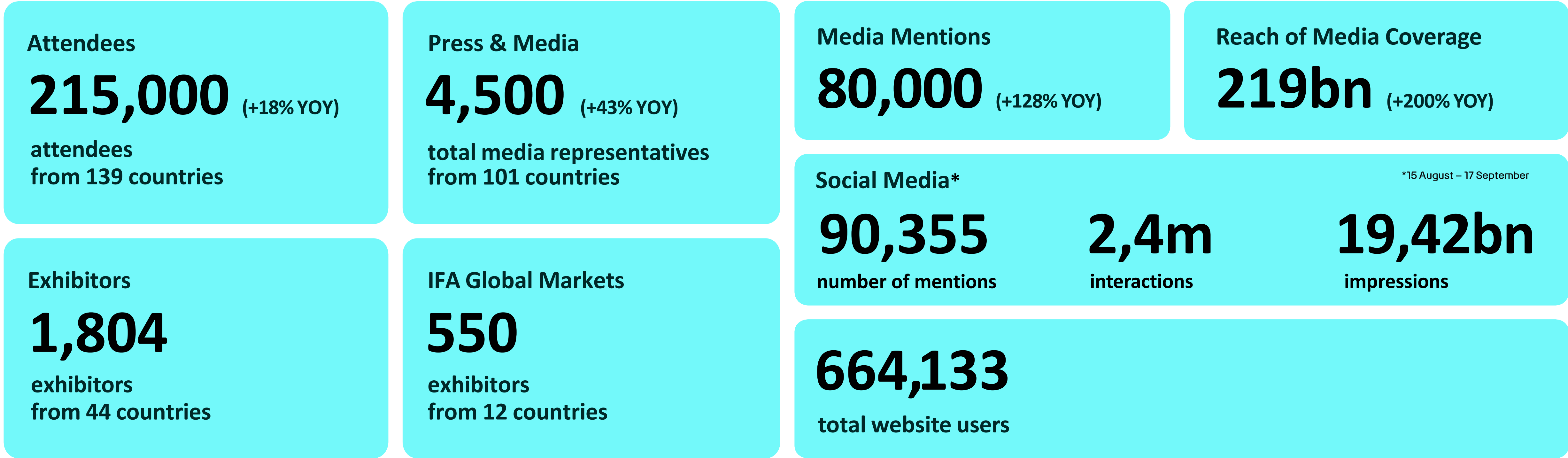
2 Sep - 16 Sep 2024

129m

↑ 30%

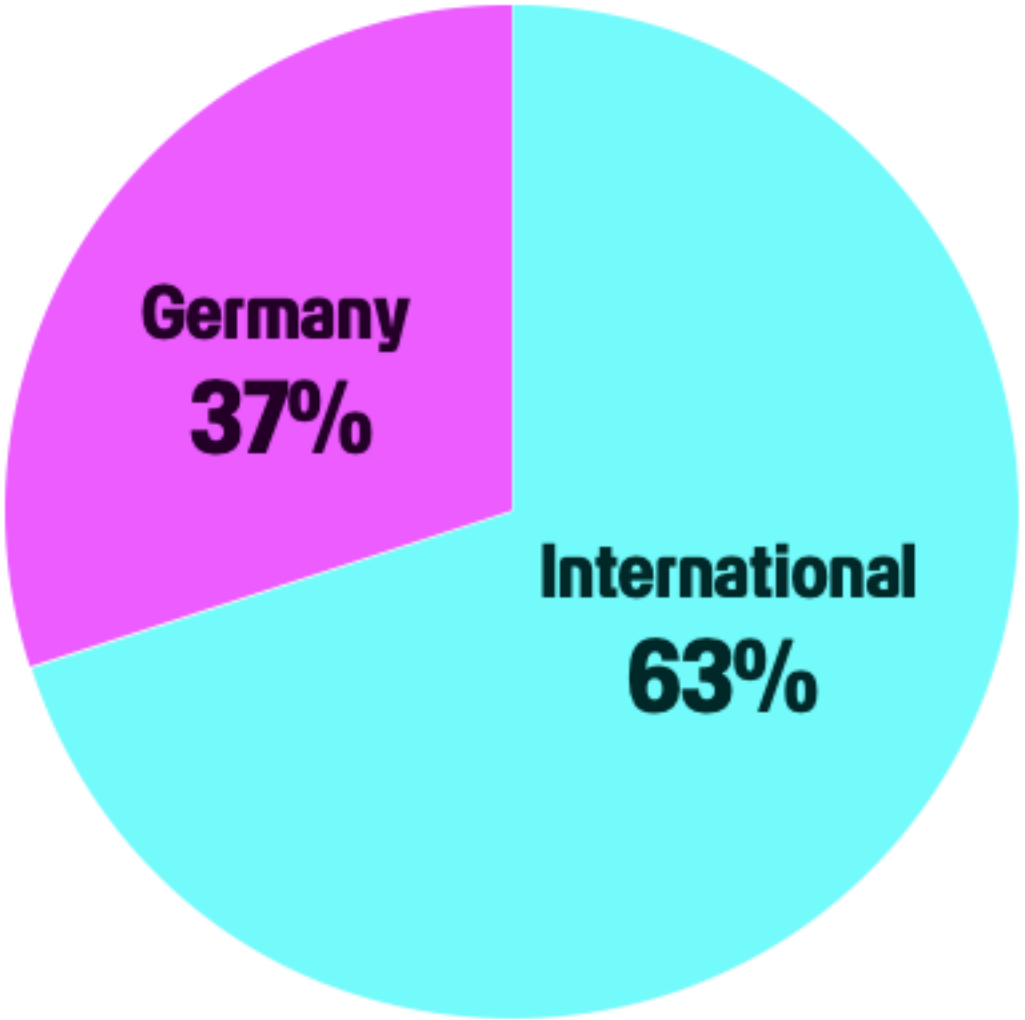
Period 2023
99m

IFA by the Numbers



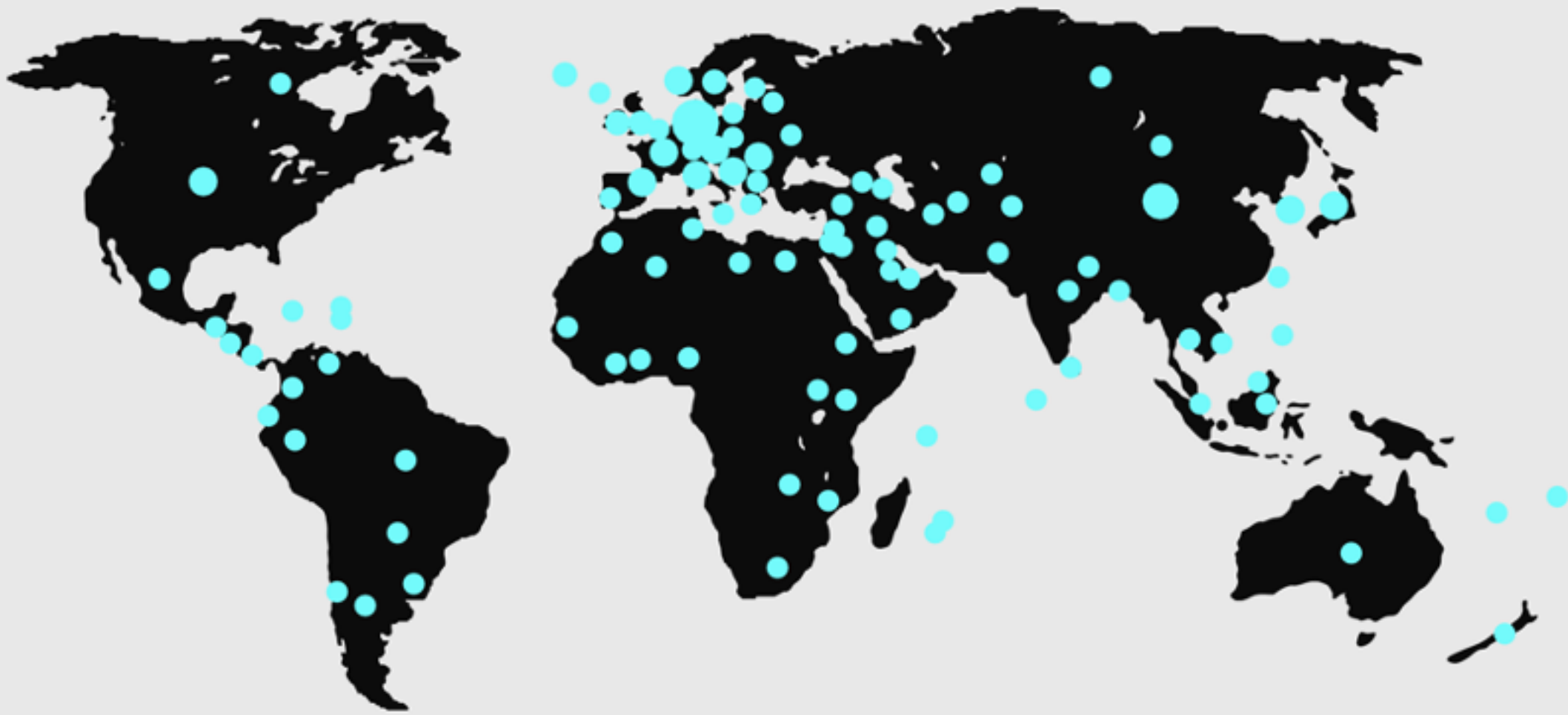
Attendee Breakdown & International Profile

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*

IFA Retail Leaders Summit

Date & Location: 4 September 2025, Palais at Messe Berlin

Format: Exclusive, invitation-only summit for 80–100 international C-level retail executives

International Platform: The summit underscores IFA's commitment to global retail, offering an unparalleled opportunity to network closely with the industry

