

Press Conference 2025 Welcome!

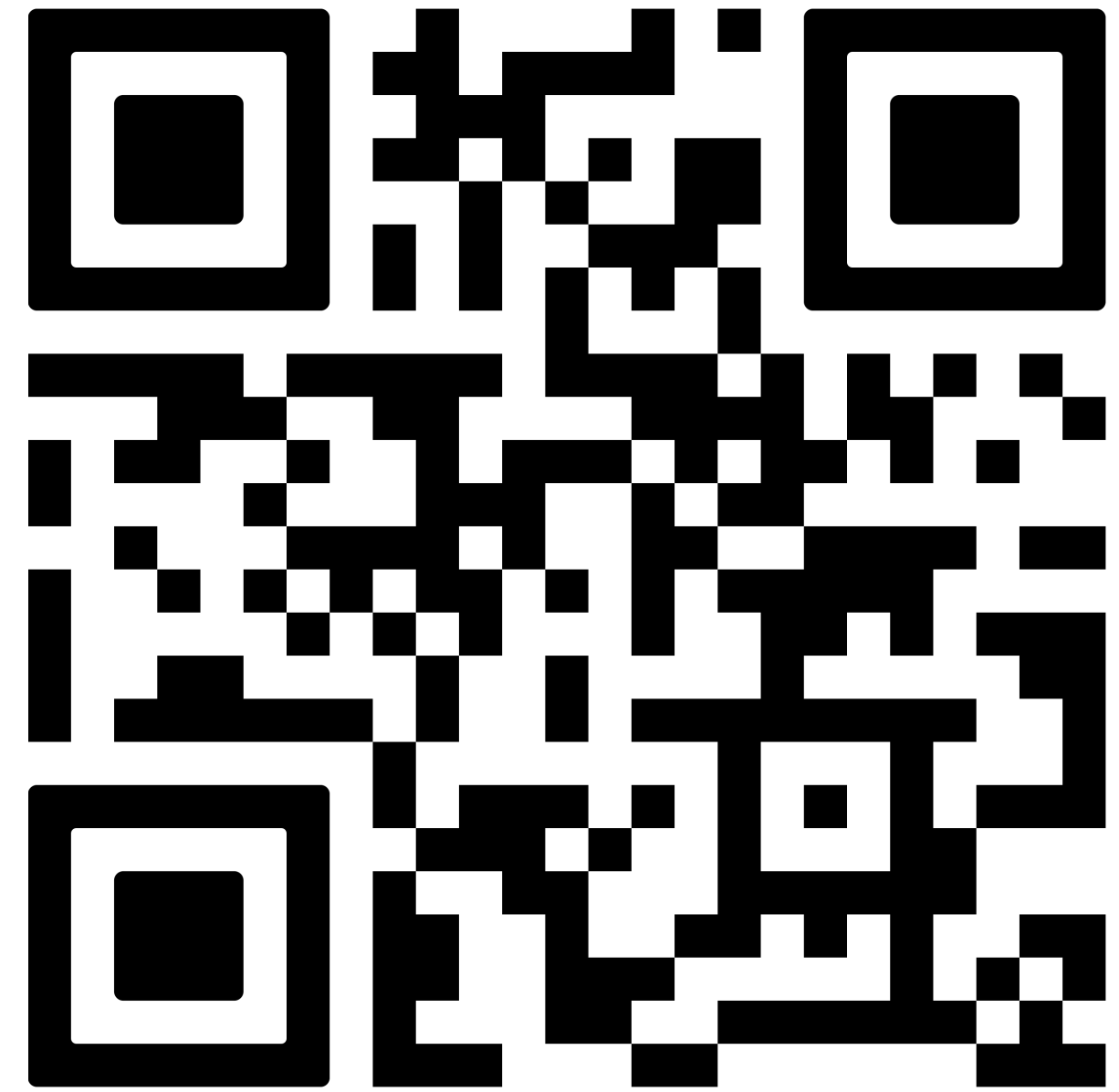
Japan (Tokyo)



IFA Innovation
For All

**Discover the future.
Discover IFA.**

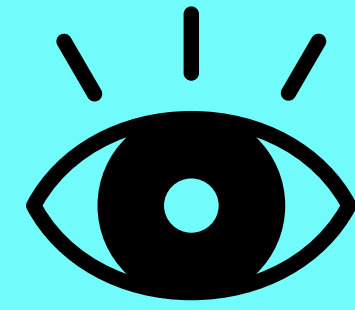
Press Material



Our Core Values



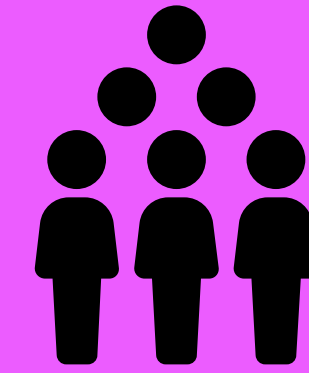
Inspiration:
feel inspired.



Curiosity:
embrace the unknown.



Trust:
a legacy of reliability.



Community:
a shared journey.

