

# **Press Lunch 2025**

## **Welcome!**

### **Italy (Milan)**



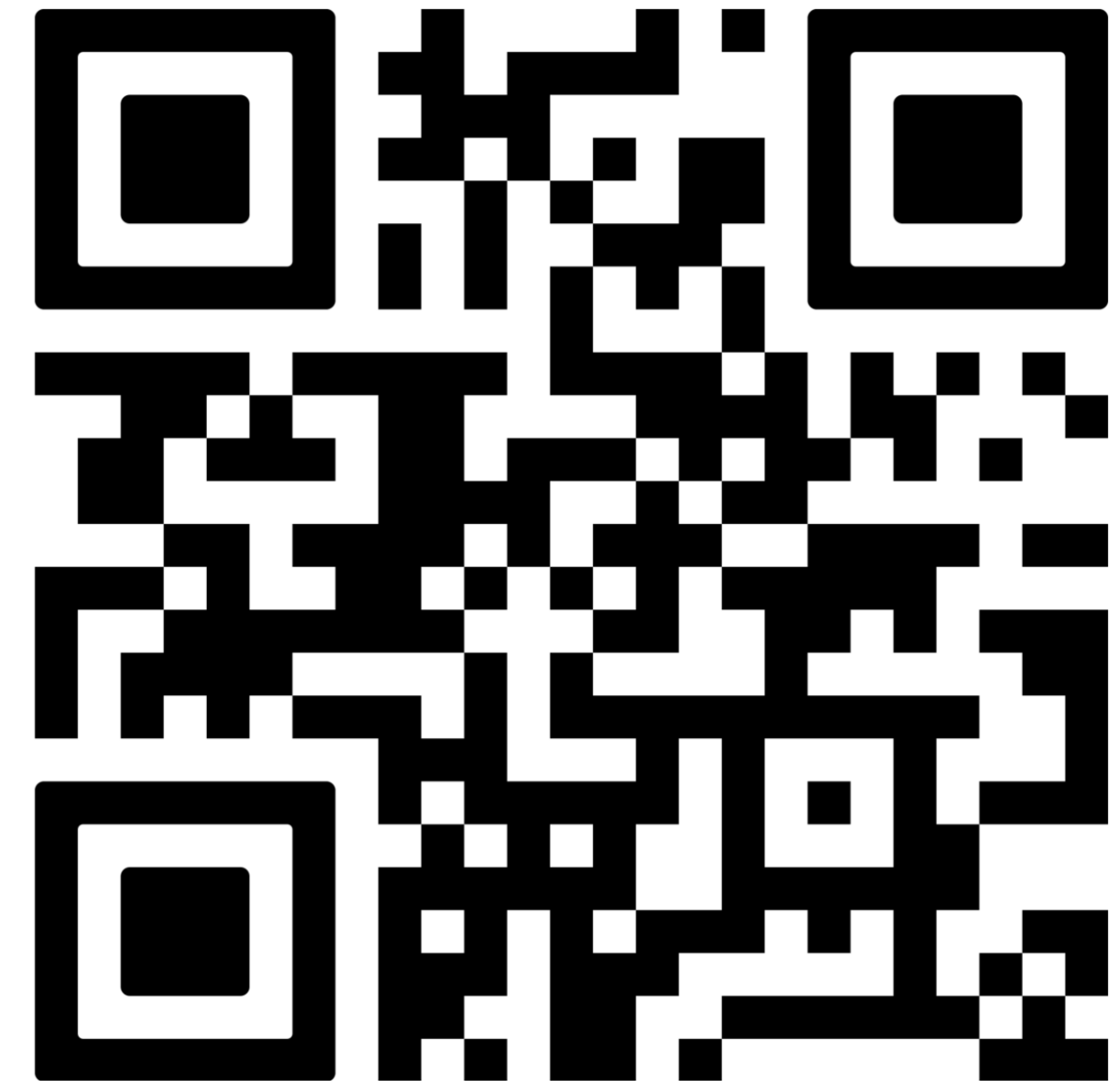


**IFA** Innovation  
For All

**Discover the future.  
Discover IFA.**



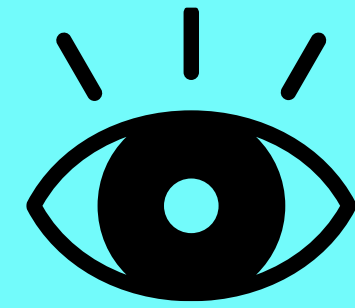
# Press Material



# Our Core Values



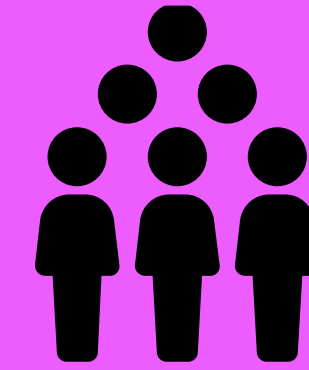
**Inspiration:  
feel inspired.**



**Curiosity:  
embrace the unknown.**



**Trust:  
a legacy of reliability.**



