

歡迎蒞臨 **2025 IFA** 全球媒
體發佈會



IFA Innovation
For All

**Discover the future.
Discover IFA.**

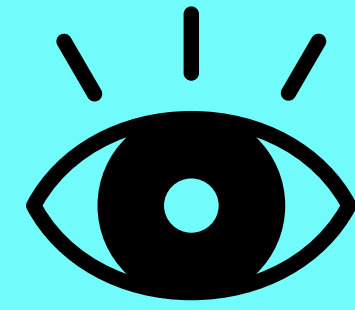
Press Material



Our Core Values



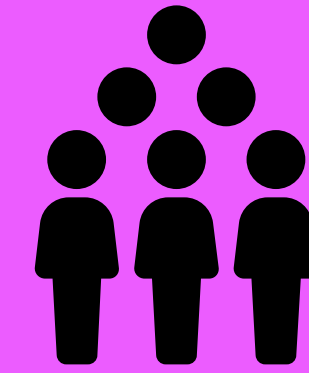
Inspiration:
feel inspired.



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



A Leading European Tech Hub in Action



Show Areas



**Home &
Entertainment**



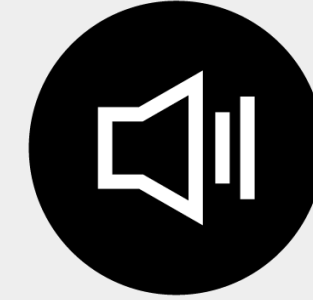
Home Appliances



Smart Home



**Communication &
Connectivity**



Audio



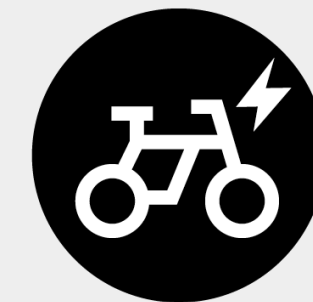
**Computing &
Gaming**



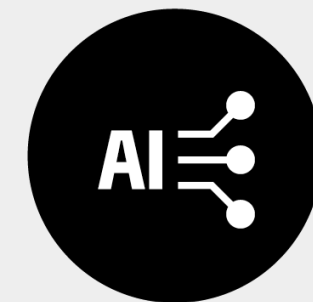
**Photo, Video &
Content Creation**



**Fitness & Digital
Health**



Mobility



IFA Next

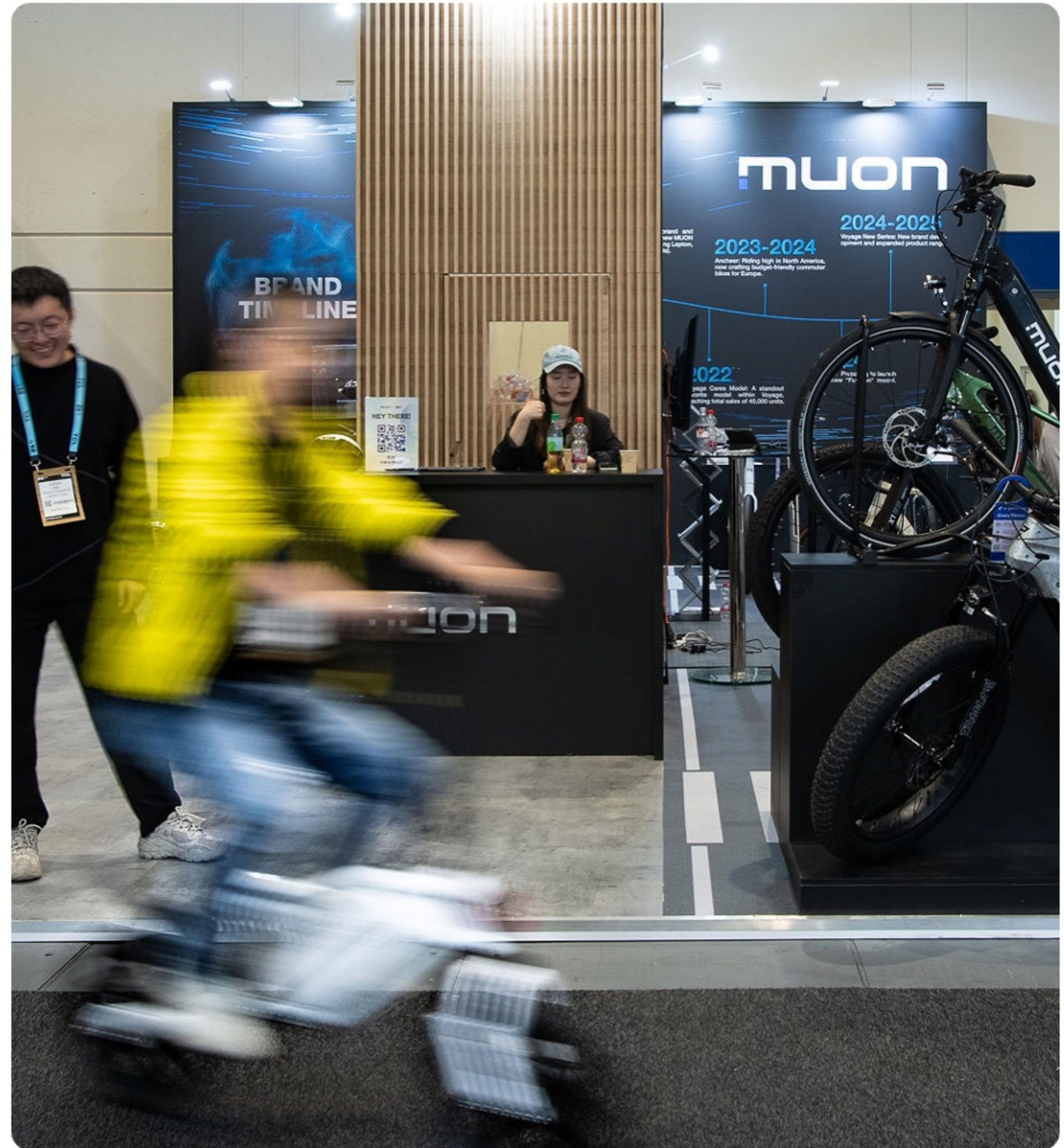
