

# **Press Conference 2025 Welcome!**

## **South Korea (Seoul)**





**IFA** Innovation  
For All

**Discover the future.  
Discover IFA.**



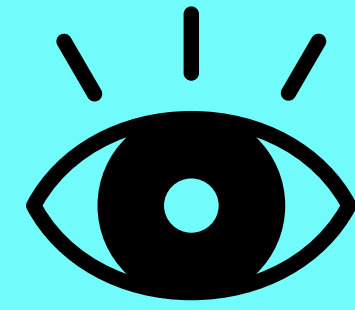
# Press Material



# Our Core Values



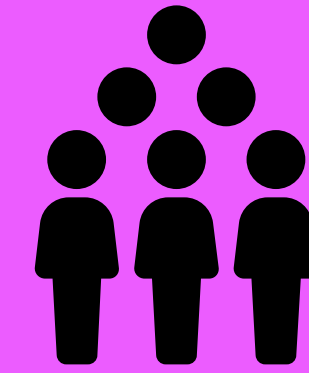
**Inspiration:  
feel inspired.**



**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**

**IFA** Innovation  
For All

5-9 Sept 2025  
Messe Berlin



# A Leading European Tech Hub in Action





# Show Areas



**Home &  
Entertainment**



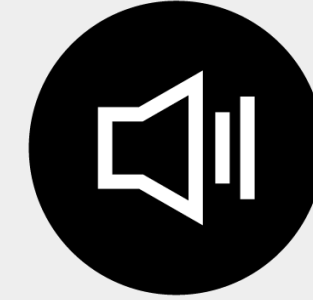
**Home Appliances**



**Smart Home**



**Communication &  
Connectivity**



**Audio**



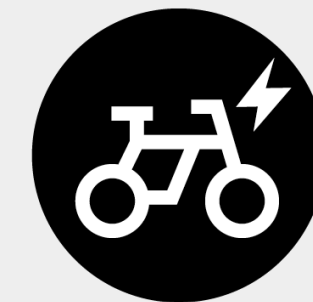
**Computing &  
Gaming**



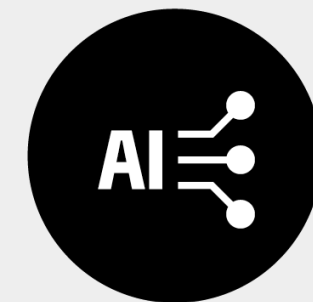
**Photo, Video &  
Content Creation**



**Fitness & Digital  
Health**