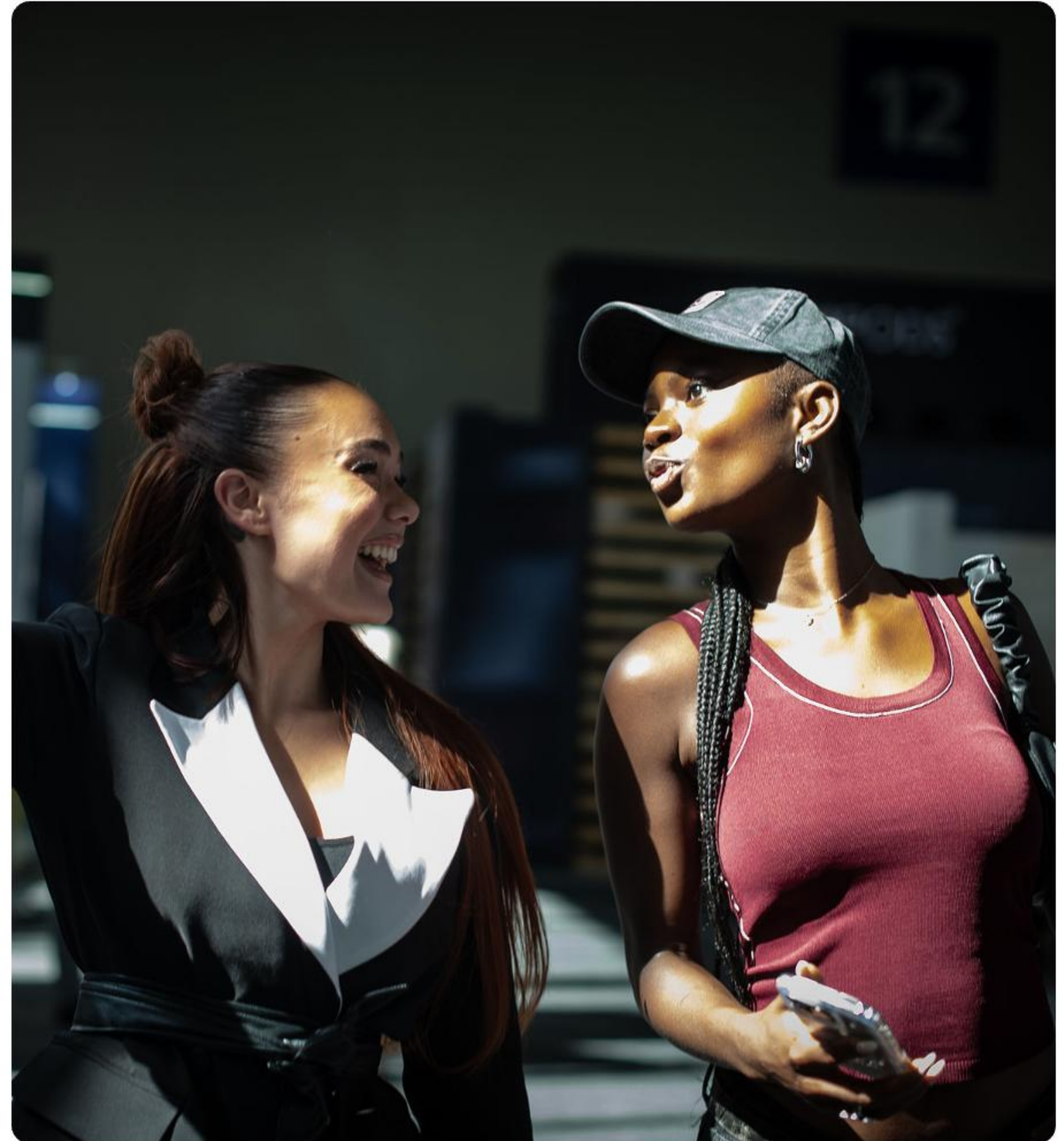
Strategic Importance: A unique platform for international top decision-makers to set trends, discuss strategies, and establish valuable partnerships



Looking to 2025 and Beyond

IFA stands for Innovation... For All

B2B and B2C



Experience Tomorrow, Today



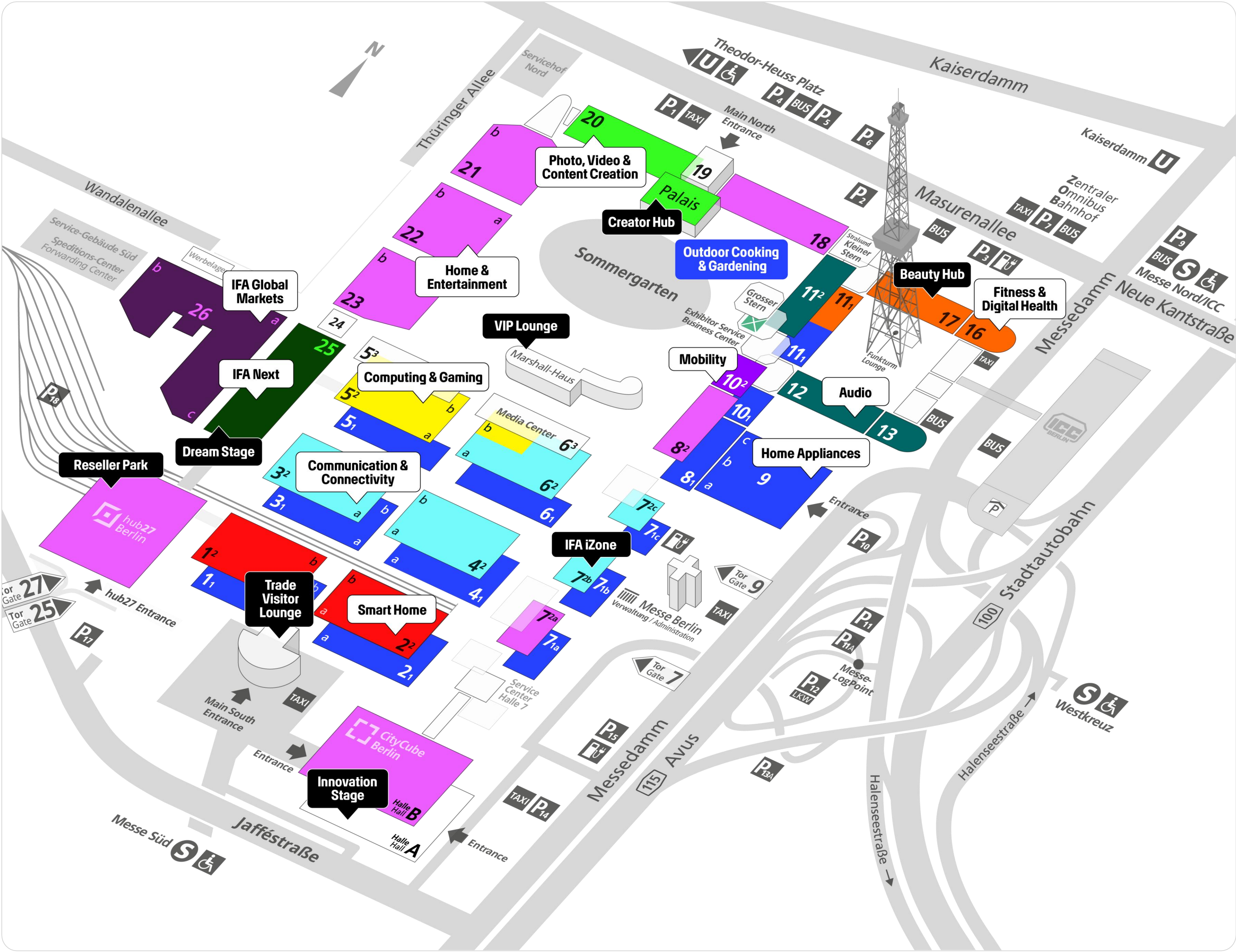
Timeline



Feature Zones



IFA floor plan



Global GDP Outlook Downgraded on Trade, Policy Risks

The world order is shaken up by new protectionist policies, testing the resilience shown by the global economy in recent years