Computing & Gaming



Fitness & Digital Health



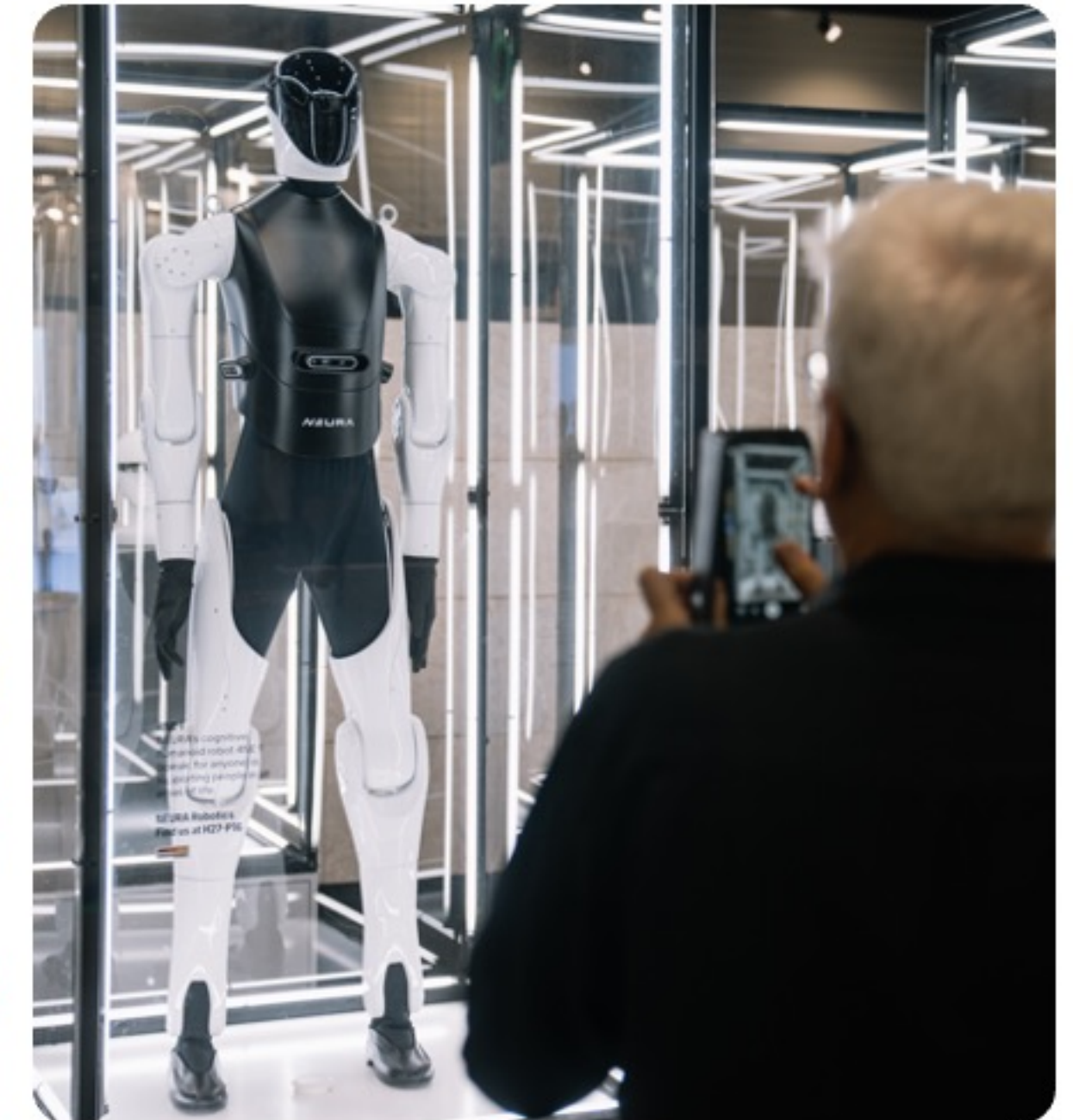
Mobility



Mobility

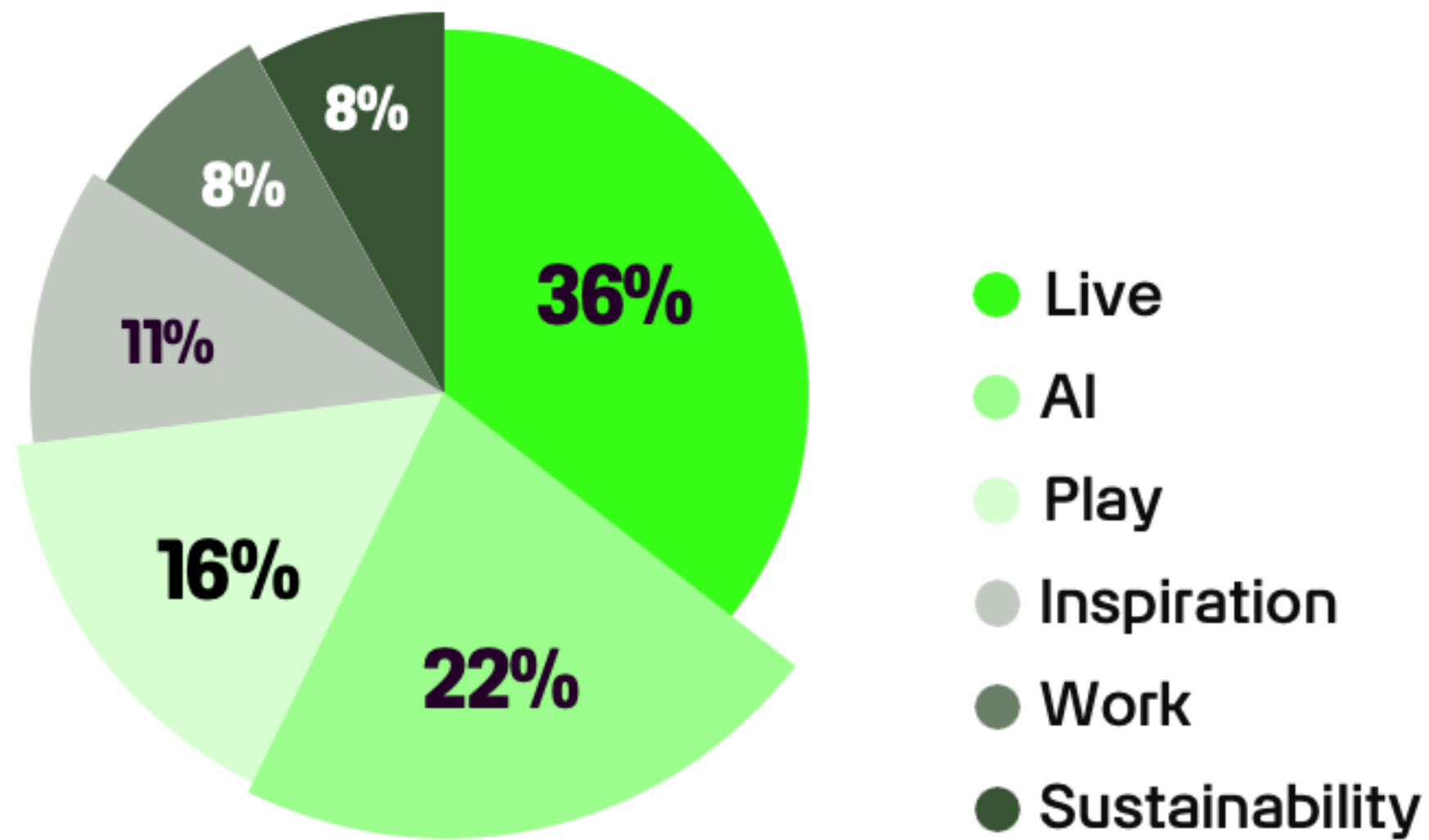


IFA Next



IFA Next

IFA Next Exhibitor
distributed by zone



Exhibitors by region



Europe
37%



Asia & Australia
59%



US & Canada
4%

IFA Global Markets



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)