Event Strategy for Lasting Engagement

B2B and B2C



Rebranding



5-9 Sept 2025
Messe Berlin

5-9 Sept 2025
Messe Berlin

5-9 Sept 2025
Messe Berlin

5-9 Sept 2025
Messe Berlin

A Leading European Tech Hub in Action



Show Areas



**Home &
Entertainment**



Home Appliances



Smart Home



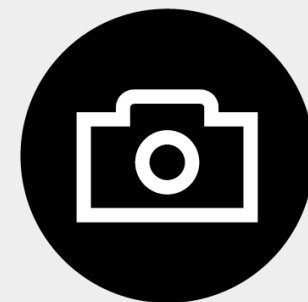
**Communication &
Connectivity**



Audio



**Computing &
Gaming**



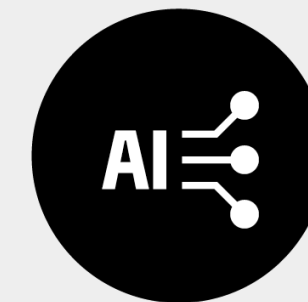
**Photo, Video &
Content Creation**



**Fitness & Digital
Health**



Mobility



IFA Next

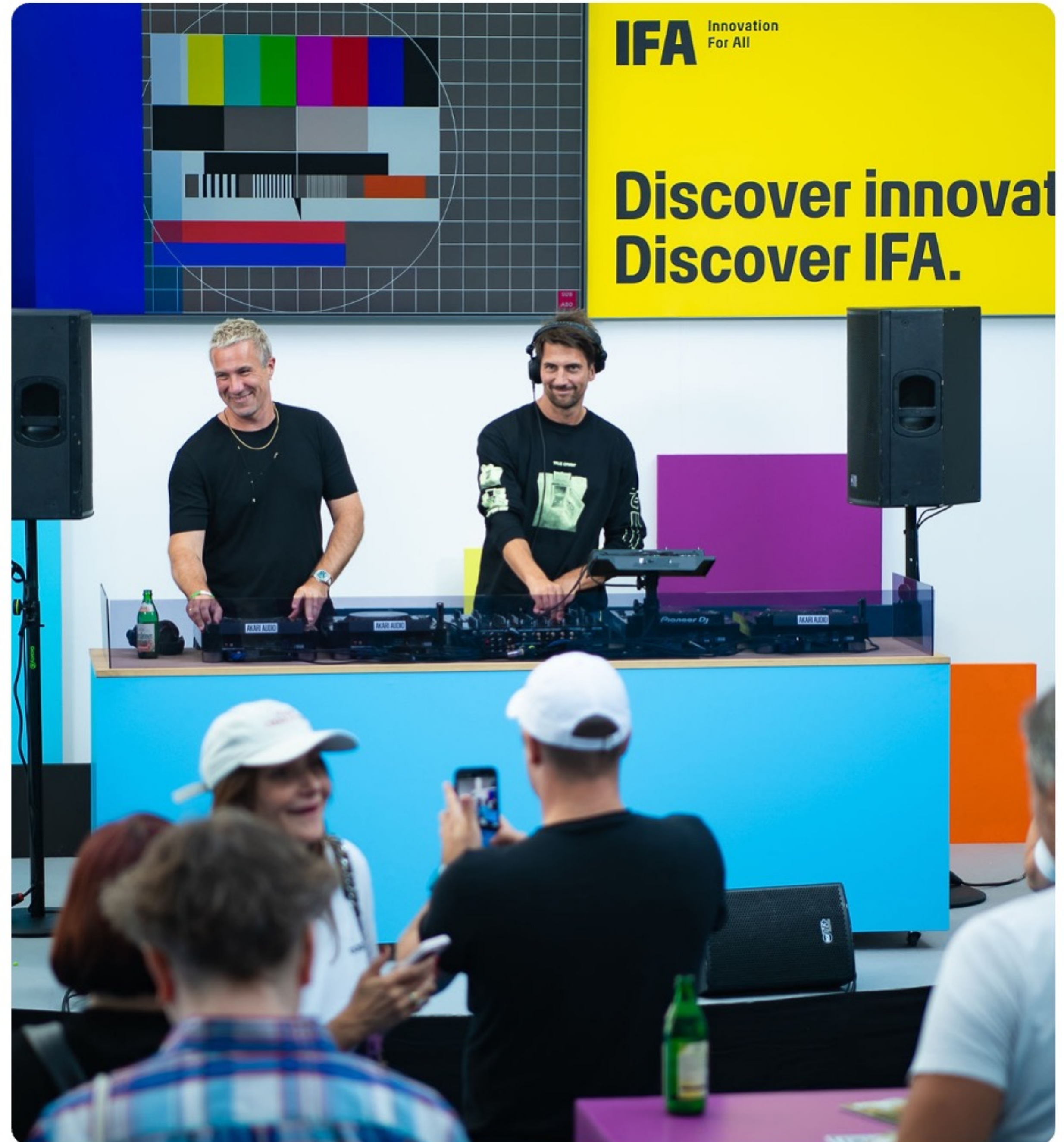
Smart Home



Home Appliances



Audio



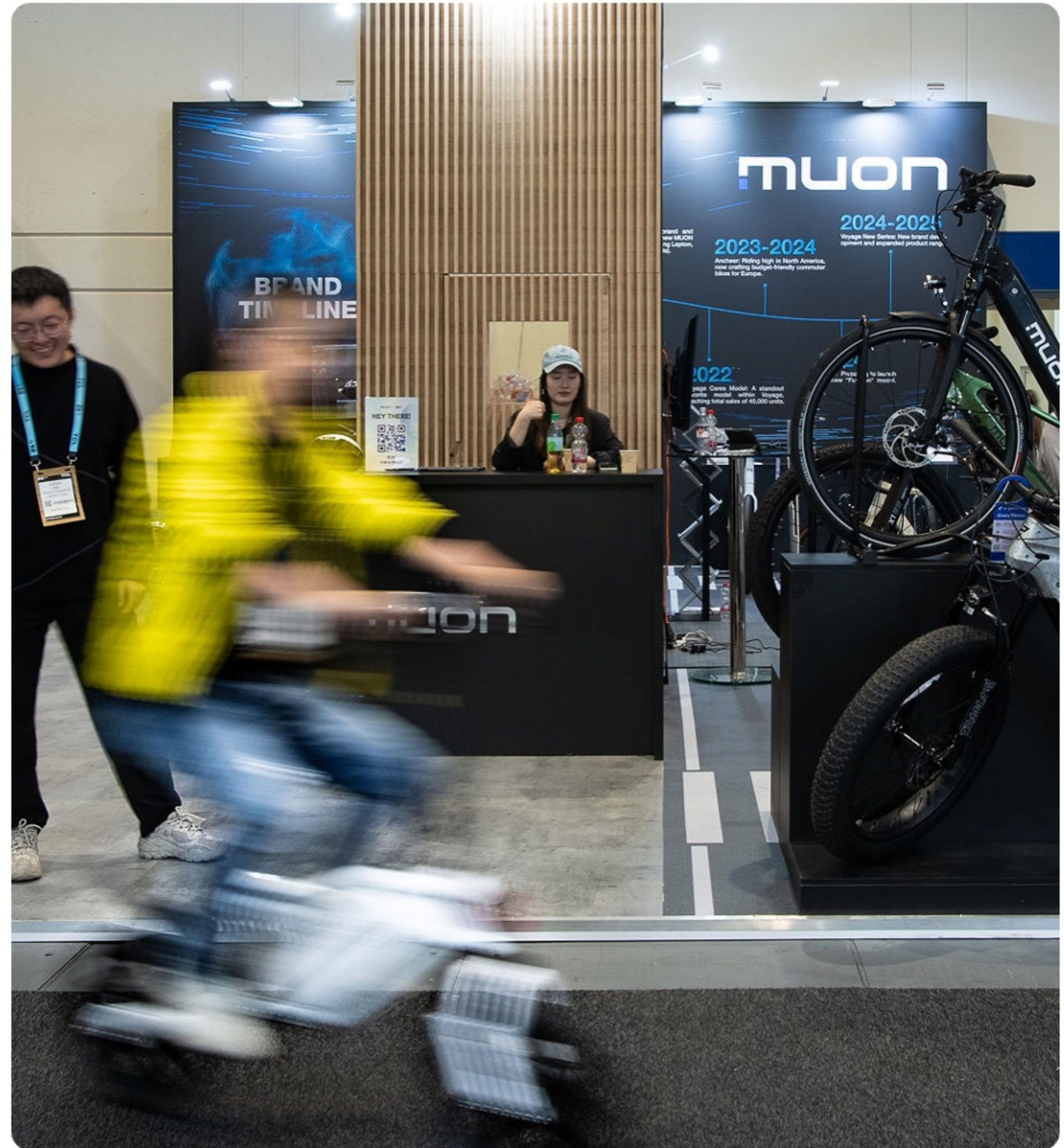
