



**Innovation  
For All**



Press release

## **IFA Berlin and NIQ reignite strategic partnership powered by global industry Insights**

*Berlin, 30 July 2025* – IFA Berlin, the world's largest event for home and consumer technology, and Nielsen IQ (NIQ), a leading provider of consumer and retail intelligence, announce the continuation of their strategic partnership. As the 'Official Global Insights Partner,' NIQ will support IFA with in-depth market and trend analyses and exclusive insights for the global consumer technology industry. The aim of the collaboration is to create data-based guidance for brands, retailers and media.

### **Exclusive insights at IFA channels**

The 2025 partnership saw its first highlight at the IFA Kick-Off on 1 July, 2025 with NIQ giving a keynote speech on market and consumer insights providing strong market momentum. As the Official Global Insights Partner, NIQ will provide the industry with up-to-date market intelligence and analyses as part of the IFA Press Talks and on the IFA website, where all content is publicly accessible.

*'The partnership with NIQ brings together two platforms: IFA as the global showcase for the consumer tech industry and NIQ as a leading provider of consumer and retail insights. Together, we are supporting the strategic decisions for the industry around the world,'* says Leif Lindner, CEO, IFA Management GmbH.

### **Strong presence at the IFA Retail Leaders Summit**

A key element of the collaboration is the new IFA Retail Leaders Summit on 4 September, 2025. This Summit will bring together international decision makers from the retail and technology sectors to discuss developments in the global retail business.

NIQ will moderate two panel discussions on topics such as omnichannel experience and personalised customer engagement to data-driven go-to-market strategies. In one of the sessions, NIQ will discuss these topics with e-commerce company Coolblue, among others.

### **NIQ at IFA: Business Breakfast & Lounge**

NIQ will also be present as an official partner during the IFA main event – with its own NIQ Lounge in the immediate vicinity of the IFA Press Centre in Hall 6.3 and the NIQ Business Breakfast.

The NIQ Business Breakfast will take place on 6 September at 08:30 in Conference Room C (Hall 6.3): Together with decision-makers from industry and trade, NIQ will discuss changing consumer behavior, cross-channel sales solutions and the emergence of refurbished markets at the point of sale.

*'IFA is a key stage for innovation in consumer tech and household appliances globally. As a long-standing partner to the industry, we're pleased to share our insights at the event. In a rapidly evolving tech and durables sector, deep market and consumer understanding is critical to success. Through our presence at the Retail Leaders Summit and the NIQ Business Breakfast, we aim to contribute to industry dialogue,'* says Julian Baldwin, President Global Tech & Durables at NIQ.

## **About IFA Berlin**

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2025: [www.ifa-berlin.com](http://www.ifa-berlin.com)

## **About NIQ**

NielsenIQ (NIQ) is a leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth.

Our global reach spans over 90 countries covering approximately 85% of the world's population and more than \$7.2 trillion in global consumer spend. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms – NIQ delivers the Full View™.

For more information, visit [www.niq.com](http://www.niq.com)

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