10%

TV

25%

Print

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-HANDEL

PROTIENDAS

T3

TECHSPOT

tom's HARDWARE
THE AUTHORITY ON TECH

trendTIC

Trusted
Reviews

ZD
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



Total Mentions

2 Sep - 16 Sep 2024



Total Potential Editorial Reach

2 Sep - 16 Sep 2024



Taiwan

Total Mentions

2 Sep - 16 Sep 2024

672

↑ 579%

Period 2023
99

Total Potential Editorial Reach

2 Sep - 16 Sep 2024

877m

↑ 596%

Period 2023
126m

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

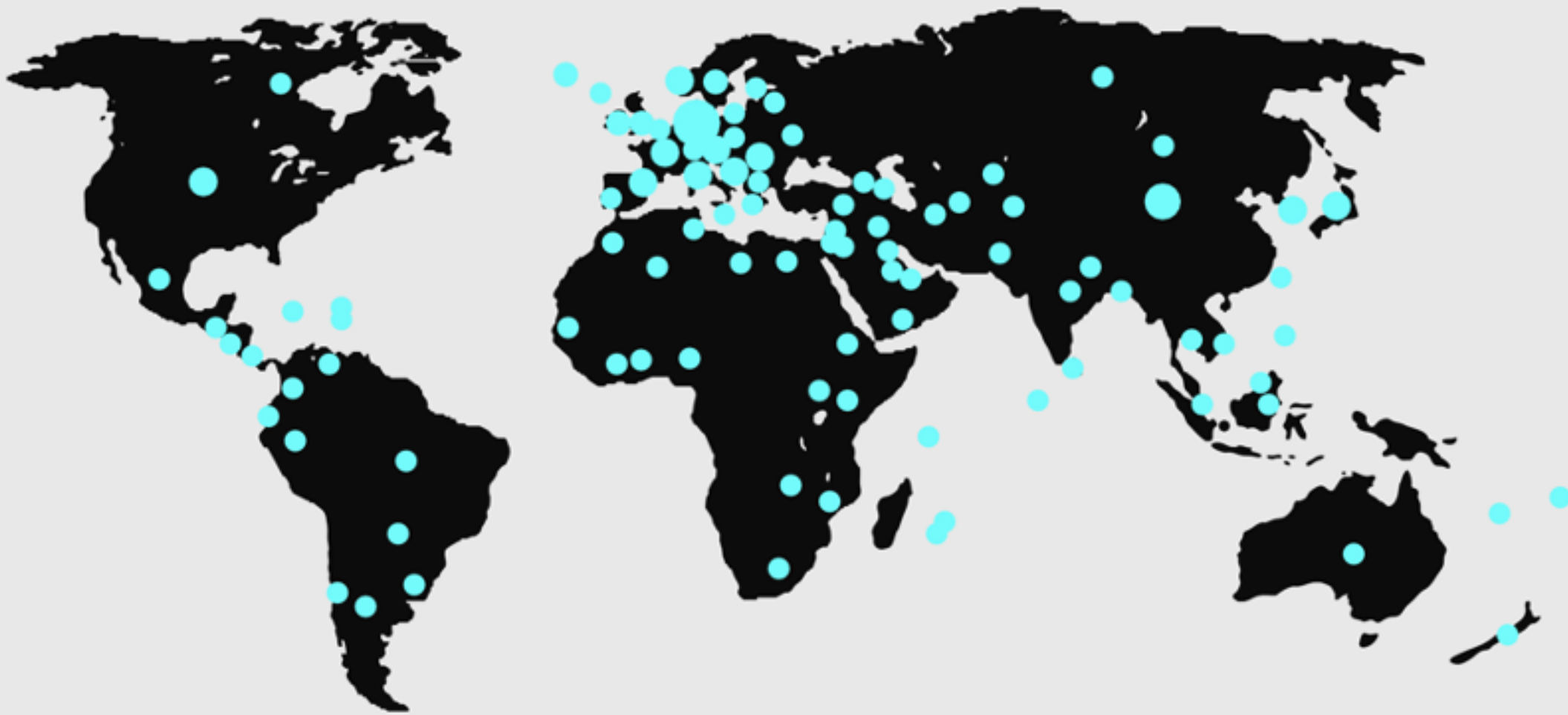
Attendee Breakdown & International Profile