Computing & Gaming



Fitness & Digital Health



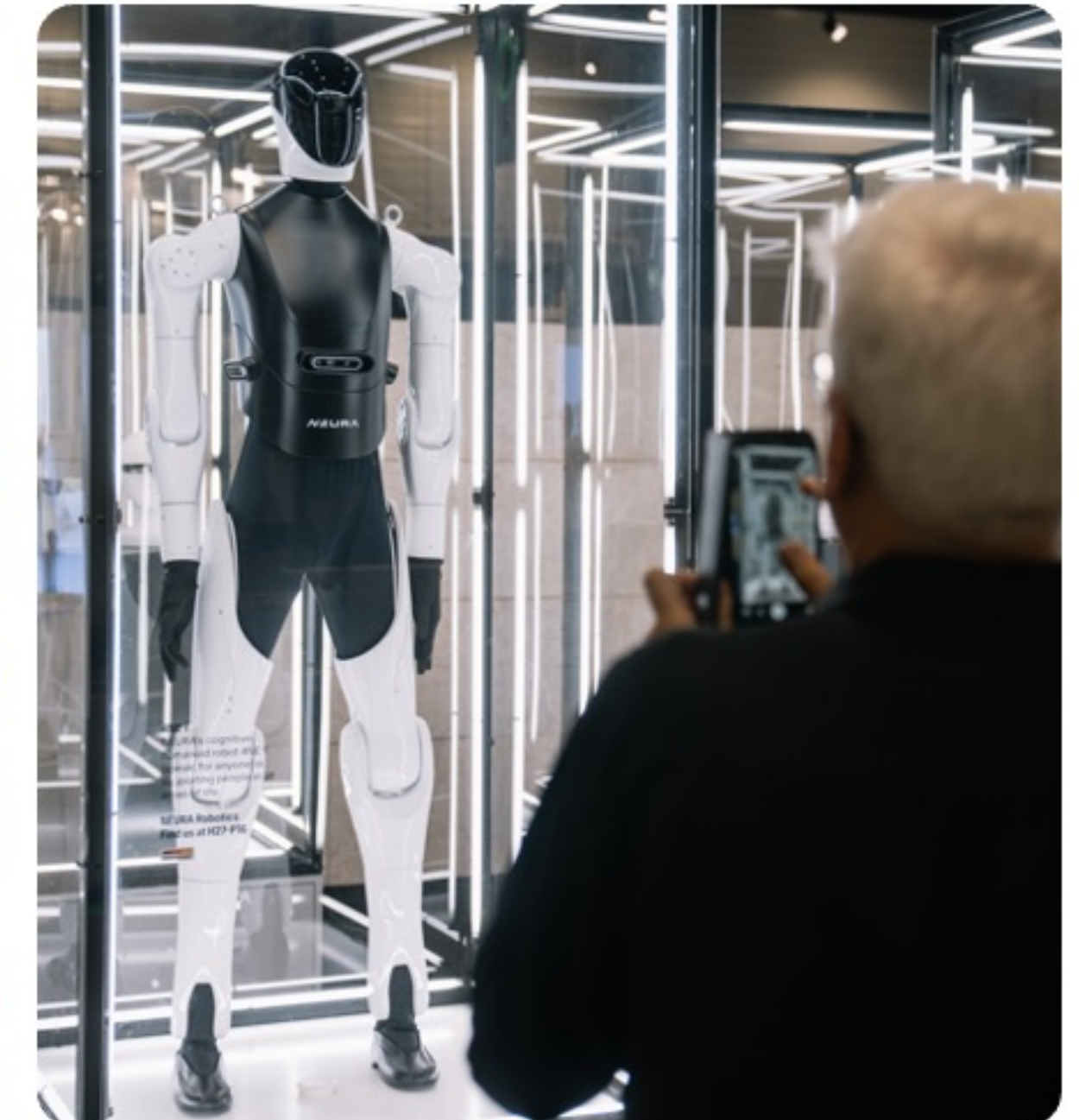
Mobility



Mobility

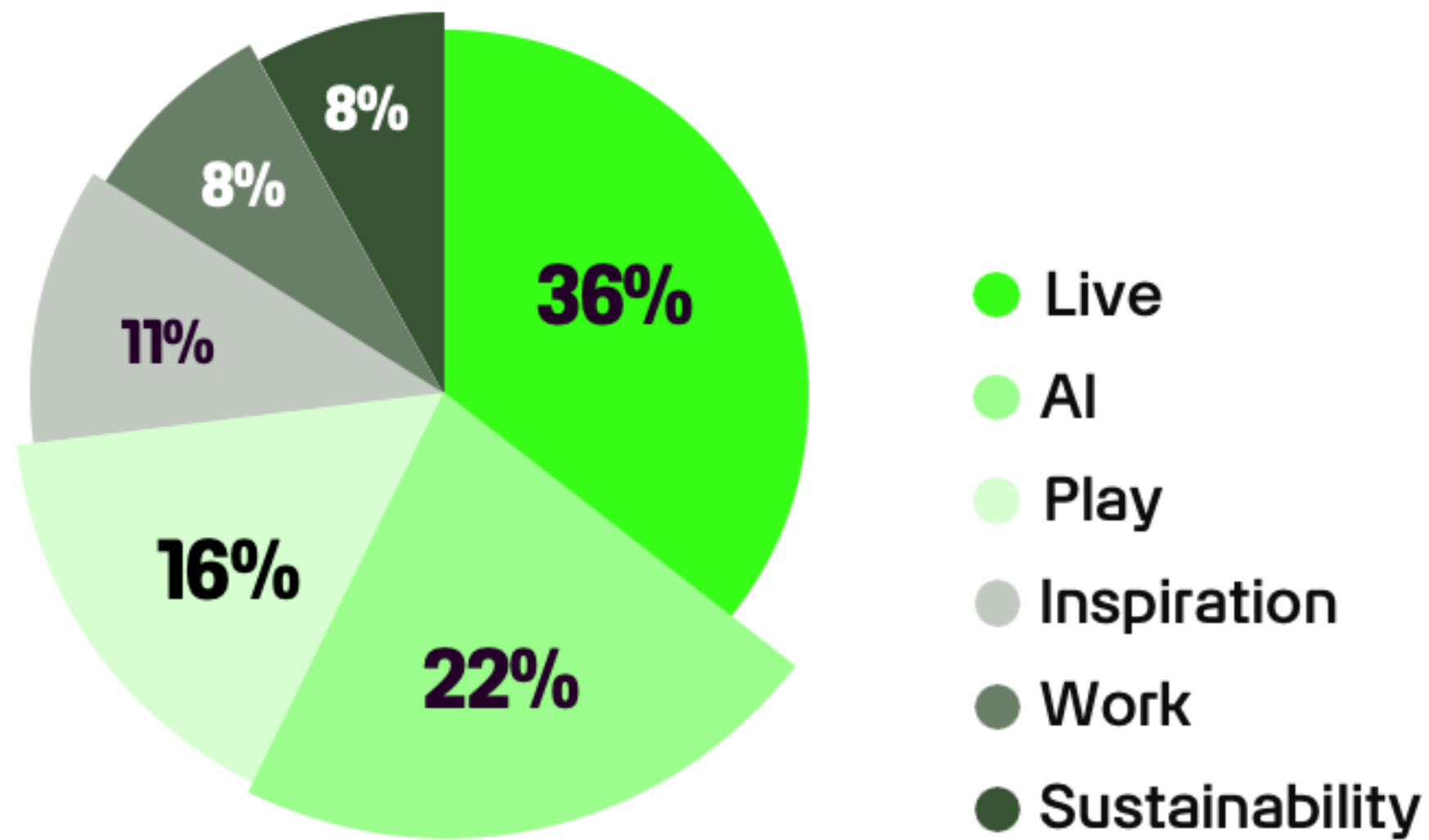


IFA Next



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 jura

 LG LIEBHERR 

 Midea Panasonic PHILIPS

SAMSUNG  sbs Shark NINJA

SHARP SIEMENS SONY  SusHi Tech
TOKYO
Sustainable High City Tech Tokyo

TCL TECNO VESTEL viXion

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



Japan

Total Mentions

2 Sep - 16 Sep 2024

1.53k

↑ 68%

Period 2023
915

Total Potential Editorial Reach

2 Sep - 16 Sep 2024

17.6bn

↑ 202%

Period 2023
5.82bn

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)