**Community:  
a shared journey.**



5-9 Sept 2025  
Messe Berlin

5-9 Sept 2025  
Messe Berlin

**5–9 Sept 2025**  
**Messe Berlin**

5-9 Sept 2025  
Messe Berlin



# Event Strategy for Lasting Engagement

B2B and B2C



# 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

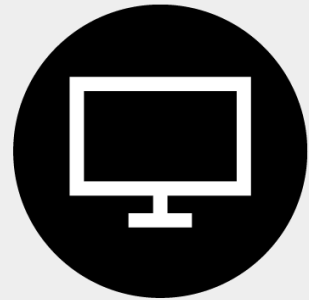
19,42bn

impressions

664,133

total website users

# Show Areas



**Home &  
Entertainment**



**Home Appliances**



**Smart Home**



**Communication &  
Connectivity**



**Audio**



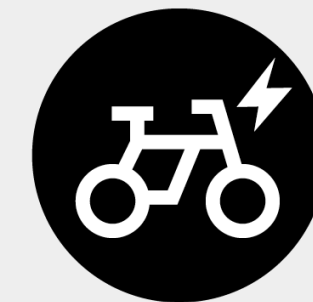
**Computing &  
Gaming**



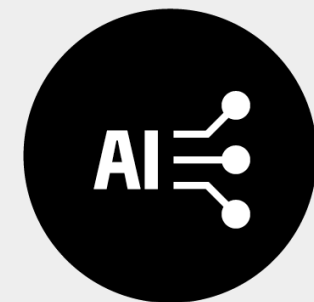
**Photo, Video &  
Content Creation**



**Fitness & Digital  
Health**



**Mobility**



**IFA Next**



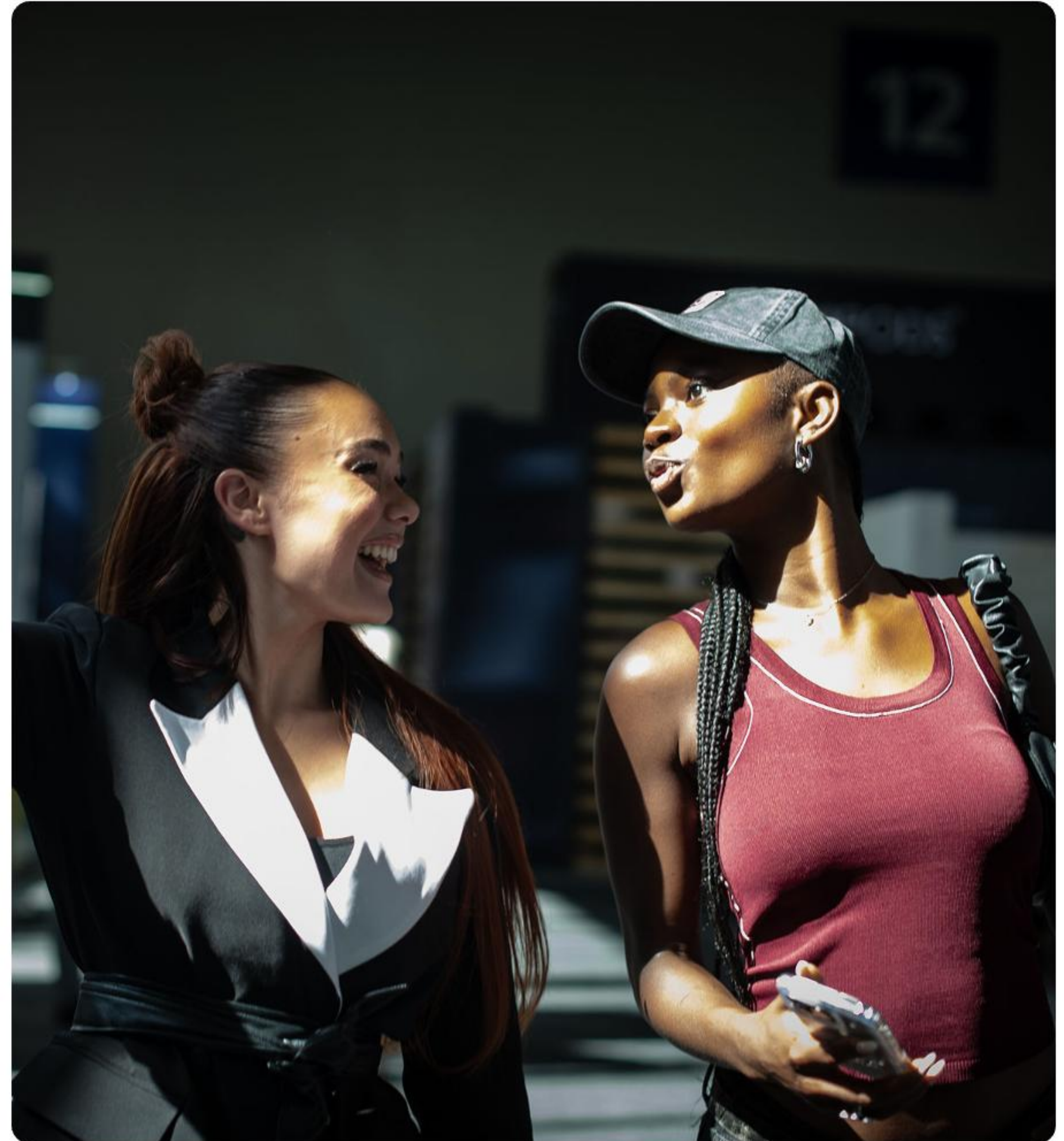