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*

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



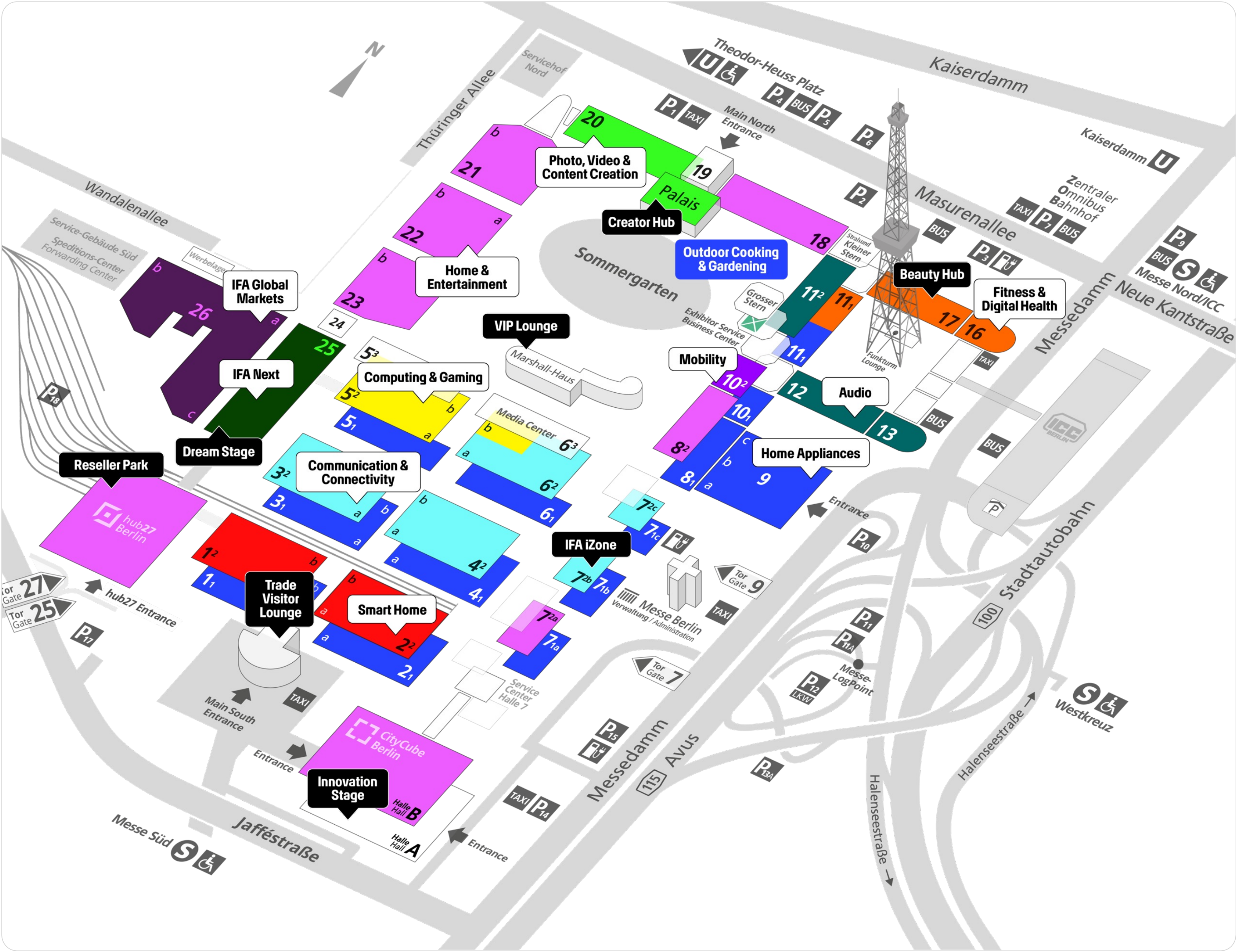
Timeline



Feature Zones



IFA floor plan



Global Tech & Durables Trends

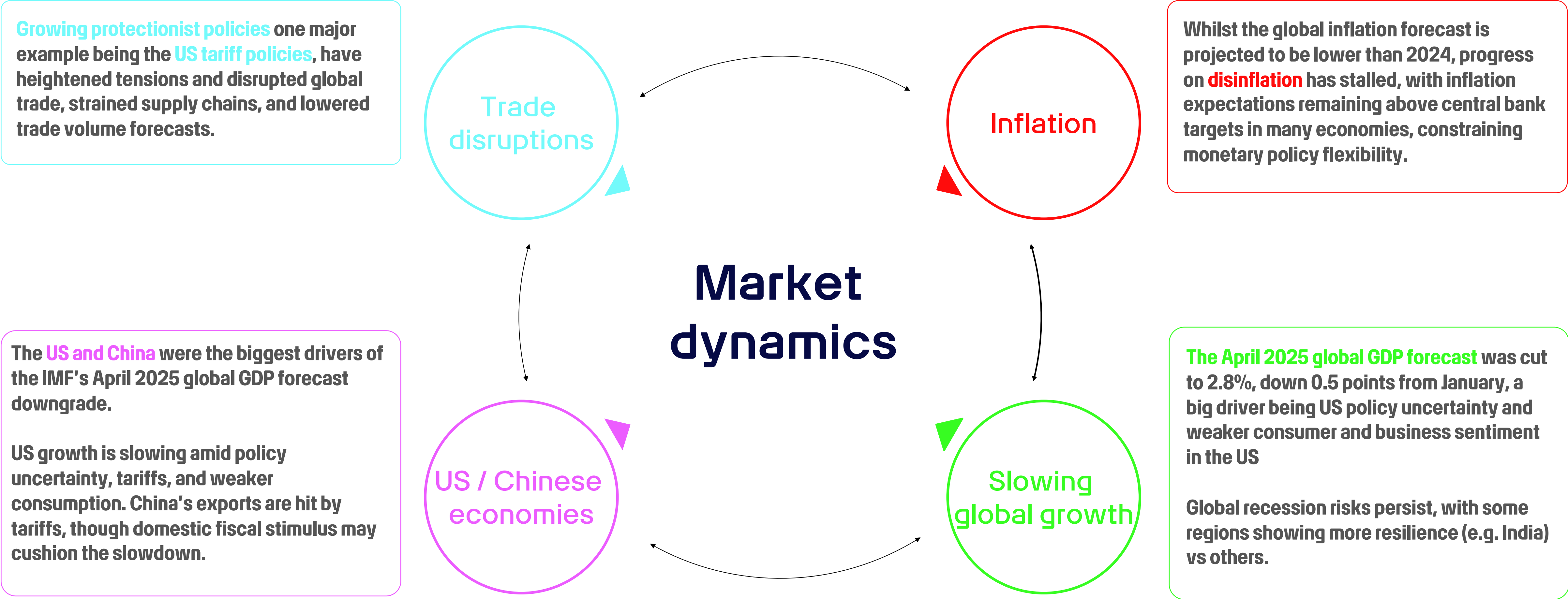
Q1 2025 update

Global Strategic Insights Team
May 2025



Global GDP growth estimates downgraded amidst trade tensions and policy uncertainty