Trade disruptions

Growing protectionist policies one major example being the **US tariff policies**, have heightened tensions and disrupted global trade, strained supply chains, and lowered trade volume forecasts.

US / Chinese economies

The **US and China** were the biggest drivers of the IMF's April 2025 global GDP forecast downgrade.

US growth is slowing amid policy uncertainty, tariffs, and weaker consumption. China's exports are hit by tariffs, though domestic fiscal stimulus may cushion the slowdown.

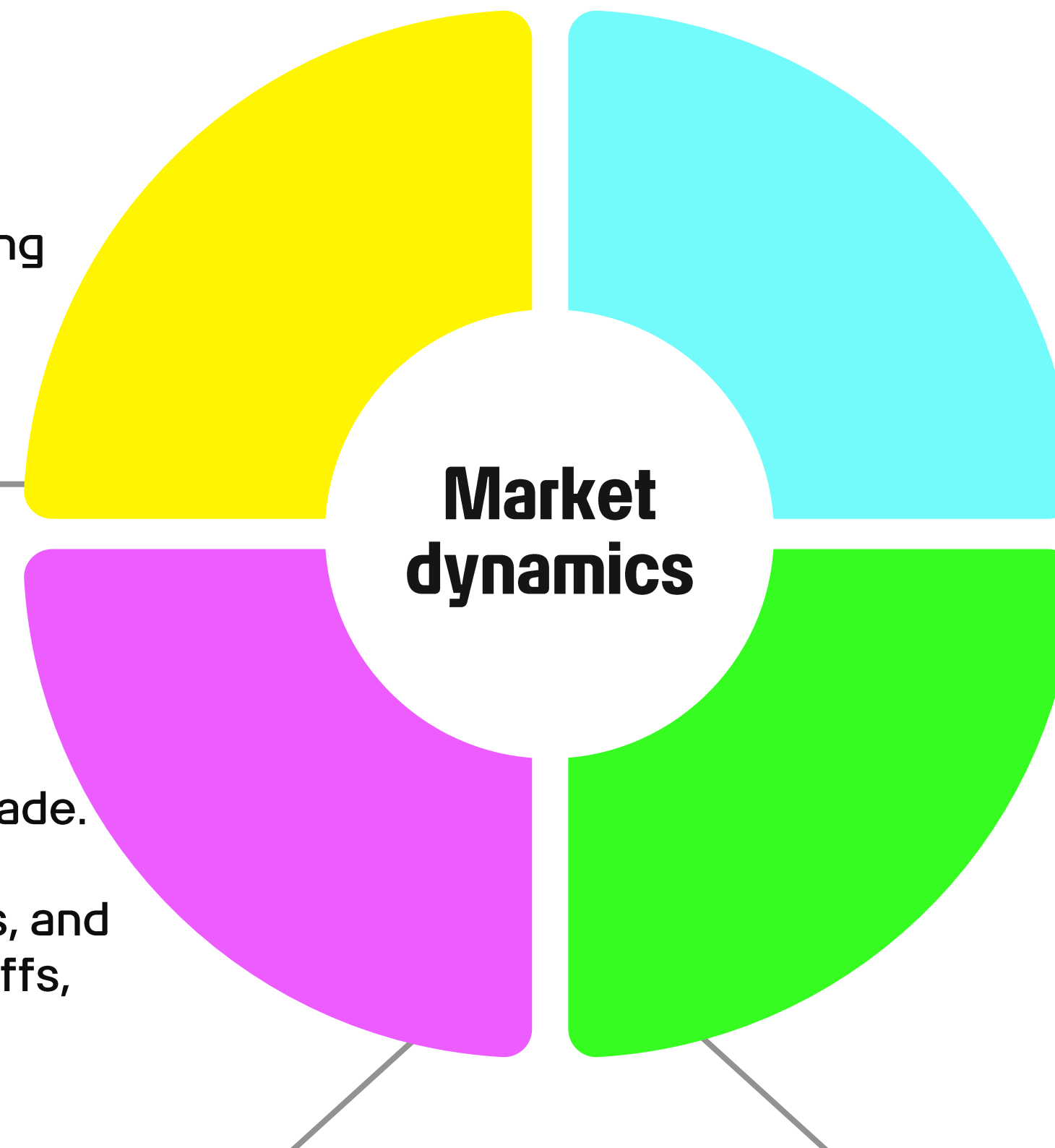
Inflation

Whilst the global inflation forecast is projected to be lower than 2024, progress on **disinflation** has stalled, with inflation expectations remaining above central bank targets in many economies, constraining monetary policy flexibility.

Slowing global growth

The April 2025 global GDP forecast was cut to 2.8%, down 0.5 points from January, a big driver being US policy uncertainty and weaker consumer and business sentiment in the US.