Social Media*

*15 August – 17 September

90,355

number of mentions

2,4m

interactions

19,42bn

impressions

Exhibitors

1,804

exhibitors
from 44 countries

IFA Global Markets

550

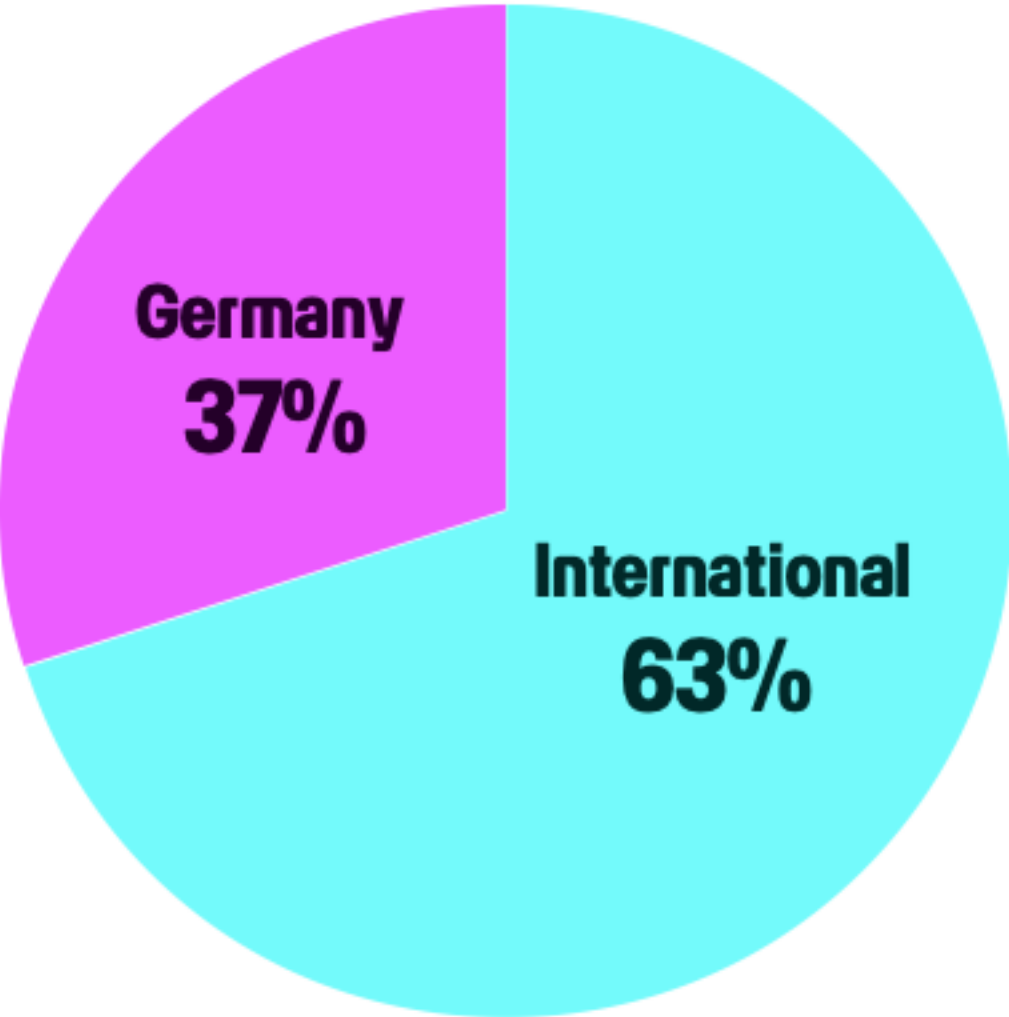
exhibitors
from 12 countries

664,133

total website users

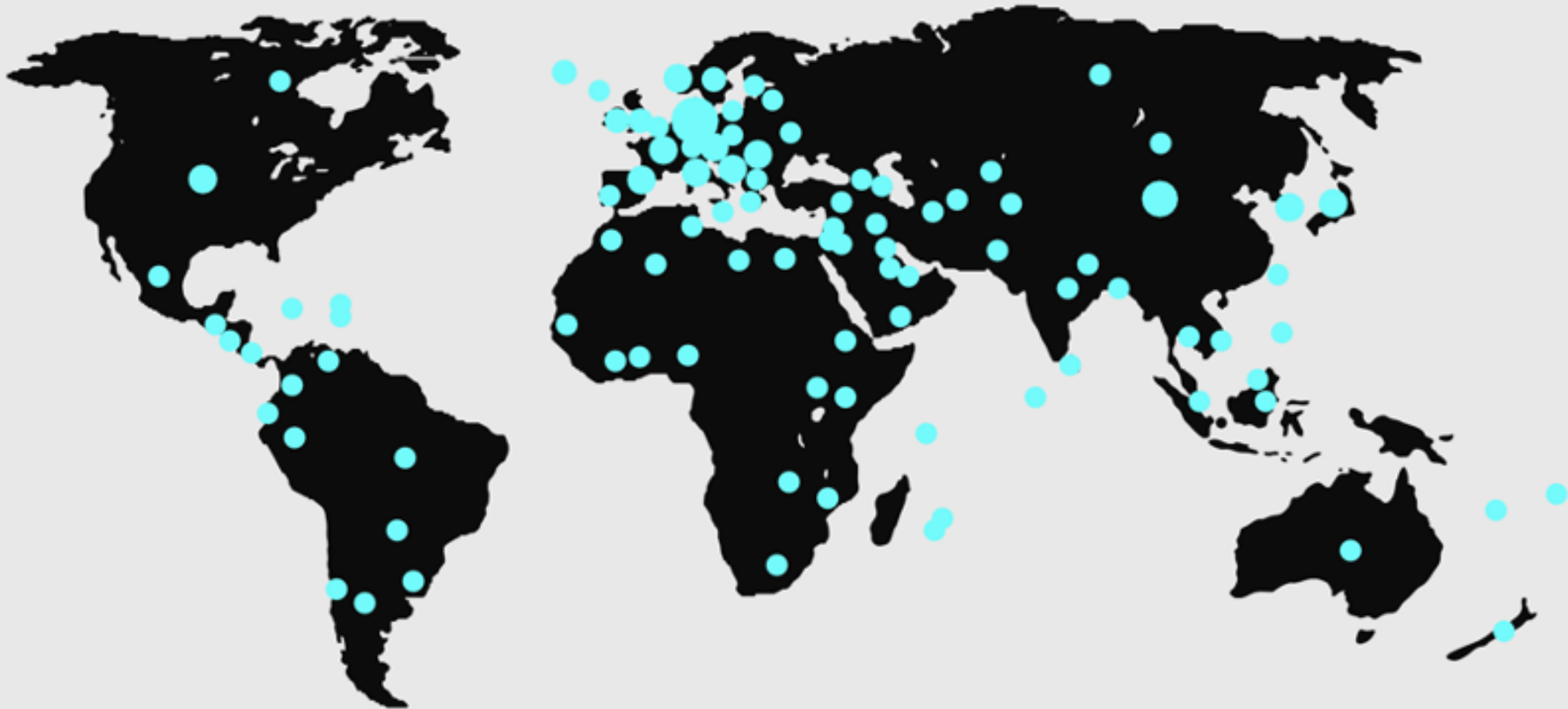
Attendee Breakdown & International Profile