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

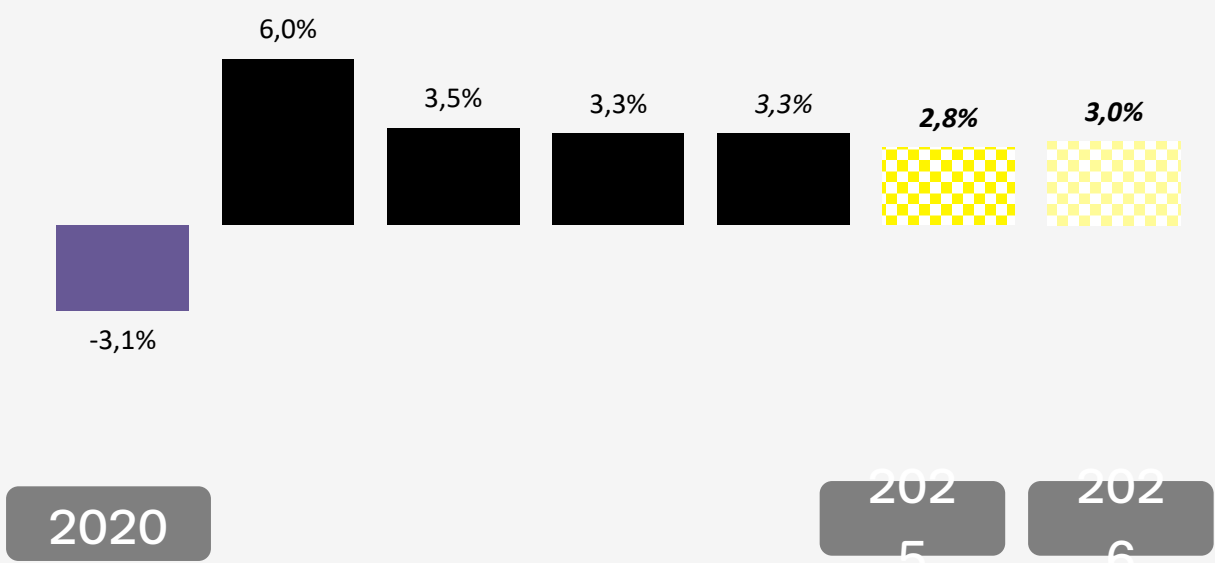


Source: <https://www.imf.org/en/Blogs/Articles/2025/04/22/the-global-economy-enters-a-new-era>

Global GDP growth forecast downgraded and disinflation progress stalled in face of heightened 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

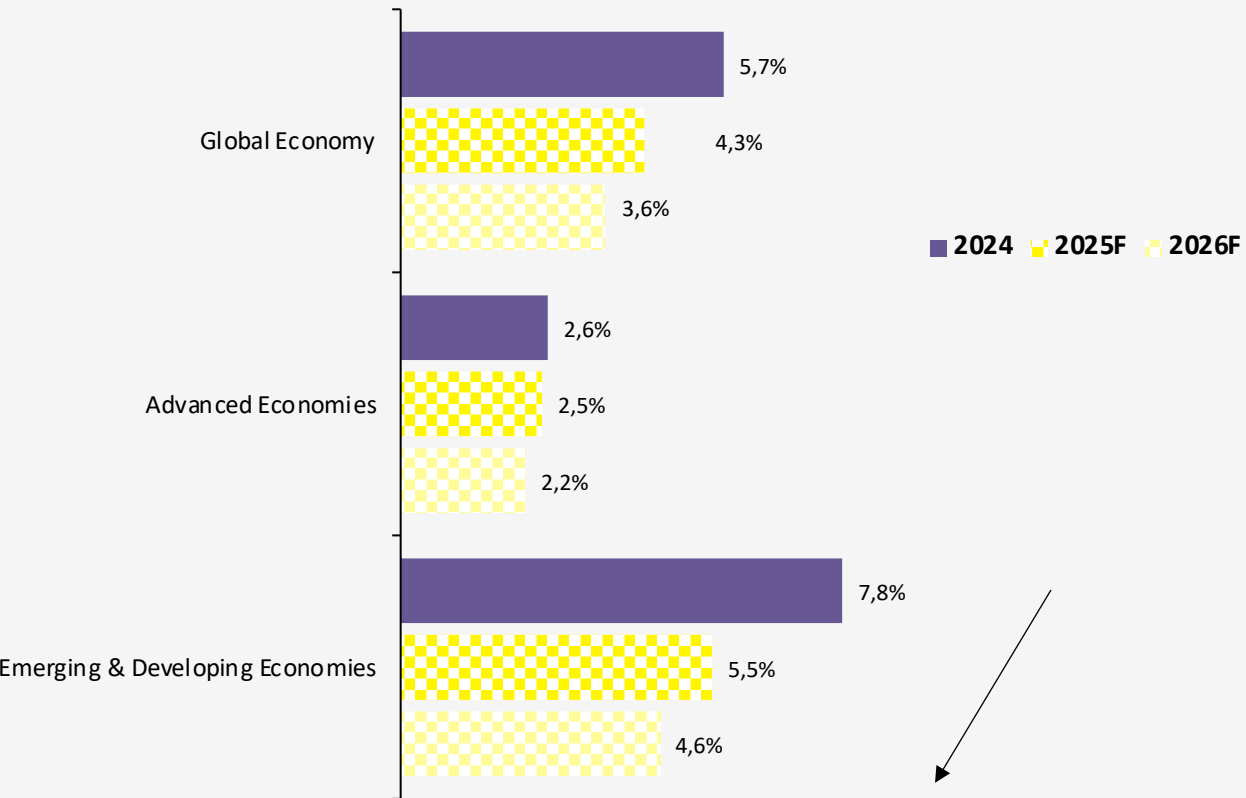
Consumer Confidence

**China Feb '24 vs Feb '25*

	Apr 24	Apr 25
USA	98.8	98.4
Euro area	98.9	98.6
China*	94.3	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