**Mobility**



**IFA Next**

# Smart Home



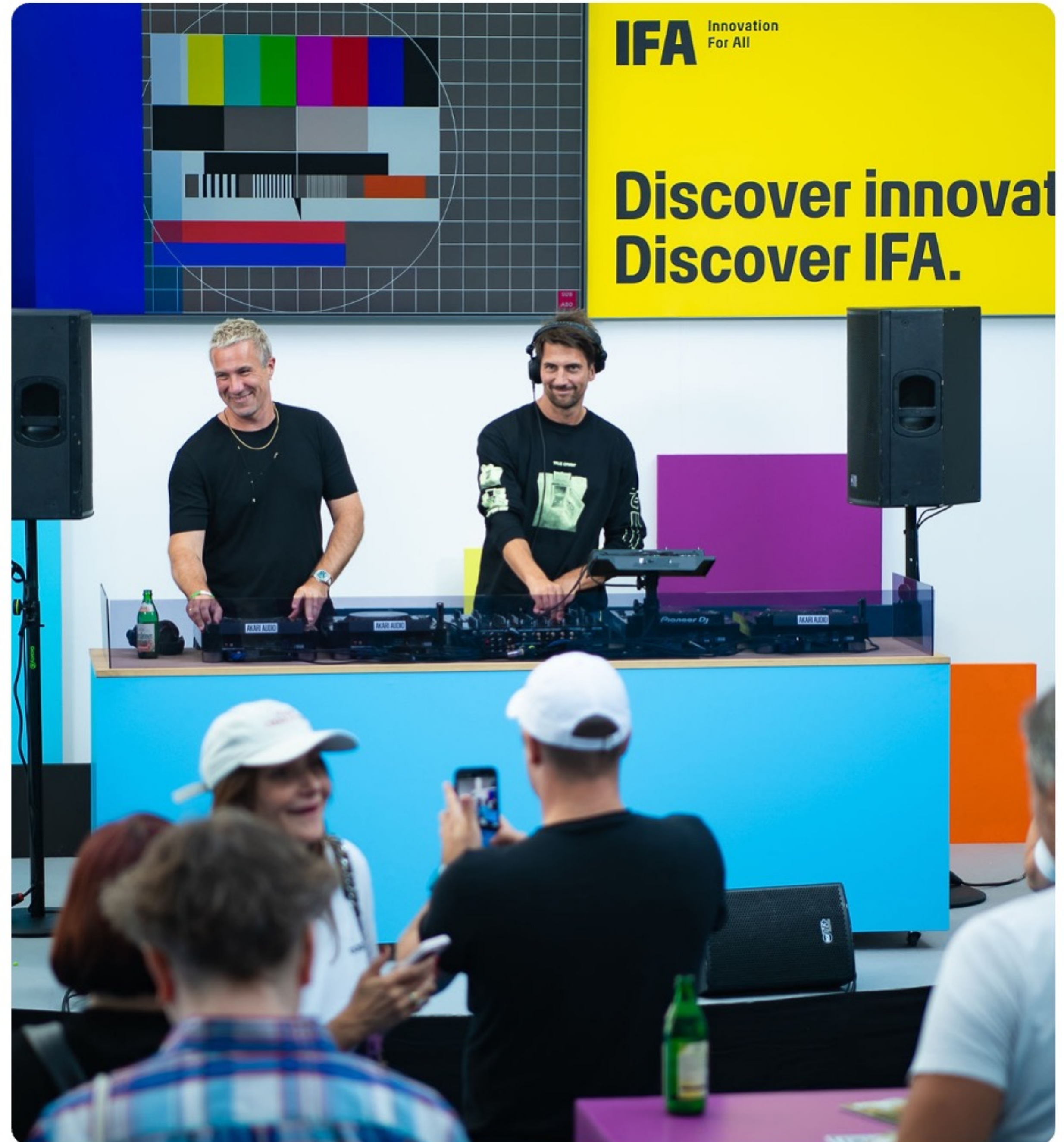


# Home Appliances





# Audio





# Computing & Gaming



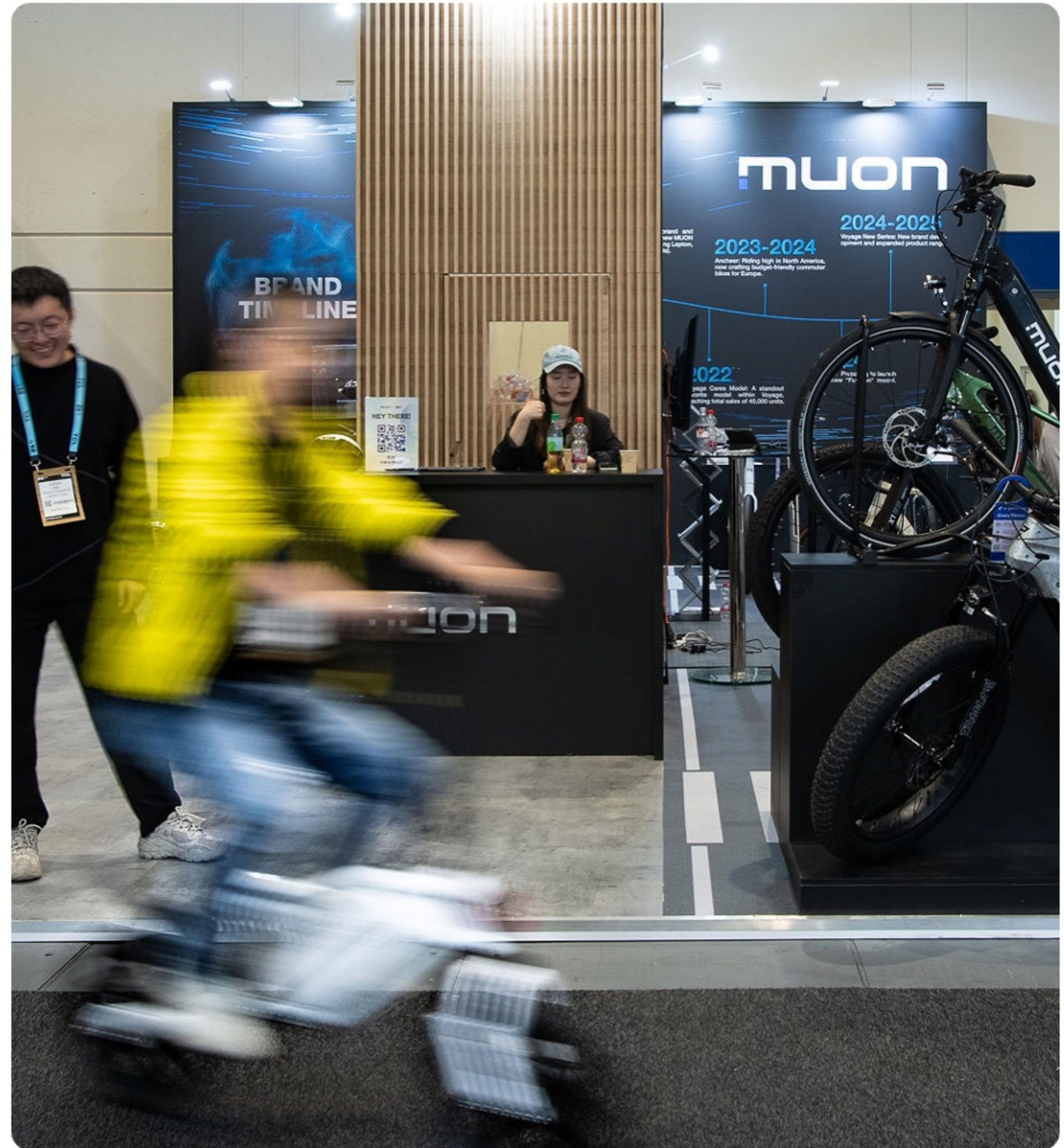


# Fitness & Digital Health





# Mobility



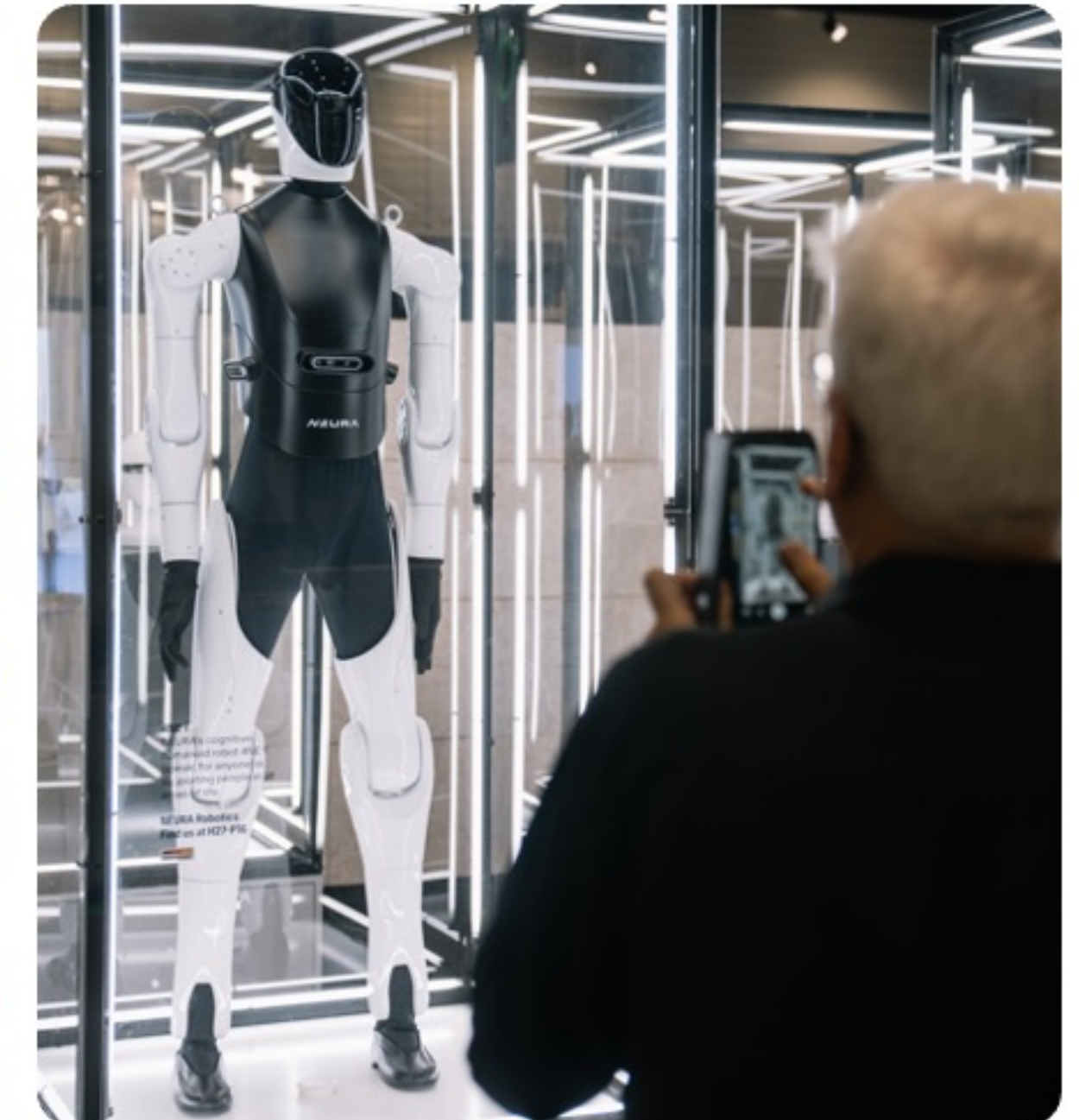


# Mobility





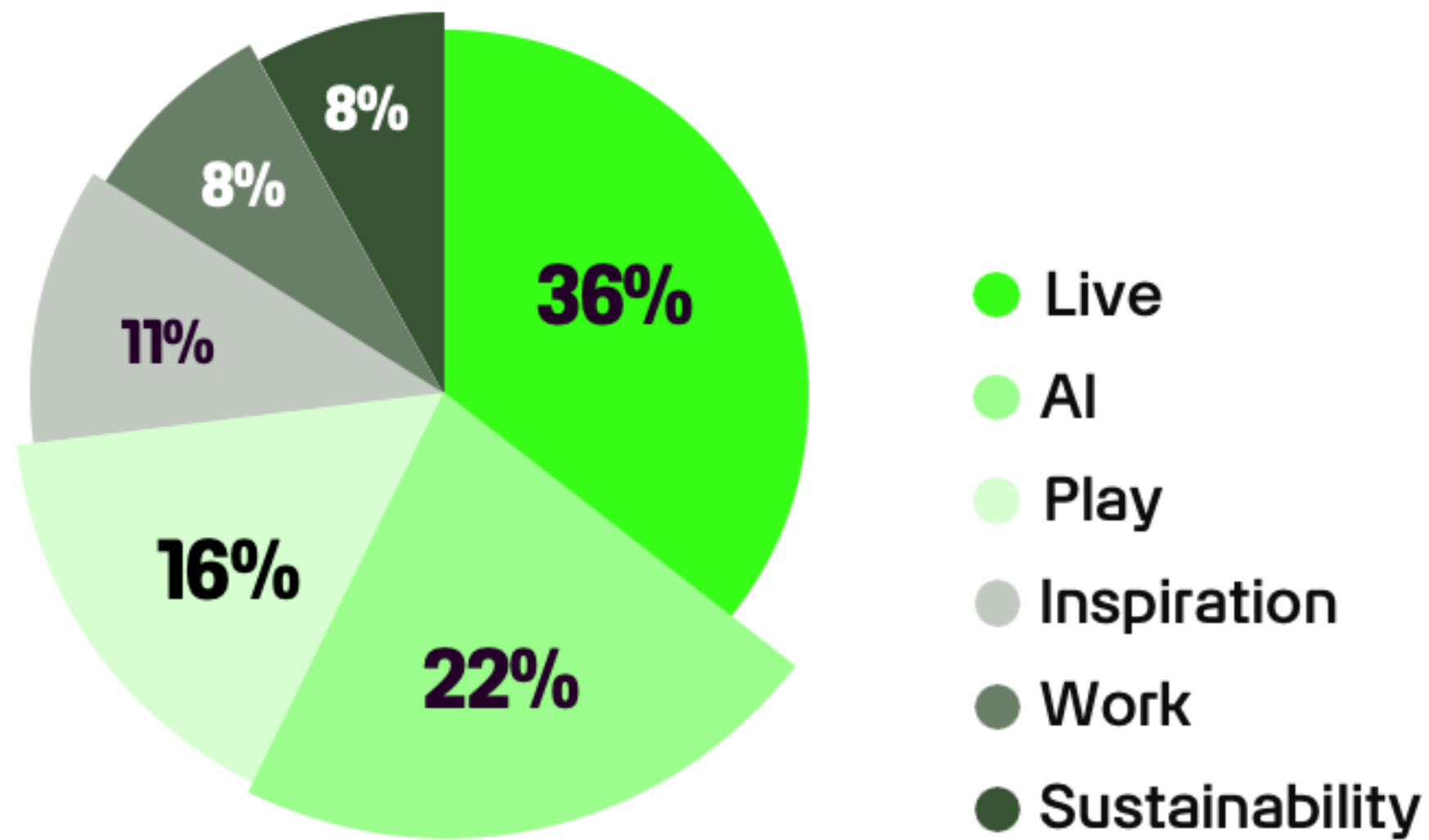
# IFA Next





# 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  