



Press release

IFA 2025 set to make a strong appearance: Berlin stays the innovation hotspot for home and consumer tech in early september

Berlin, 1 July 2025 – IFA Berlin, the world's most important platform for home and consumer tech, kicks off today at Futurium Berlin – with a strong signal to the market: the trade show is almost fully booked, all major retail partners are on board, and IFA will continue to pursue its innovative course in its 101st year.

The IFA is thus consolidating its status as an international business platform for home and consumer tech and clearly positioning itself as 'the place to be' for industry, trade and anyone who wants to be part of technological change.

Innovation driver and market image in one

With AI, software & computing power and sustainability, IFA 2025 will focus on three key topics which are transforming the market. At the same time, it will strengthen its core segments of home entertainment and home appliances – and continue to develop future-oriented areas such as smart home, communication & connectivity, audio, gaming, content creation, fitness & digital health and mobility in a targeted manner.

'IFA is the only place where you can experience the complete picture of the electronics and tech market – compact, international and practice-oriented. Here, industry and trade can engage in strategic exchange and networking – and come into direct contact with end consumers. That exactly is what makes IFA unique,' says Leif Lindner, CEO, IFA Management GmbH.

Strong industry partners, full commitment

All relevant specialist retail cooperatives – including EK Retail, ElectronicPartner, Euronics, expert and telering – will continue to support IFA in 2025. Their presence emphasises the importance of the trade show as a central meeting place for the industry – and as a platform where industry and retail perspectives meet on equal ground and shape the future together.

New formats for more innovation

With new experience areas and strategically expanded segments, this year's IFA is underlining its claim to reflect and actively shape trends. This creates formats with real added value:

IFA Creator Hub

The IFA Creator Hub is the central meeting place for influencers, content creators and their communities – with a creator stage, VIP area, live streaming stations, as well as podcast and streaming studios. Located in the Palais at Funkturm, the hub sets new standards for authentic, wide-reaching content and offers visitors insights into modern content production.

Beauty Hub

The new 'Beauty Hub' will celebrate its premiere in 2025 as the highlight of the Fitness & Digital Health Area in Hall 17, showcasing smart beauty innovations in skincare, haircare and self-care. Interactive experiences, immersive brand worlds and hands-on stations make the area particularly attractive for Gen Z and beauty tech fans.

IFA Outdoor Cooking & Gardening

In the summer garden, 'IFA Outdoor Cooking & Gardening' creates a new world of experience for outdoor enthusiasts – with innovative solutions for cooking, barbecuing and gardening. Live demonstrations and interactive product experiences turn the outdoor area into a stage for sustainable lifestyles and new business potential in the growing outdoor segment.

The Track

With the special feature 'The Track', IFA brings mobility to the trade show – visitors can test e-bikes and e-scooters directly between Halls 6 and 7. The activation picks up on the growing interest in smart micro-mobility and offers an authentic product experience in a real-life application context.

Games Ground x IFA

Together with Games Ground, IFA is creating a platform for indie gaming made in Berlin – with a focus on studios, developers and the capital's creative gaming scene. The collaboration brings festival flair and gaming culture to the exhibition halls and strengthens Berlin's position as a hotspot for game development.

Find your next Tech

'Find your next Tech' is a livestream format in cooperation with Webedia that brings new technology trends and gaming highlights to life at and from IFA. Featuring exhibitors, products, hardware providers and publishers – live from the stage and on Webedia channels.

IFA 2025: 5–9 September 2025, Berlin Exhibition Grounds: <https://www.ifa-berlin.com/>

Back at the exhibition grounds under the radio tower, IFA Global Markets will take place for the eighth time alongside IFA. On more than 10,000 square metres, starting on IFA Sunday, a selection of the industry's best international suppliers and component manufacturers will present their products in Hall 26 for just three days – for trade visitors only.

IFA Global Markets 2025: 7–9 September 2025, Berlin Exhibition Grounds: <https://www.ifa-berlin.com/>

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