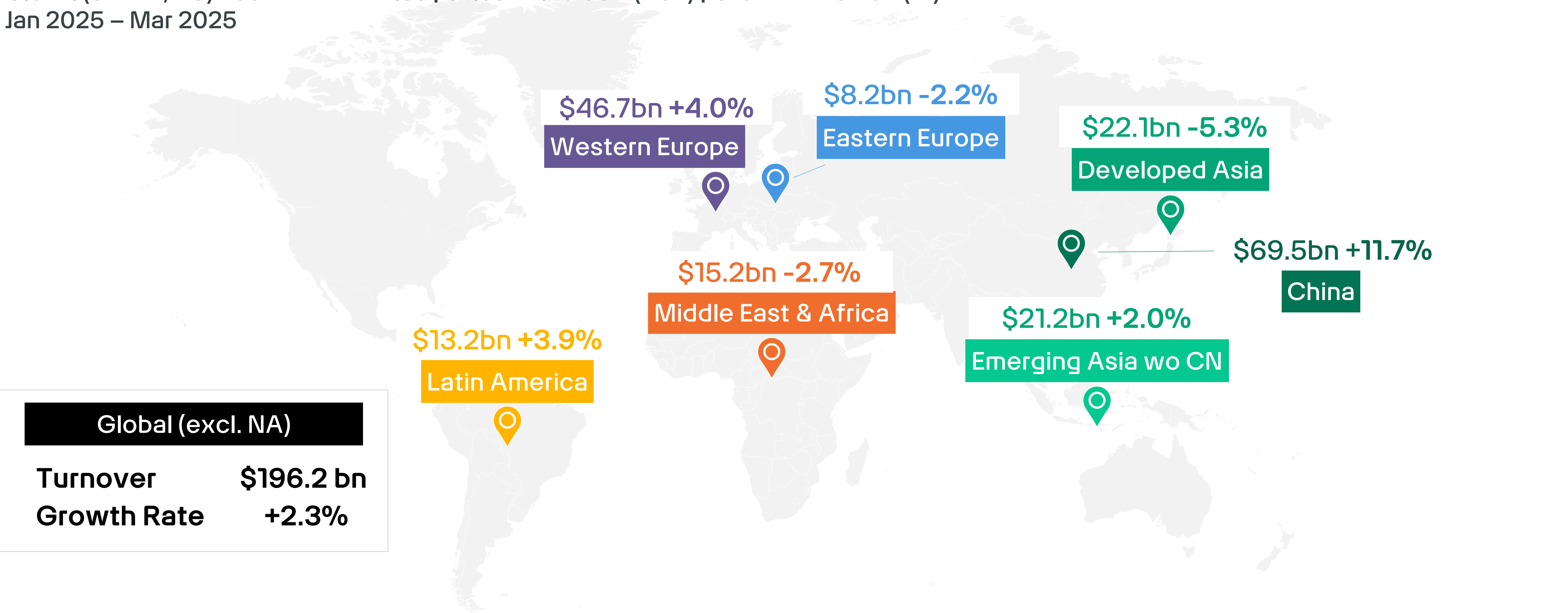
Inflation is projected to be lower than in 2024, but progress towards target rates have stalled in most countries. The forecasts adjustments steepest in advanced economies, reflecting unprecedented tariff rates and escalating trade tensions

Source: Real GDP growth annual % change, inflation, IMF Data Mapper| WEO Apr 2025 & Inflation annual percent change. China consumer confidence: National Bureau of Statistics in China,via [Statista](#)
Global T&D Trends Report Q1 2025 – Global Strategic Insights