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





# South Korea

## Total Mentions

2 Sep - 16 Sep 2024

5.19k

↑ 110%

Period 2023  
2.47k

## Total Potential Editorial Reach

2 Sep - 16 Sep 2024

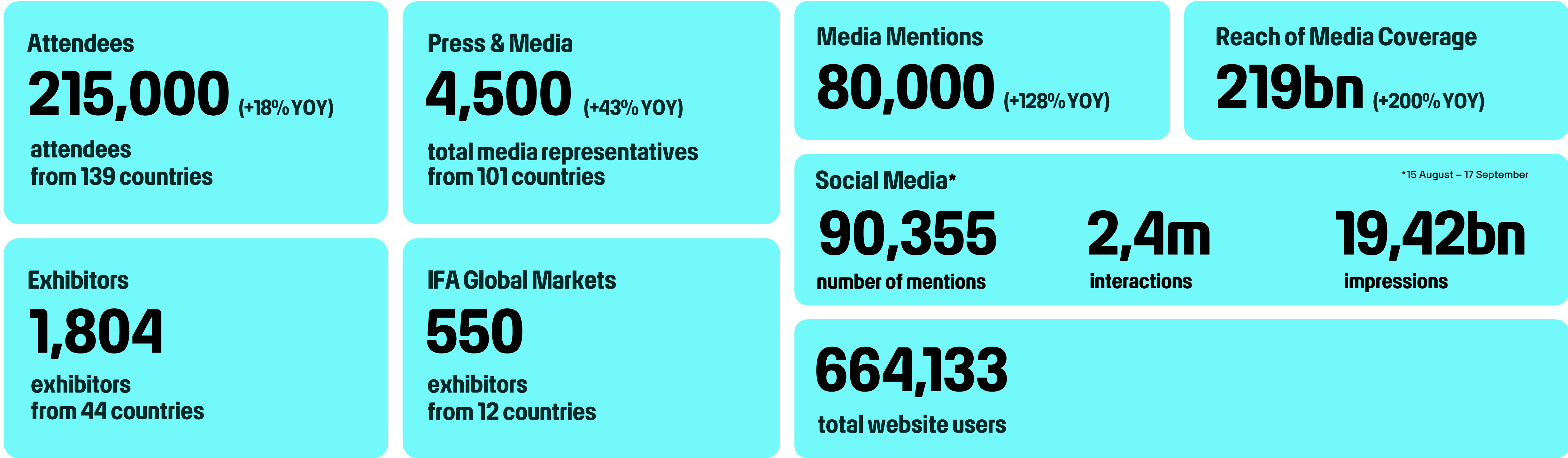
60.4bn

↑ 281%

Period 2023  
15.8bn



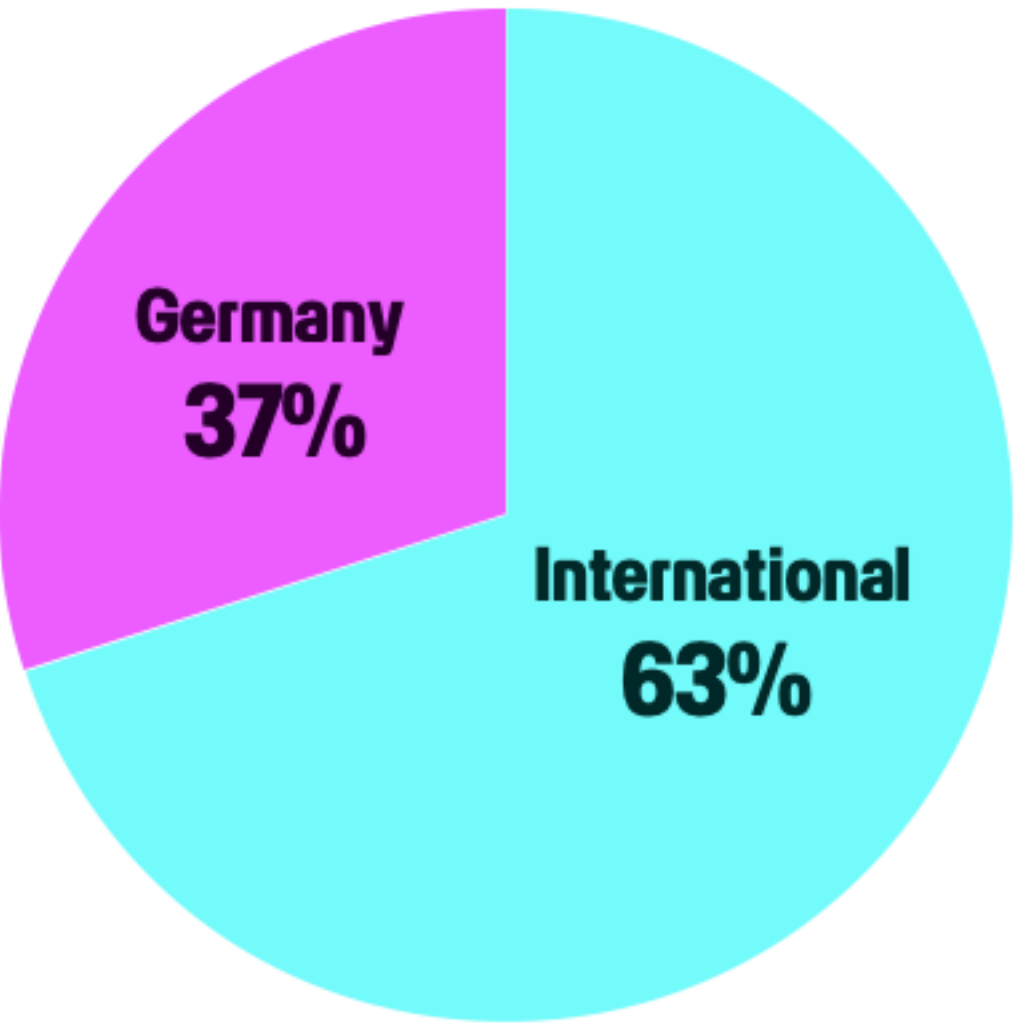
# IFA by the Numbers





# 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





# Timeline