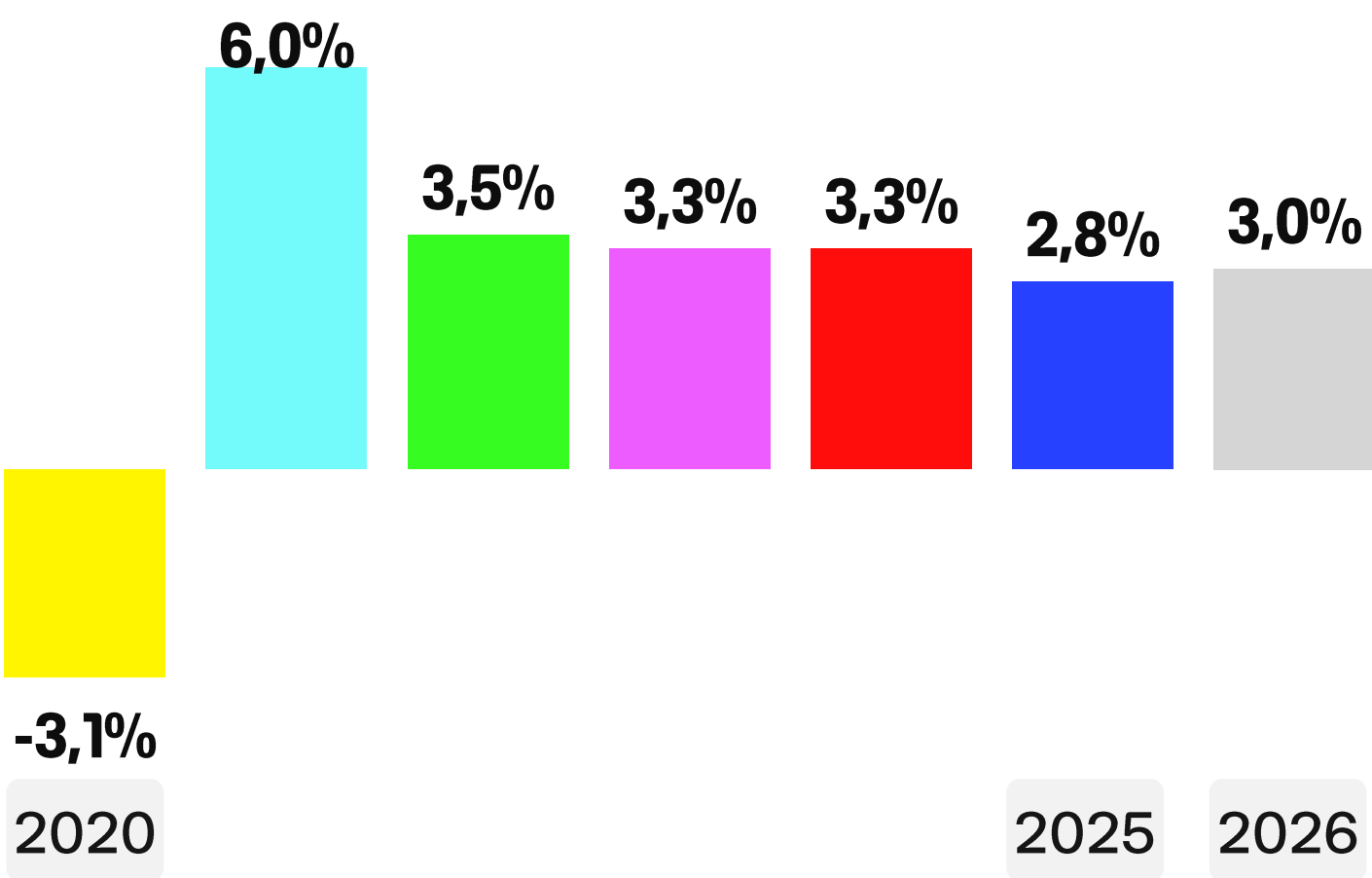
Global recession risks persist, with some regions showing more resilience (e.g. India) vs others.



Global GDP Forecast Cut, Disinflation Stalls Amid Uncertainty

The global economy: key indicators

GDP



Global GDP growth predictions downgraded by the IMF in April by **-0.5 percentage points** (vs January 2025 forecasts) amid trade tensions and policy uncertainty