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



Timeline



Feature Zones

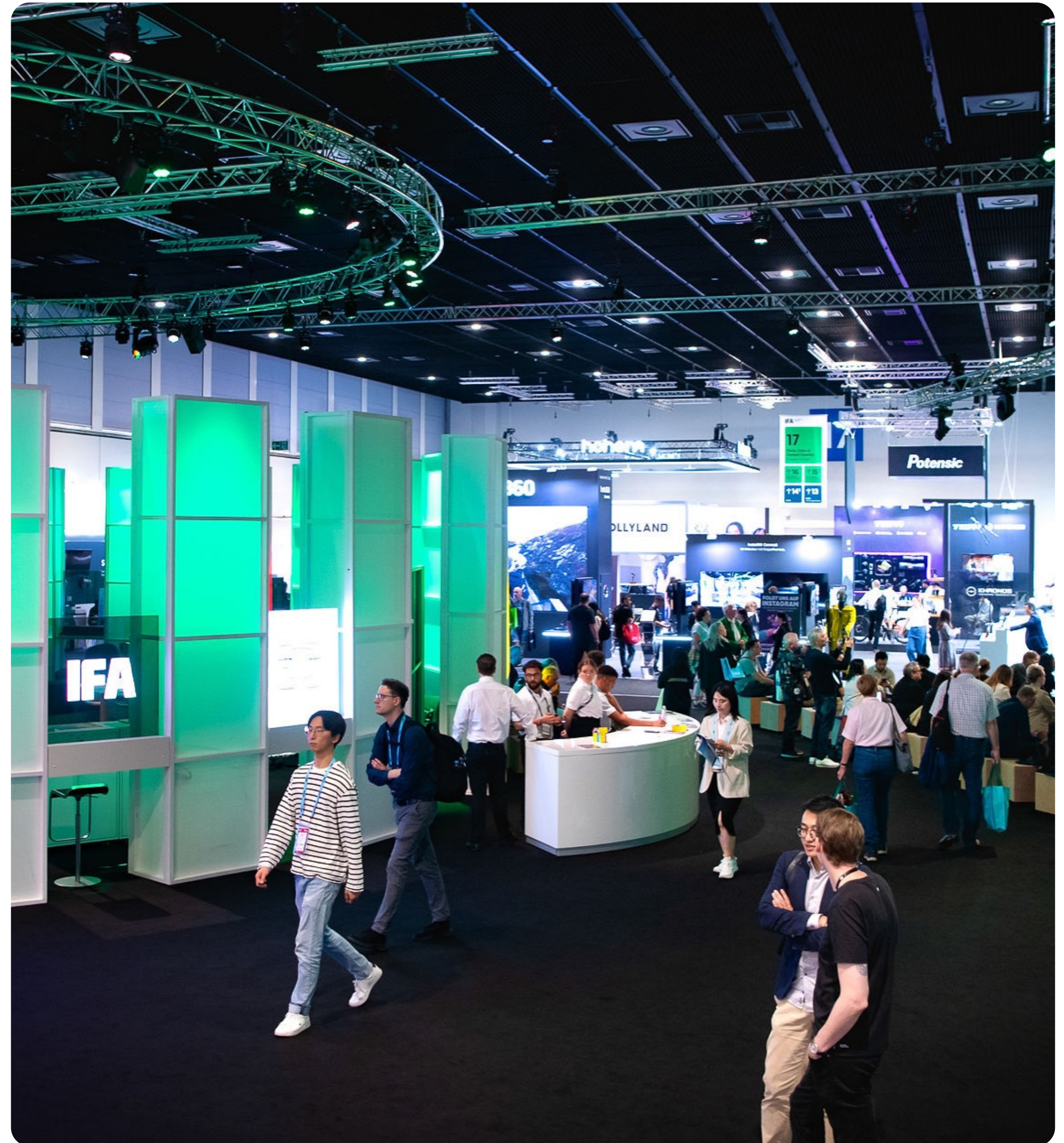
- Beauty Hub
- IFA Outdoor Cooking & Gardening
- The Track



Creators Hub

Ground Floor: Features & Opportunities

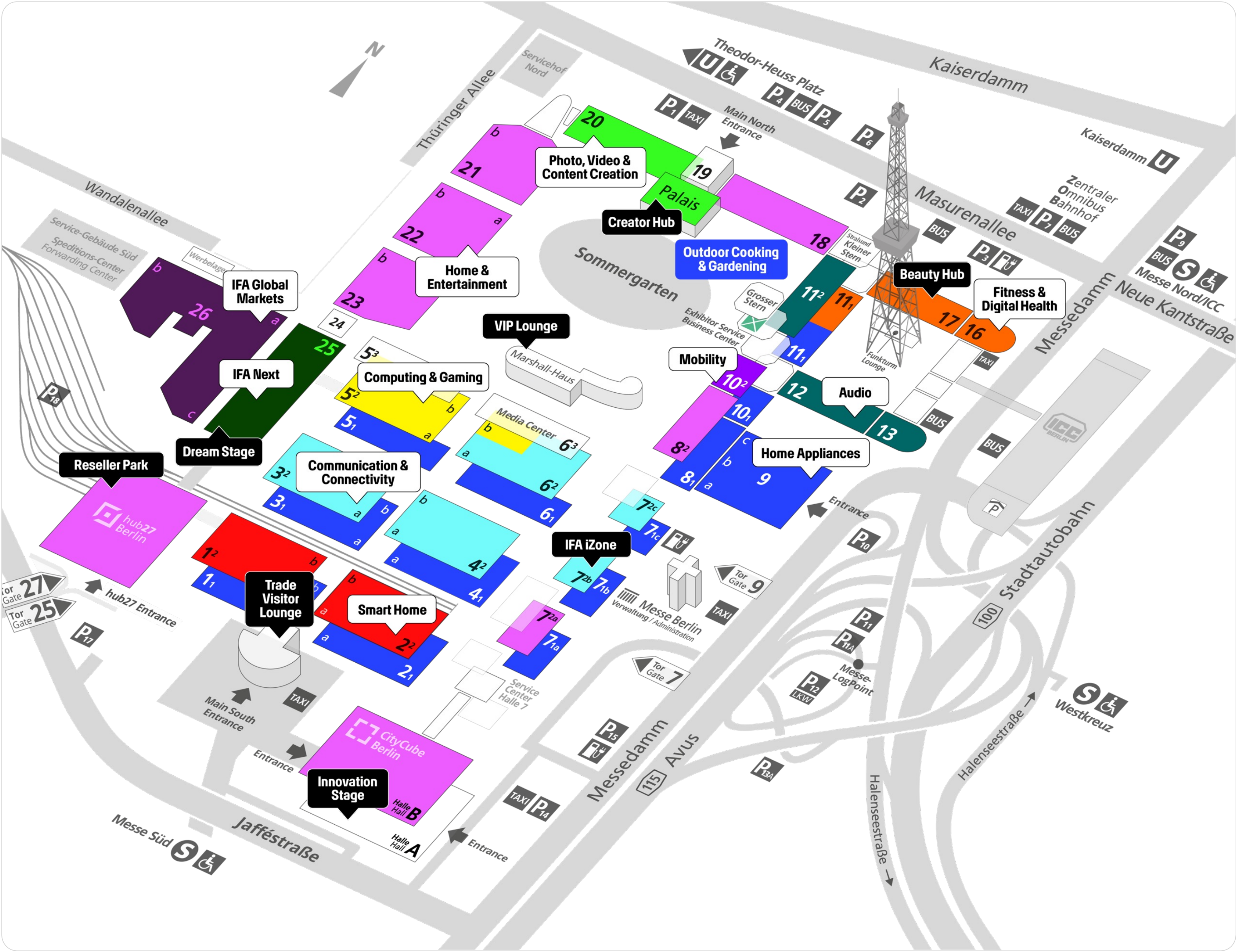
- Open Streaming Stations
- Workstations
- Photo & Video Spots
- Creator Stage
- Product Demo Areas