# Feature Zones

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

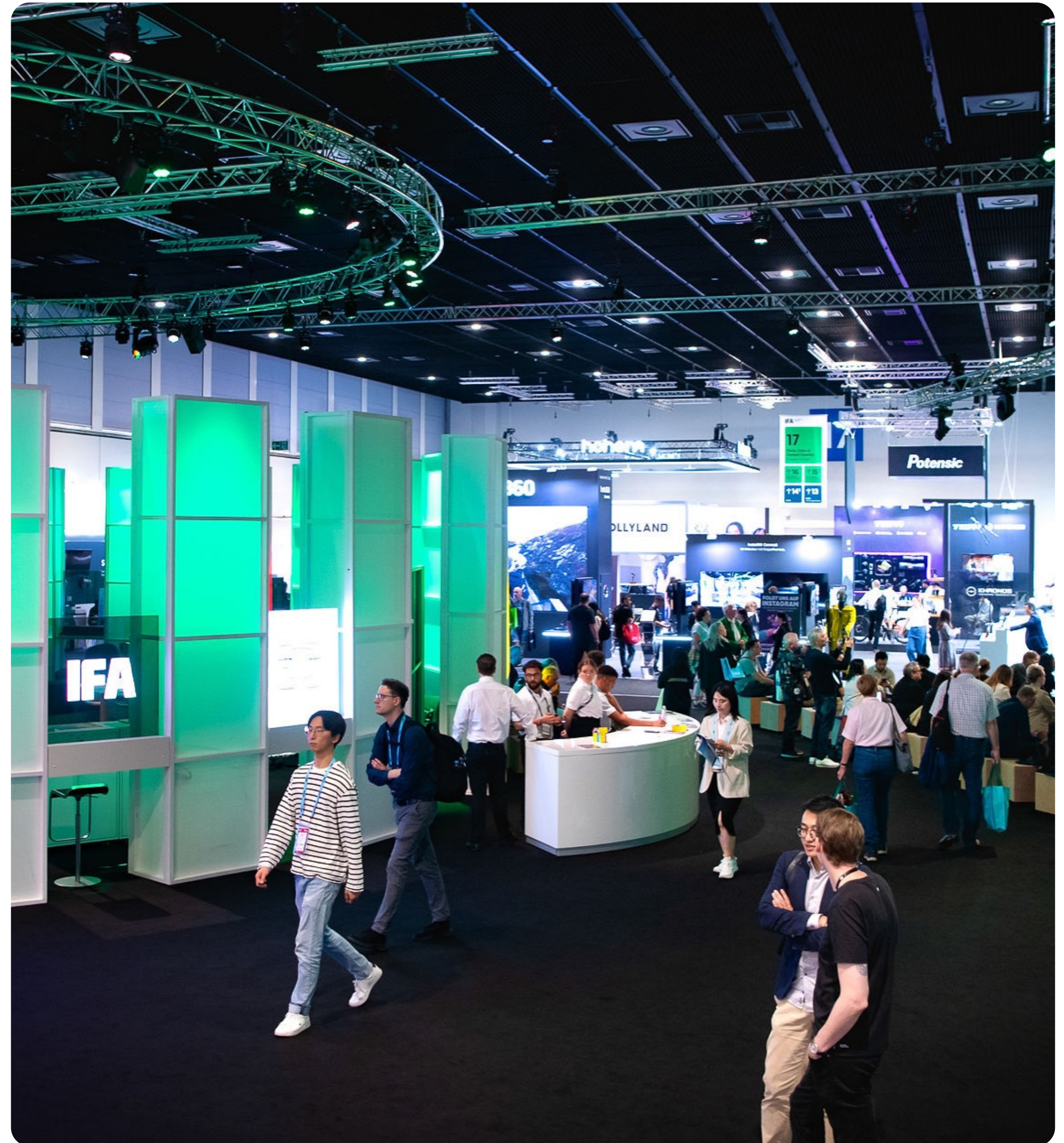




# Creators Hub

## Ground Floor: Features & Opportunities

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



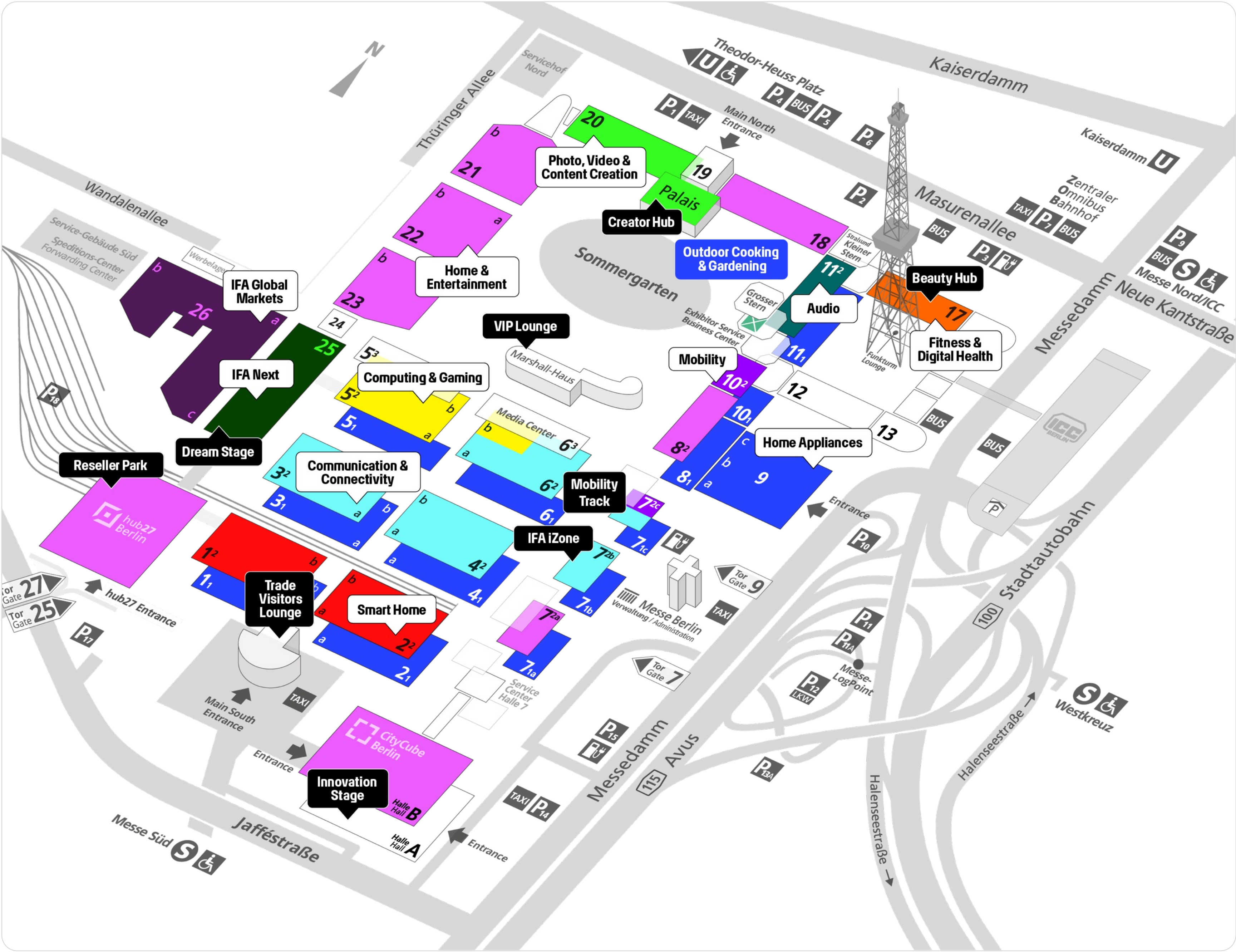


# IFA Moments





# IFA floor plan





# Global Tech and Durables



# Key takeaways

T&D global

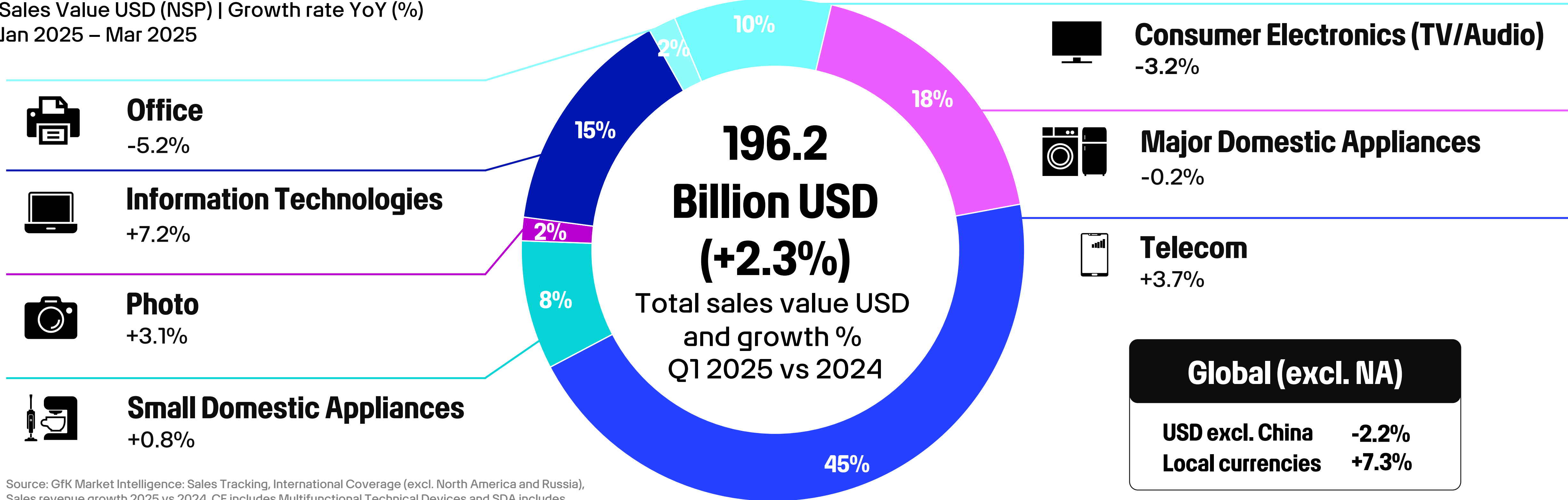