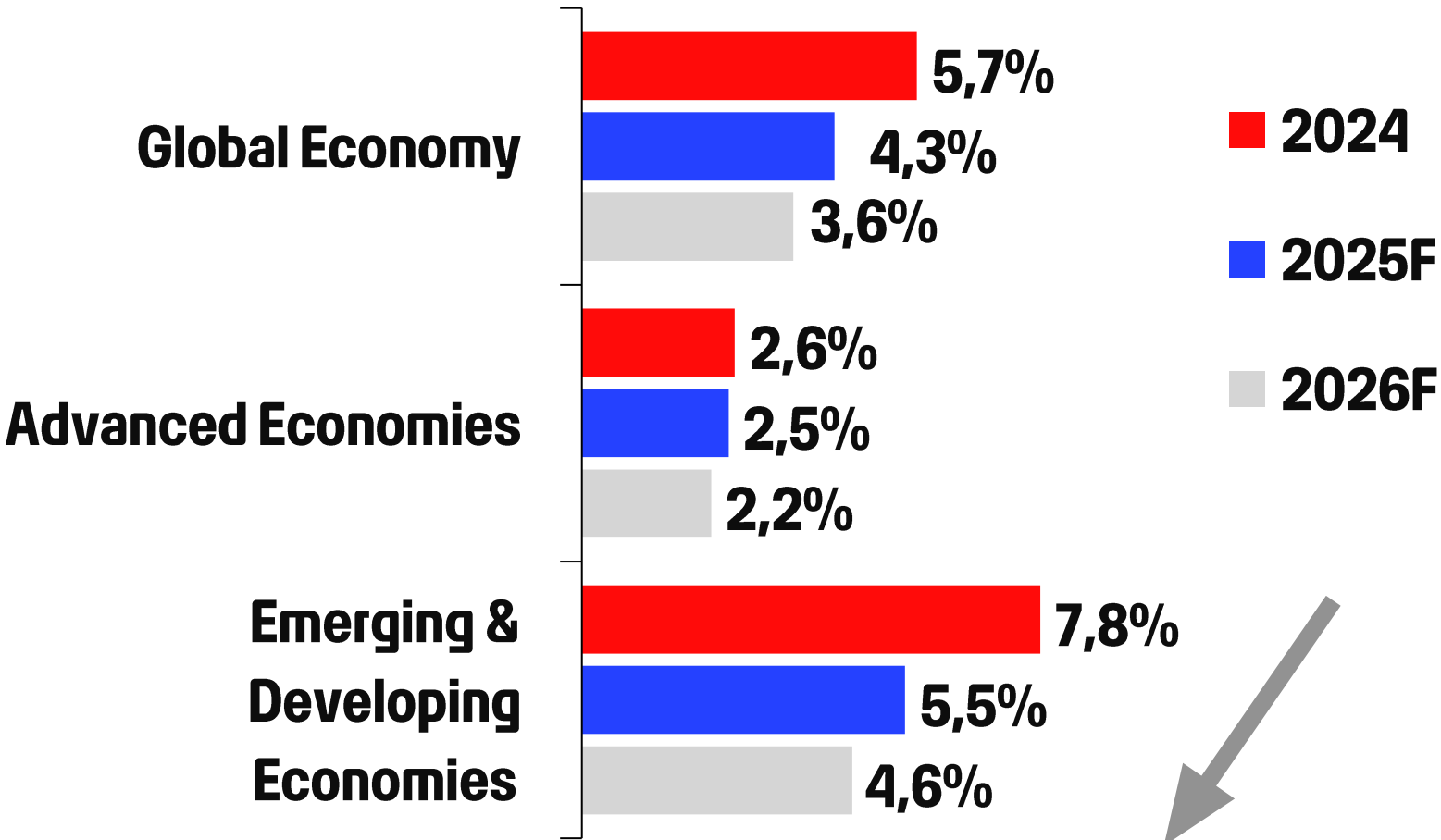
Consumer Confidence

*China Feb '24 vs Feb '25

	Apr 24	Apr 25
USA	98.8	↓ 98.4
Euro area	98.9	↓ 98.6
China*	84.3	↑ 88.4
OECD	99.2	↓ 98.9

Consumer confidence drops year-on-year reflecting heightened policy uncertainty across OECD nations. In China, a slight uptick in confidence on low levels – reflecting China’s confidence in the tariff-standoff and domestic stimulus packages

Inflation



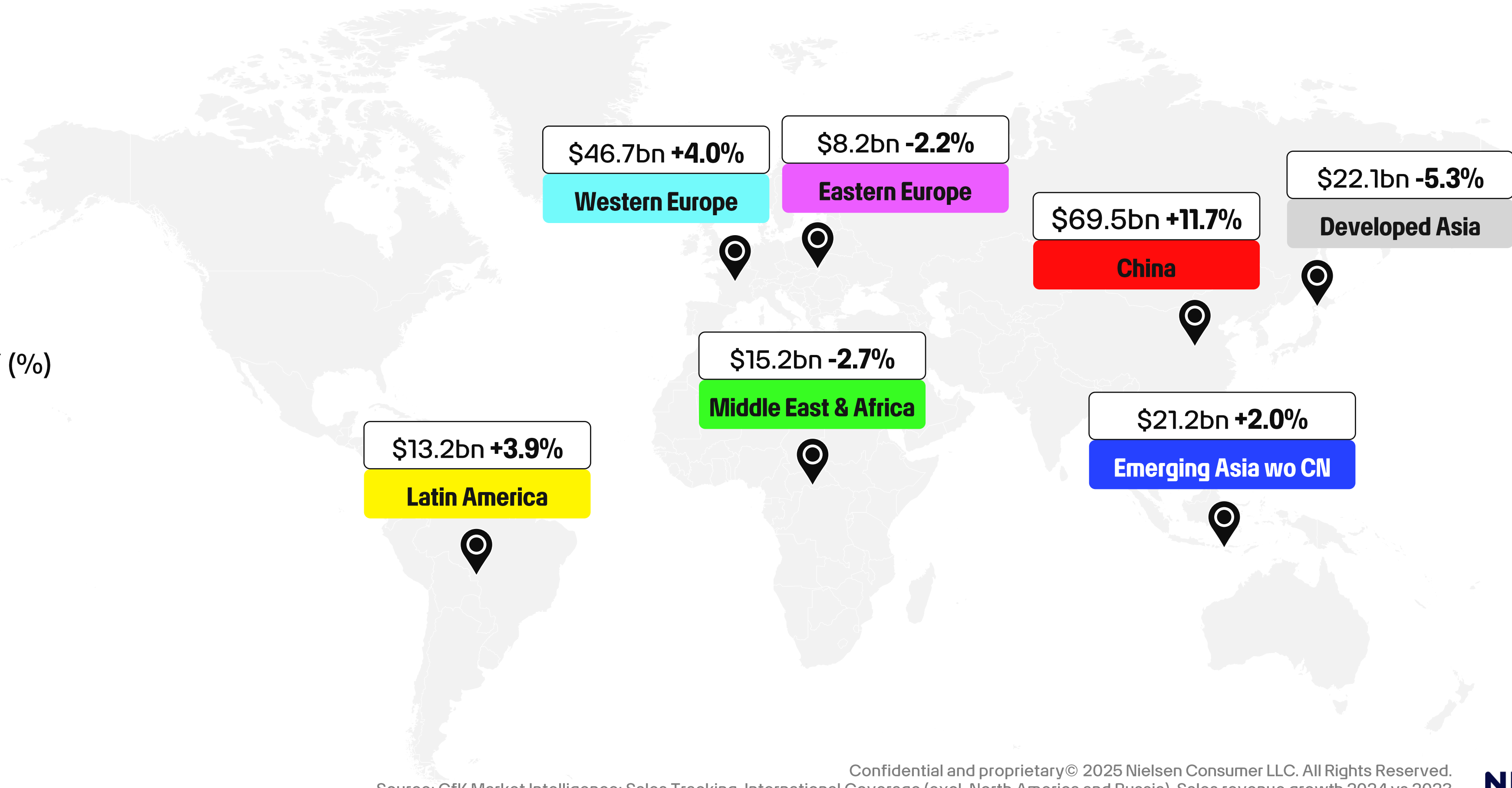
Inflation is projected to be lower than in 2024, but progress towards target rates have stalled in most countries. The forecasts adjustments steepest in advanced economies, reflecting unprecedented tariff rates and escalating trade tensions