IFA Moments



IFA floor plan



Global Tech and Durables

Key takeaways

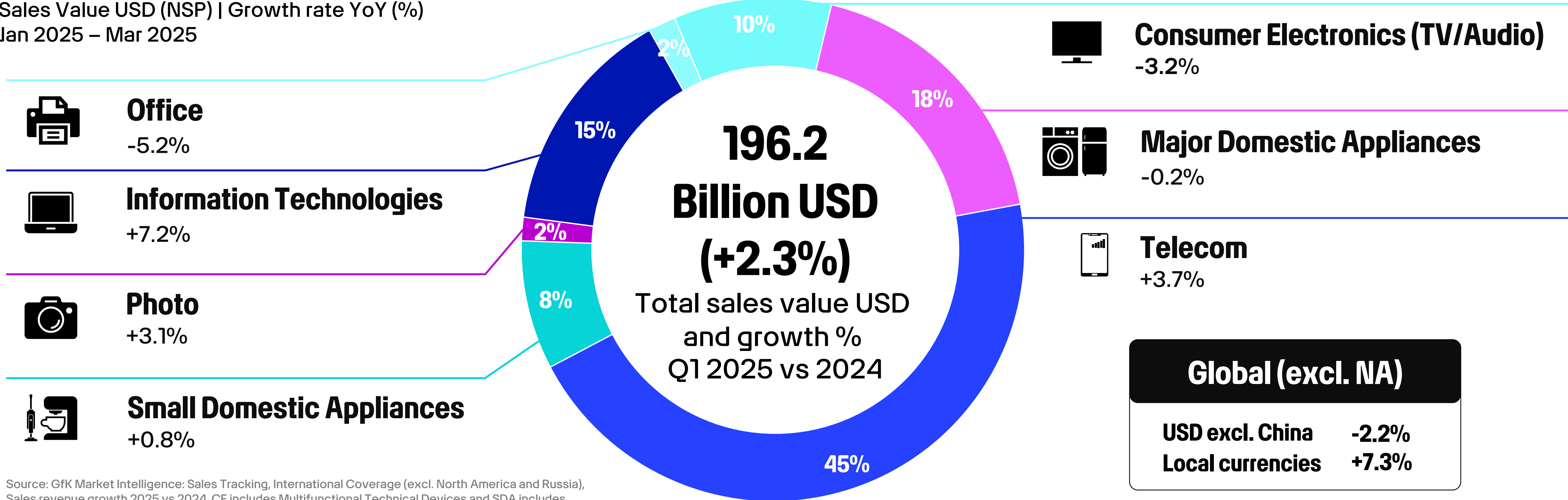
T&D global

- Market returns to growth in 2025
- Strong growth in local currencies while strong dollar weakens USD performance
- China subsidy program drives the market also in Q1 2025
- IT sector grows most as replacement cycle 5 years post COVID kicks in (+Windows 10 support end in October 2025)
- Emerging markets lead the growth
- Price pressure remains, but is not growing.
Promotions share stabilized after strong growth past years.

Tech & Durables total market returns to growth, driven by subsidies and volume demand

Substantial IT growth due to replacement cycle 5 yrs. post COVID / + political stimulation programs (e.g., China) show effect

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 2025 vs 2024, CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics, 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

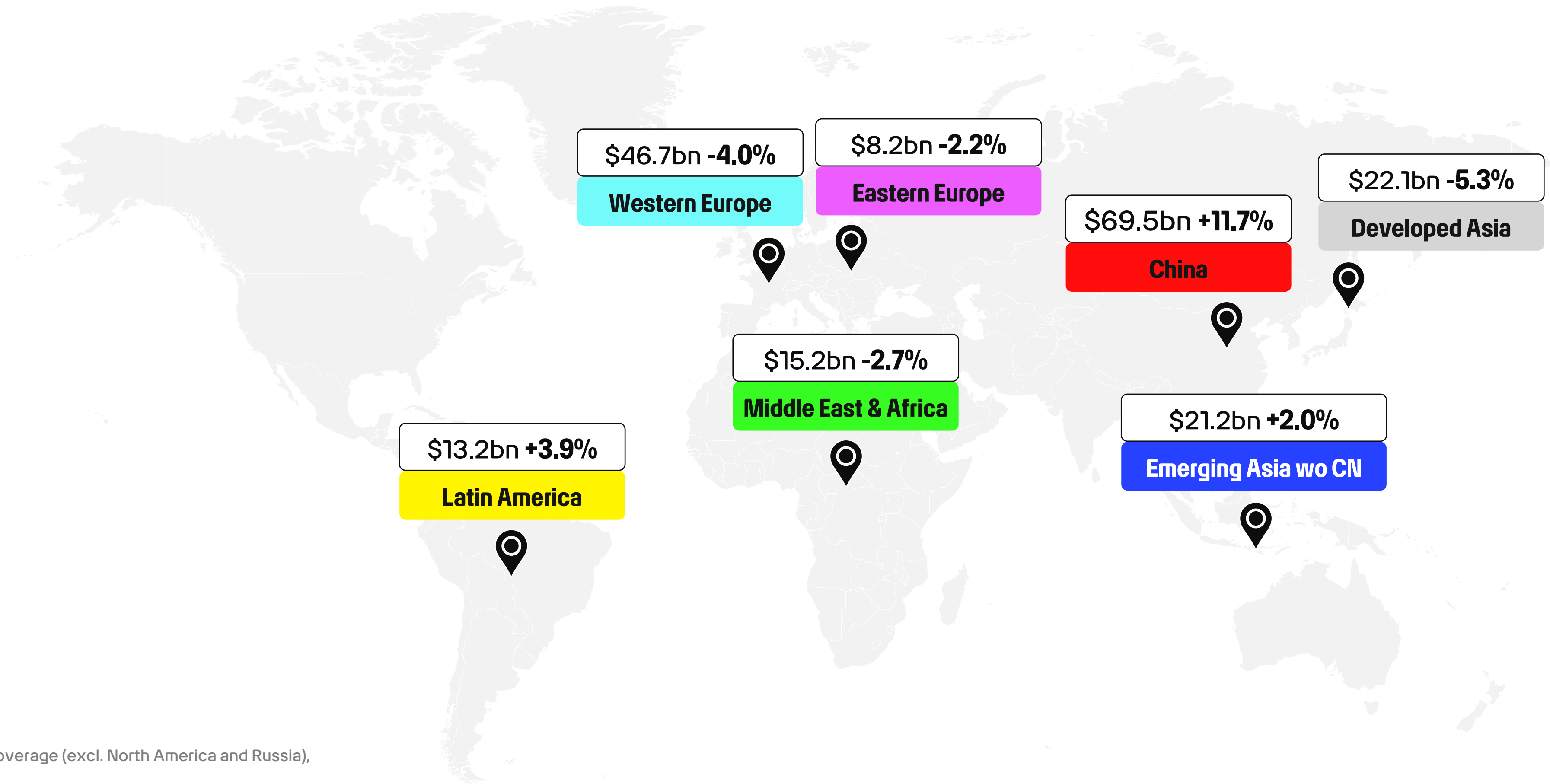
Global (excl. NA)