- Market returns to growth in 2025
- Strong growth in local currencies while strong dollar weakens USD performance
- China subsidy program drives the market also in Q1 2025
- IT sector grows most as replacement cycle 5 years post COVID kicks in (+Windows 10 support end in October 2025)
- Emerging markets 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

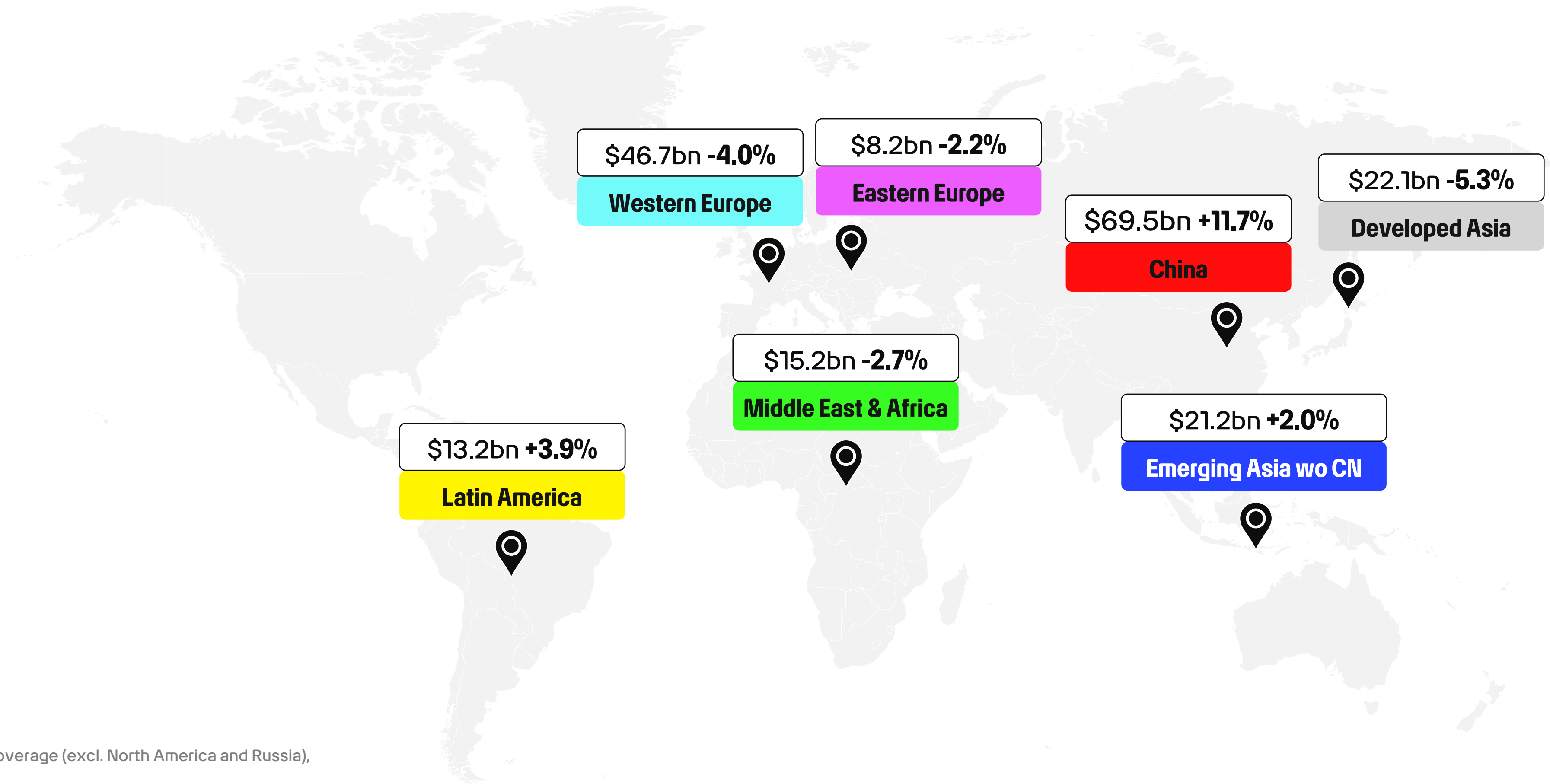
Global (excl. NA)