Most emerging regions drive value growth

Developed Asia continues to be in decline; MEA and Eastern Europe decline post growth in past quarters

Global (excl. NA)	
Turnover	\$196.2 bn
Growth Rate	+2.3%

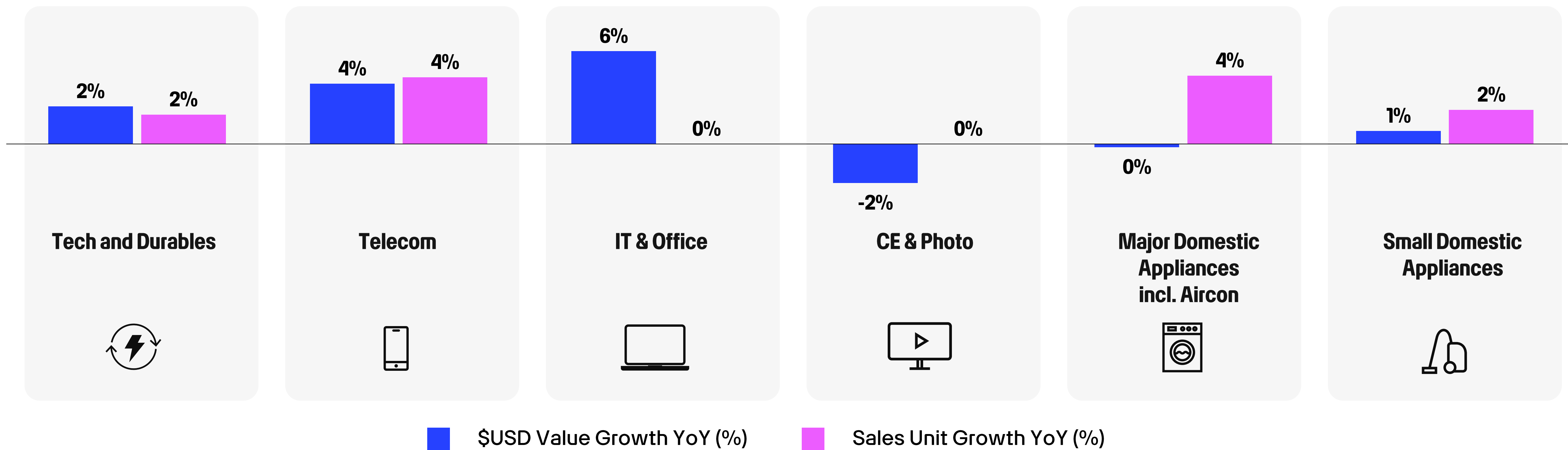
Global (ex. NA, RU) Tech and Durables |
Sales Value USD (NSP) | Growth rate YoY (%)
Jan 2025 – Mar 2025



Value is back to growth ahead of volume especially driven by IT/OE sales

However, strong performance in volume terms is seen for Telecom, MDA and SDA.

Global (ex. NA, RU) Tech and Durables | Growth rate YoY (%)
Jan 2025 – Mar 2025



Outlook 2025

So what?



Geopolitical volatility and subdued economic growth.



US tariffs & China subsidies influence T&D dynamics.



Growth focus shifts from appliances to digital* sectors.



Emerging economies outpace global T&D growth.



Affordability remains crucial, consumers will look for the best bargain.