Turnover

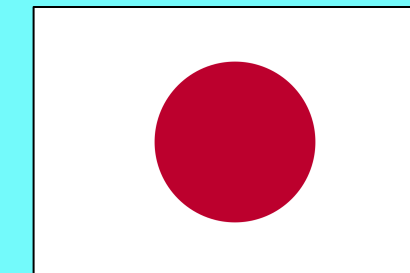
\$196.2 bn

Growth Rate

+2.3%



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



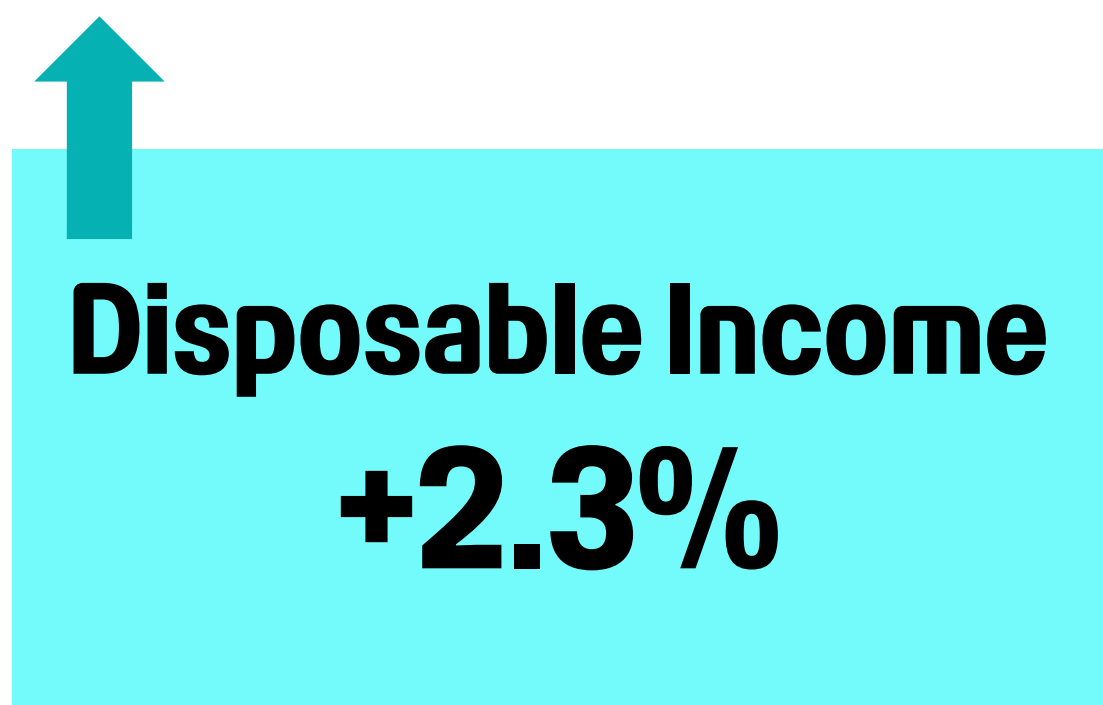
Japan Tech and Durables

Local contact: Saori Arai (saori.arai@nielseniq.com)

Consumption trend 2024

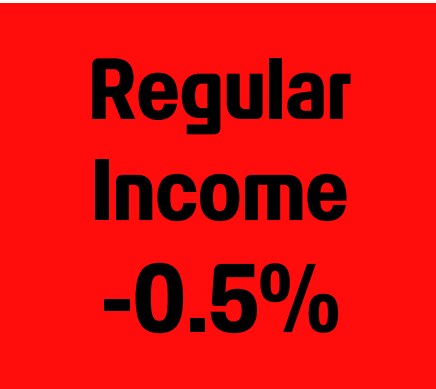
Disposable income increased, but consumption expenditure fell 1.2%

Although temporary income increased, regular income decreased, leading to a heightened sense of living defense and a shift toward savings and investment rather than consumption.

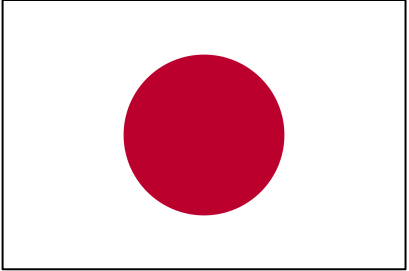


*Actual: working households with 2 or more people, average for 2024, total items

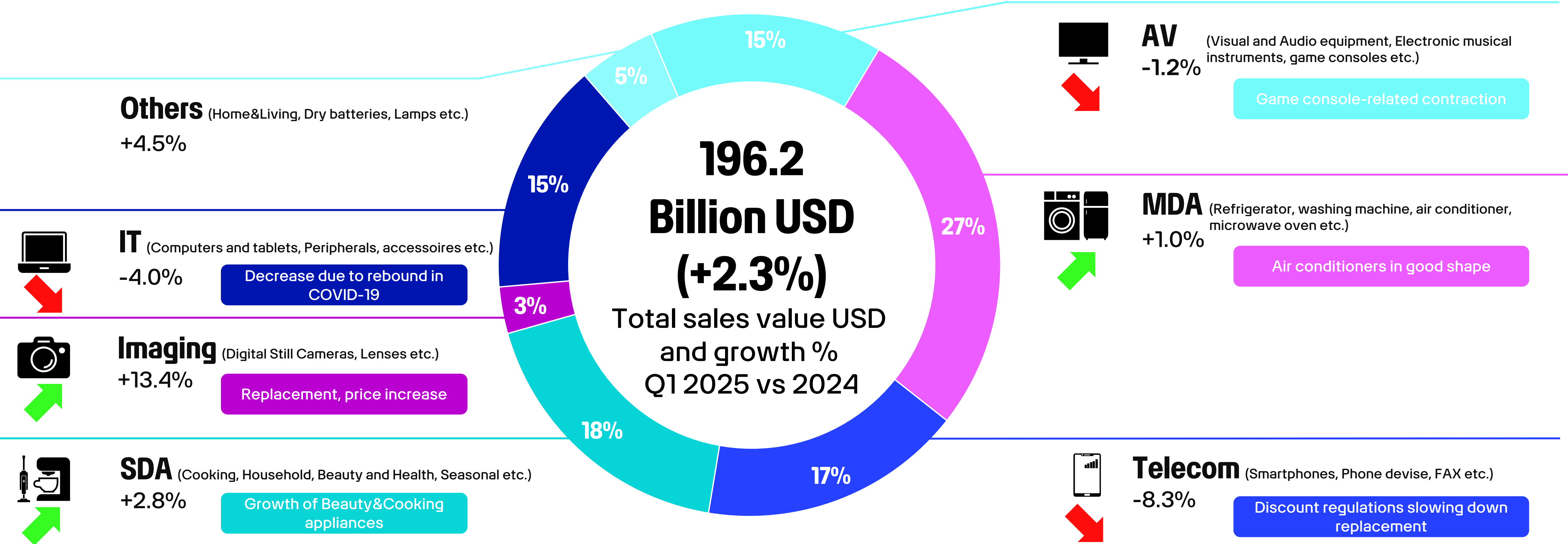
Household head income YoY



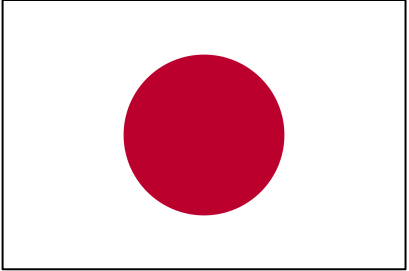
Consumer Technology Market: Contributions by Sectors



The TCG market is below last year's level, mainly due to a decline in Telecom-related products. However, half of the sectors have expanded from last year, showing signs of recovery.