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





# South Korea Tech and Durables

**Local contact: Donghyun Hwang ([donghyun.hwang@nielseniq.com](mailto:donghyun.hwang@nielseniq.com))**

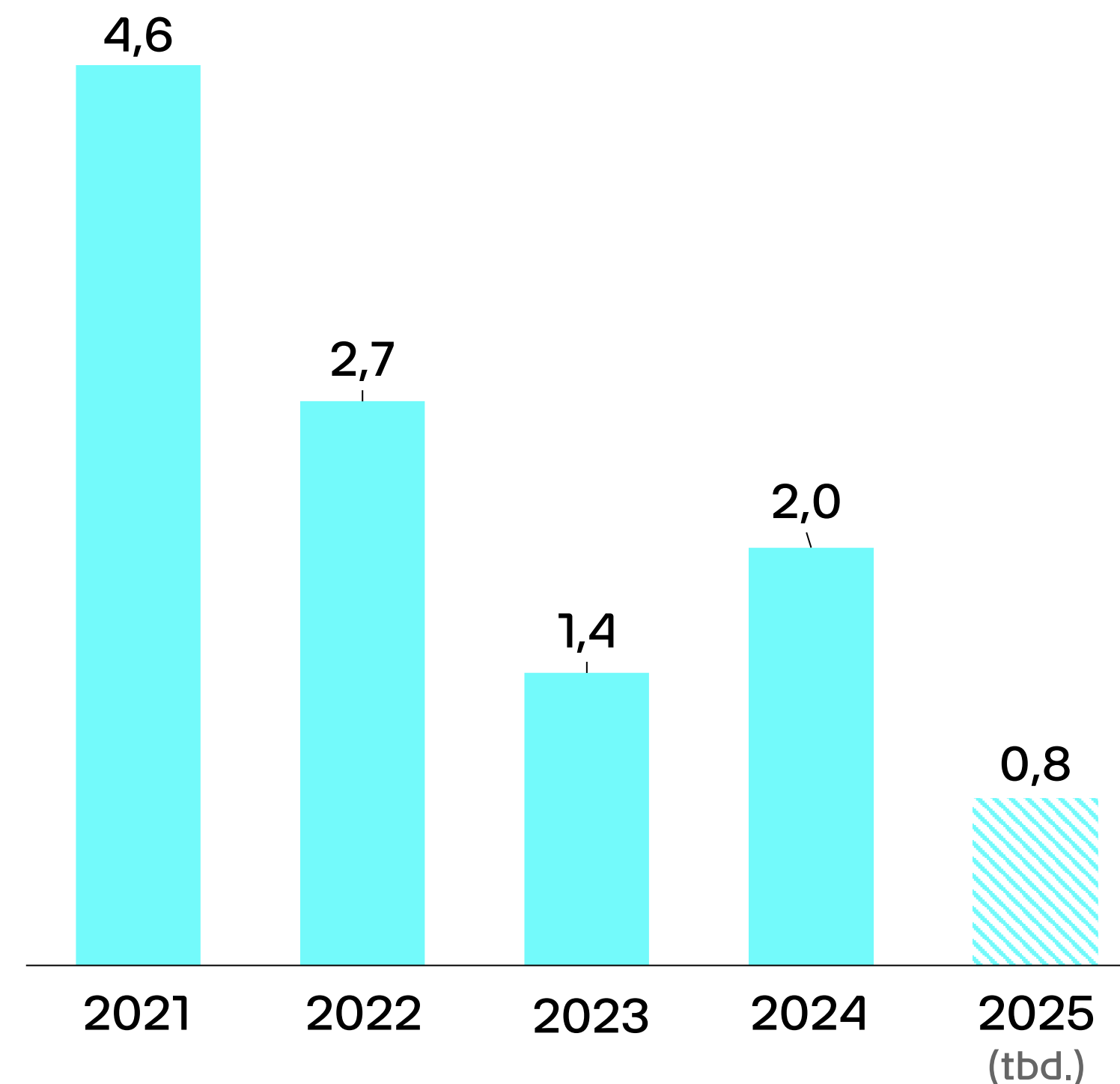


# Reasons for Korea's challenges

The GDP growths has been greatly impacted due to global economic crisis and internal political affairs – which relatively optimistic in 2H though, due to internal crisis resolution.



## GDP Growth South Korea in %



### Key Factors:

- **Export Slowdown:** Impacted by global tariff crisis, Korea's largest trading partner.
- **Domestic Demand:** **Political affairs caused by martial law** led to heavy sluggish demand; expected GDP growth went down to 0.8%p, according to the speculation by Bank of Korea

### Opportunity:

- **Political resolve:** **6 months** of political chaos by the ending of the presidential election in June.