Most emerging regions drive value growth

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

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

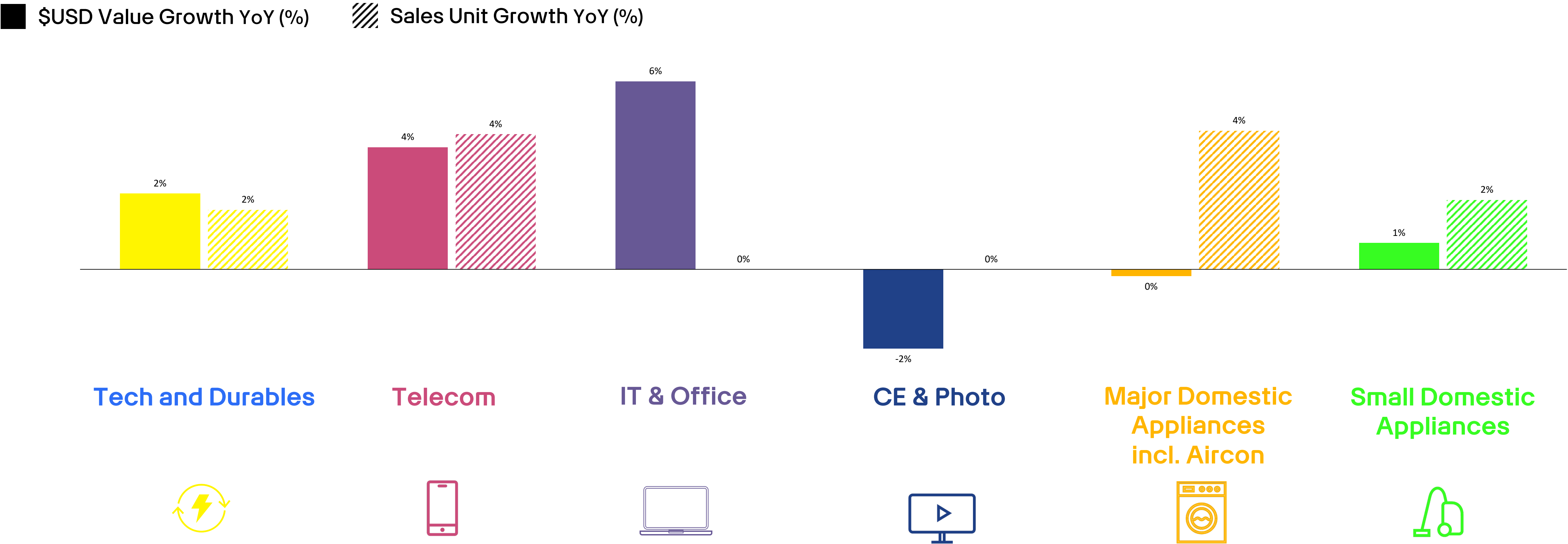


Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2024 vs 2023
Global T&D Trends Report Q1 2025 – Global Strategic Insights

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



Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics
Global T&D Trends Report Q1 2025 – Global Strategic Insights

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.

*Digital sectors are IT, CE and Telecom categories
Global T&D Trends Report Q1 2025 – Global Strategic Insights

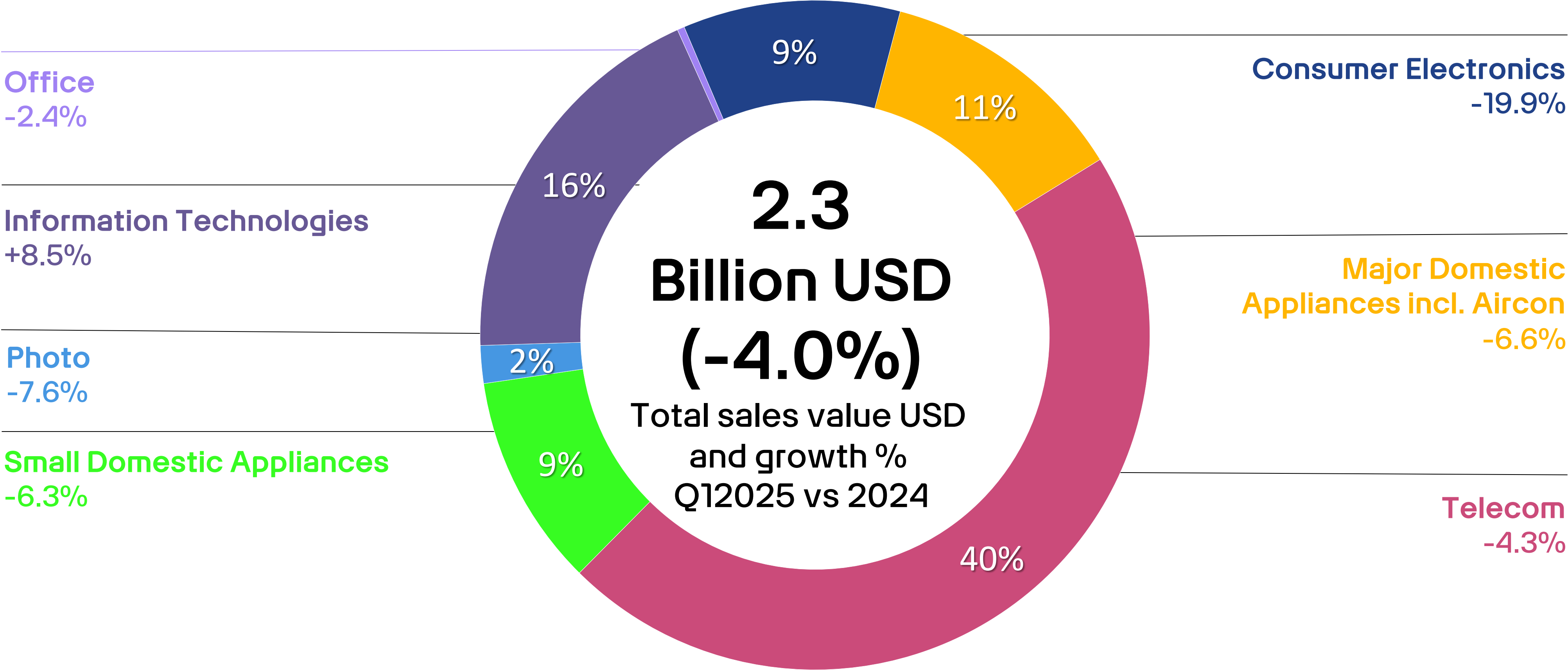
Taiwan Tech & Durables



Tech & Durables sales stayed relatively stable in 25Q1

The market was influenced by US currency fluctuations and reflected in value performance, but the demand in local currency and volume stayed stable from the previous year.

Taiwan Tech and Durables | Sales Value USD (NSP) | Growth rate YoY (%)
Jan 2025 – Mar 2025



Source: GfK Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2025 vs 2024
CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics

Why you should come to IFA: Key Takeaways



Press Material



See you at IFA: 5-9 September 2025!

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Q&A



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For All

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