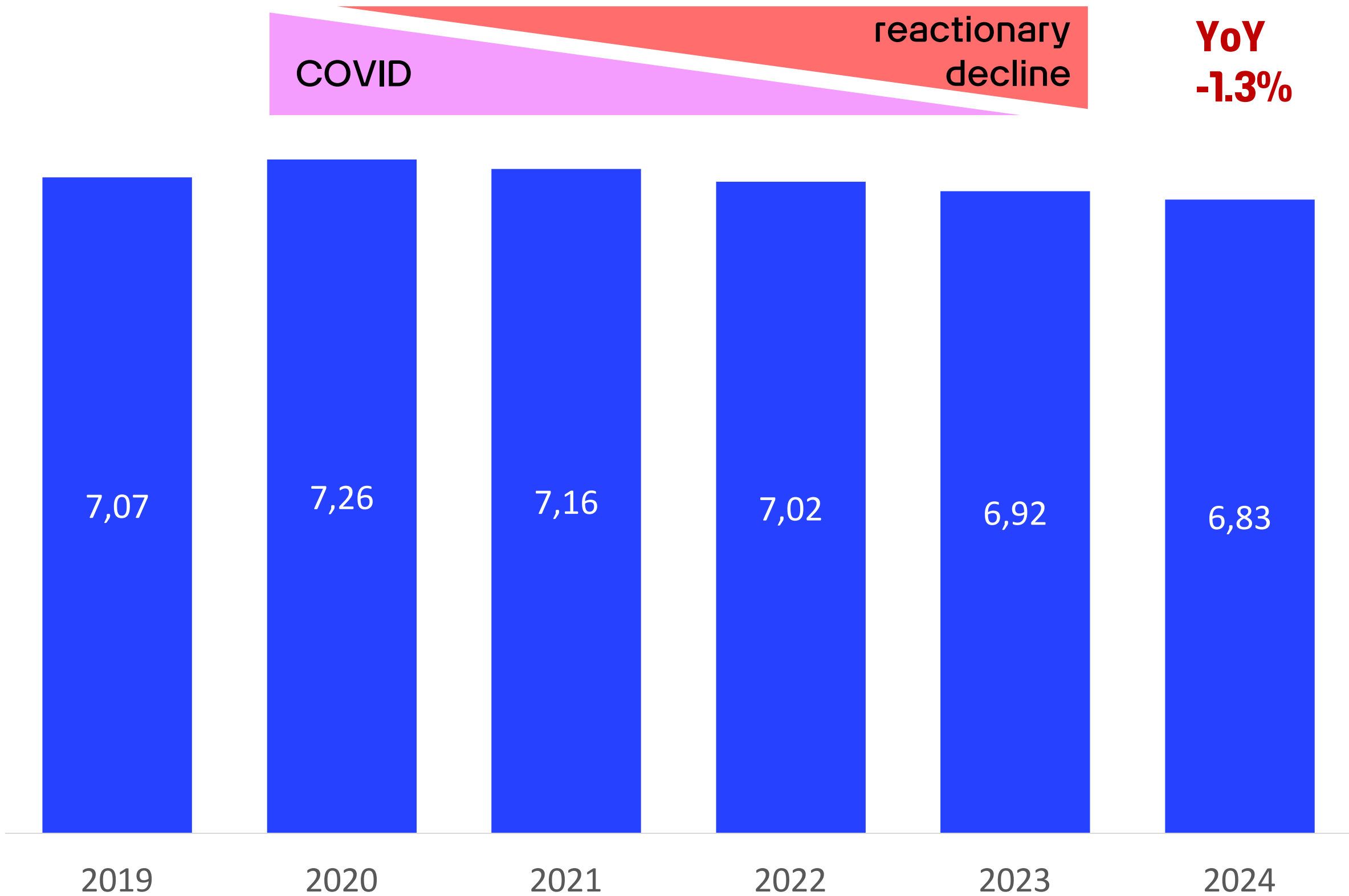


Consumer Technology Market Overview



In 2024, TCG market decreased by 1.3% from the previous year, marking the fourth consecutive year of decline since 2020.

Japan Consumer Technology Market (Trillion \ w/o VAT)



2020~2021

- Special demand for Covid (Stay Home, WFH)

2022~2024

- Decrease in product supply due to shortage of semiconductors
- Continued high prices, high cost of living
- Outward consumption

After 2025

Challenges

- Decreasing population, increase in single-person households
- Sluggish growth in disposable income, high prices
- Minimalist trend, trend away from premium

Opportunities

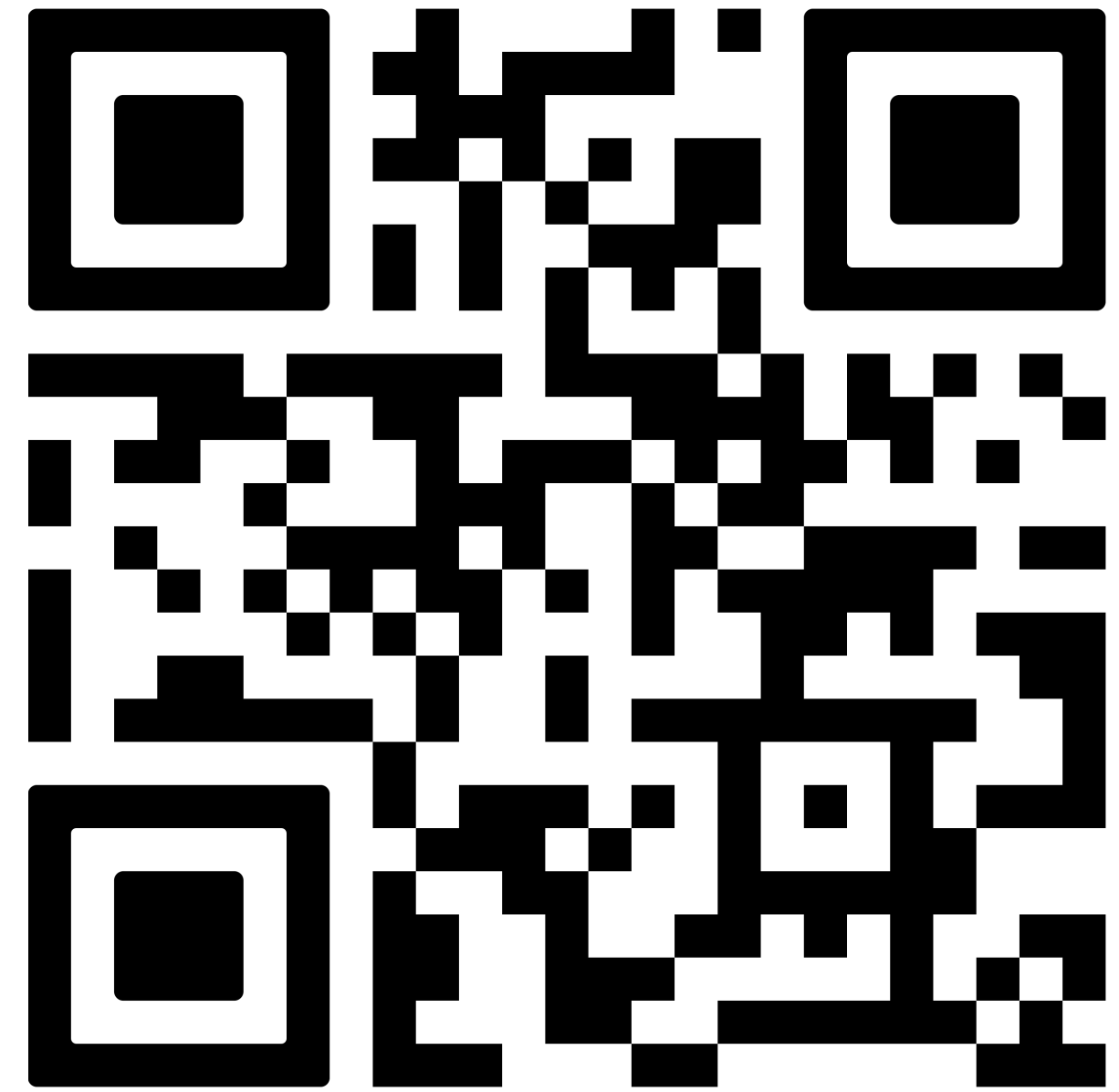
- Potential replacement demand (replacement by long-term users)
- Government economic measures
- Increased demand for air conditioners and energy-efficient home appliances due to global warming

Why you should come to IFA: Key Takeaways

- Global Visibility
- Market & Competitor Insights
- Retail & Consumer Access
- Important for Media
- Strategic Growth
- Startup Support
- Business & Trade
- Sustainability Focus



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

Cornelia Schwobe
Director Sales
c.schwobe@ifa-management.com



Q&A



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For All

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Discover IFA.**