# Summary of the T&D Market Status

## Overall T&D Market

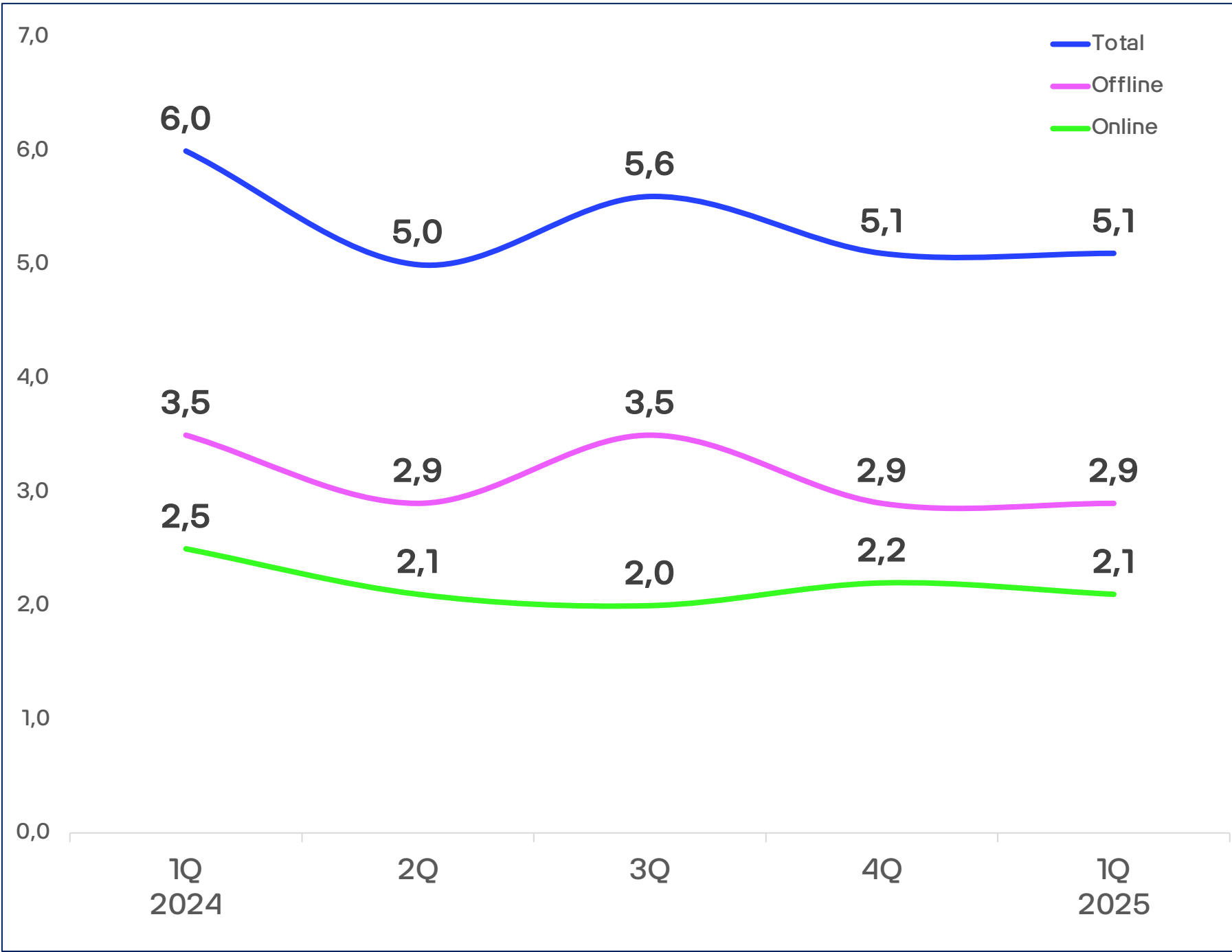


- 2024 T&D market has shown decrease in Sales value up to -9.5%p in total, -8.0%p in Offline and -11.5%p in Online market
- 2024 was showing recovery especially at 3Q 24, but due to the internal crisis from December, market set back has been seen in 4Q 24 & 1Q 25.

Year 2023, 2024 T&D Sales value in South Korea (\$, Bil., %)



Year 2024, 2025 Sales value trend (\$, Bil.)





# HOT TOPIC of South Korean Market

## Emerging market of T&D Subscription Service



- MDA Rental service in South Korea was initially a way of payment for customers who wanted to save big budgets for home appliances buying.
- This trend transformed into “T&D Subscription Service” in South Korea, which is focused on getting regular care service of appliances in houses.
- This is a rapidly thriving model although the total cost is higher than normal full payment.
- Companies, not only manufacturers, but also retailers are starting to join in the market.

### Main Manufacturers’ strategies

#### SAMSUNG

- Care service given by Samsung’s smart AI Solution, ‘SmartThings’
- 36 months interests' free payment with designated credit card brands
- Extra service (from restaurants to travel agency benefits) for customers
- Broad lists of items from MDA to IT products of Samsung

#### LG Electronics

- Original company that started the “Subscription” service in 2024.
- AI control, usage data availability by ‘ThinQ’
- Availability for all LG’s products manufactured
- 6 years’ contract is usual
- No.1 leading company in MDA subscription market

### Newly Started Retailer strategies

#### LOTTE HIMART

- South Korea’s leading retailer for MDA.
- Started ‘Subscription’ service in May 2025, planning this new wave as an opportunity
- Strength is that it is offering various brands (up to 11 brands) including Samsung and LG.
- Mixture of brands like Dyson and Sony could be a new momentum for the market

### Rental vs. Subscription

» Subscription service offers more than just routine maintenance service, extended A/S, regular cleaning service, and especially ability to buy brand new products in small initial payment.

Table	Rental	Subscription
Payment	Monthly payment paid by credit card	
Products	Air Treatment, Water purifier Small Domestic Appliances	All MDAs and SDAs
Benefits	Small payment on SDAs	Able to use brand new products with monthly payments
Period	Mostly 3 years	3 to 7 years (Mostly 6 years)
Included Service	Routine maintenance	Routine maintenance + A/S Regular cleaning service
Total payment	Relatively low	More expensive due to extra service + price interests for long term contracts



# 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!

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# Q&A





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For All

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Discover IFA.**