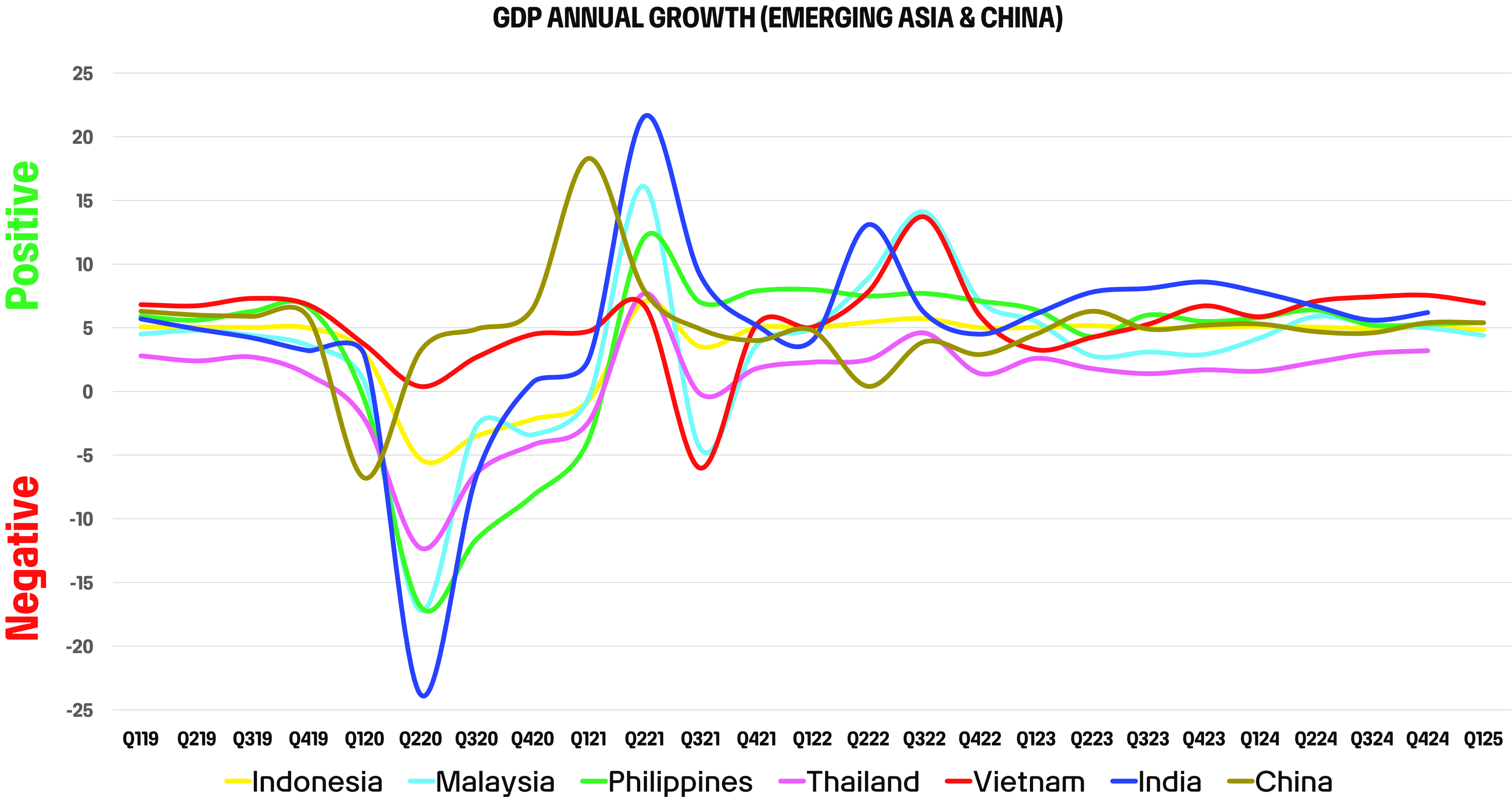
Consumers will spend on perceived value. Democratization of premium features.

Southeast Asia: Uneven Growth Amid Tariff Pressures and Softer Demand

Real GDP Annual % Change by Quarter

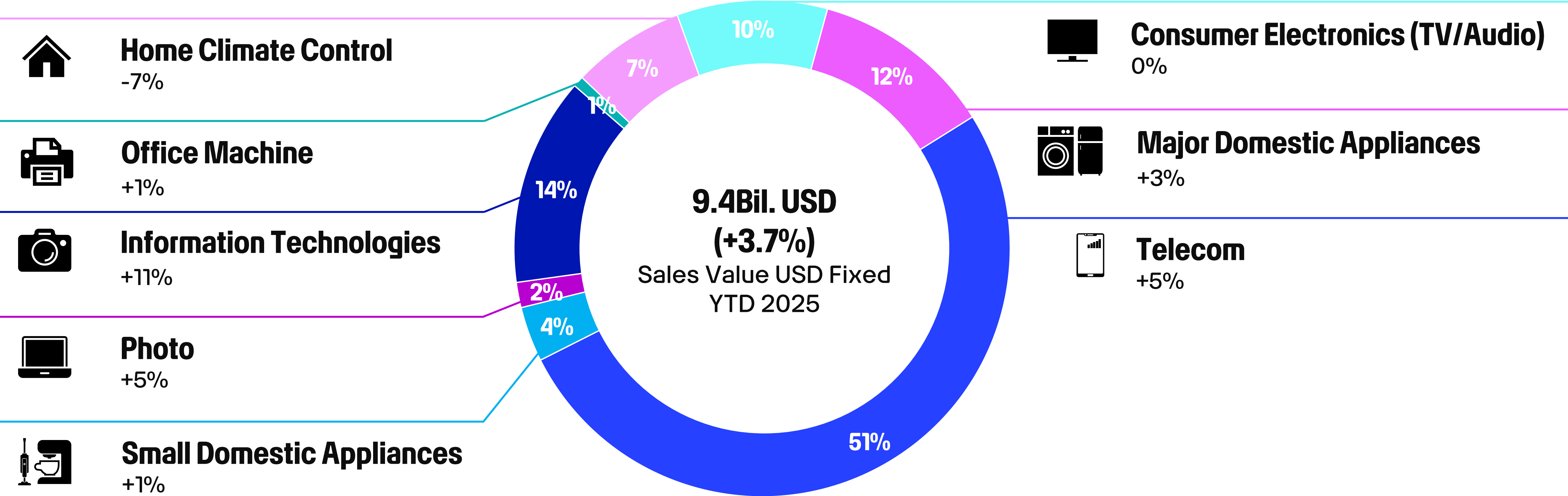
Southeast Asia’s Q1 2025 growth showed mixed momentum, with economies like Vietnam and the Philippines posting resilient growth—albeit slower than forecasted—driven by domestic demand and easing inflation.

However, export-heavy economies such as Malaysia and Indonesia faced challenges, as U.S. tariff hikes contributed to declines in trade and foreign investment.



Strong growth in SEA sectors; Home Climate Control dips post-surge

SEA Sales Value Growth USD Fixed | YTD Jan – Mar 25



Why you should come to IFA: Key Takeaways



Press Material



See you at IFA: 5-9 September 2025!

Leif Lindner
CEO
l.lindner@ifa-management.com

Gioia Zoli
Head of International PR
g.zoli@ifa-management.com



Q&A



IFA Innovation
For All

**Discover the future.
Discover IFA.**