# Sommergarten: the Sound of IFA





# Looking to 2025 and Beyond

IFA stands for Innovation... For All





# Timeline





# 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





# Feature Zones

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

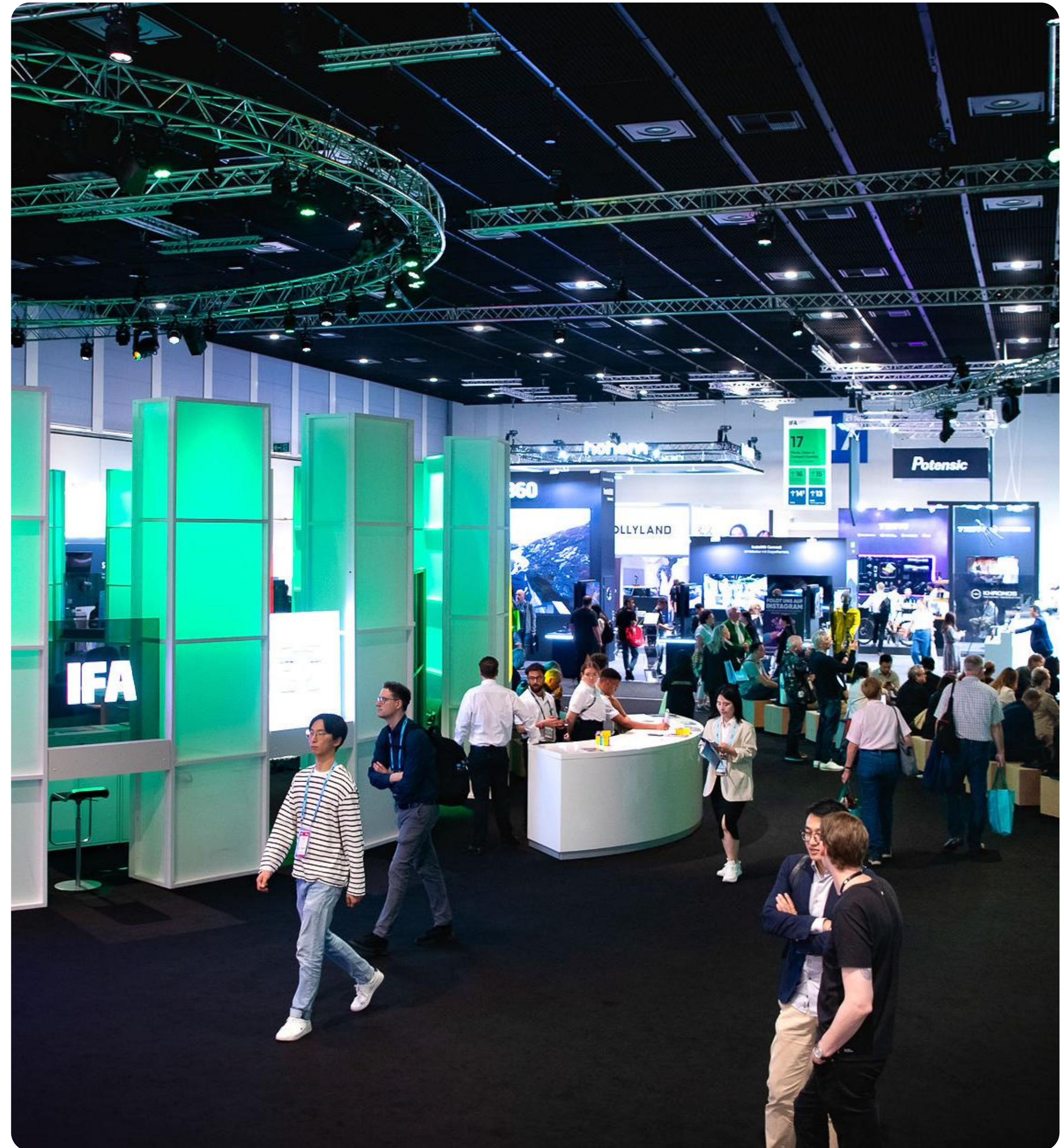




# Creators Hub

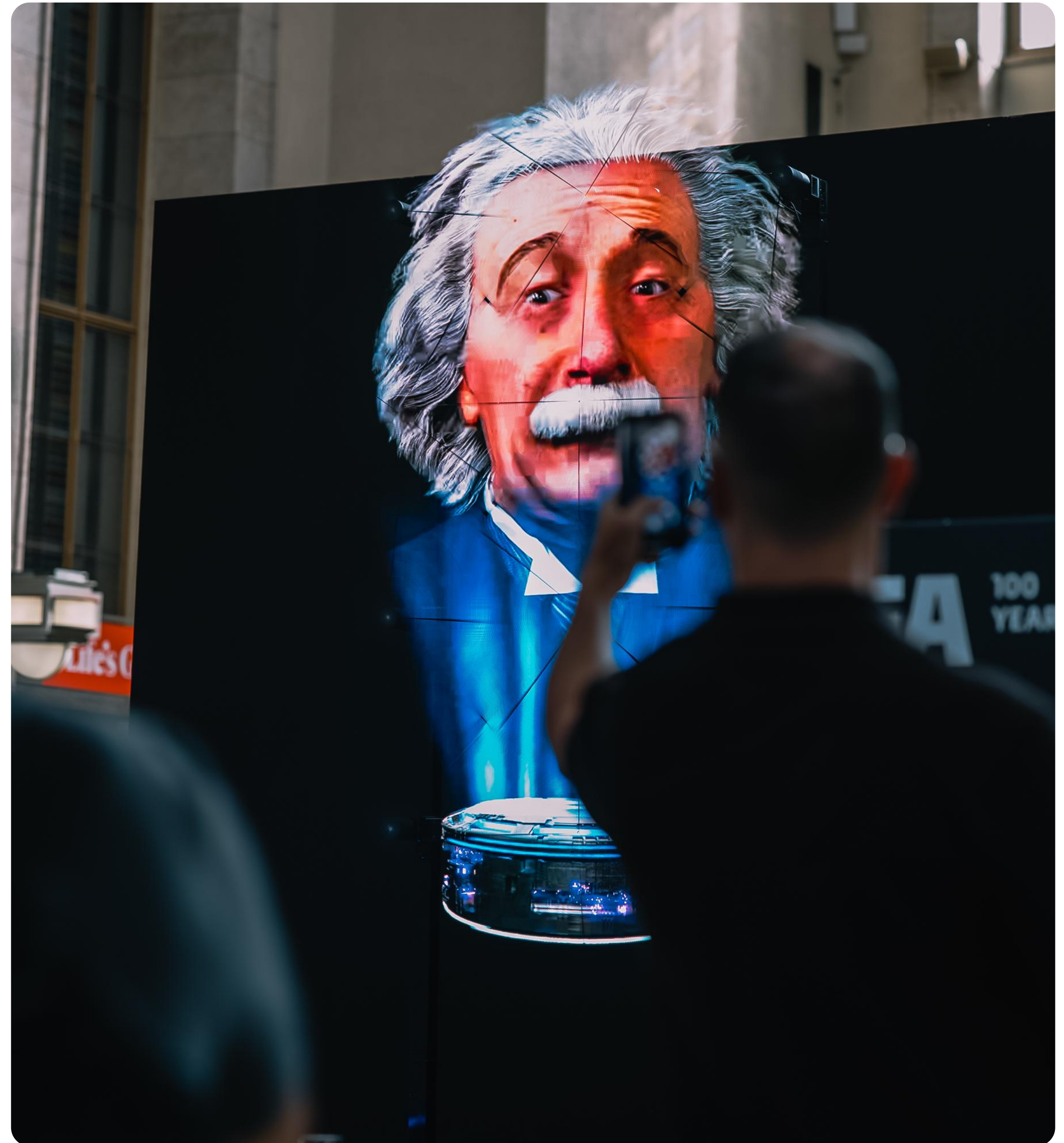
## Ground Floor: Features & Opportunities

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



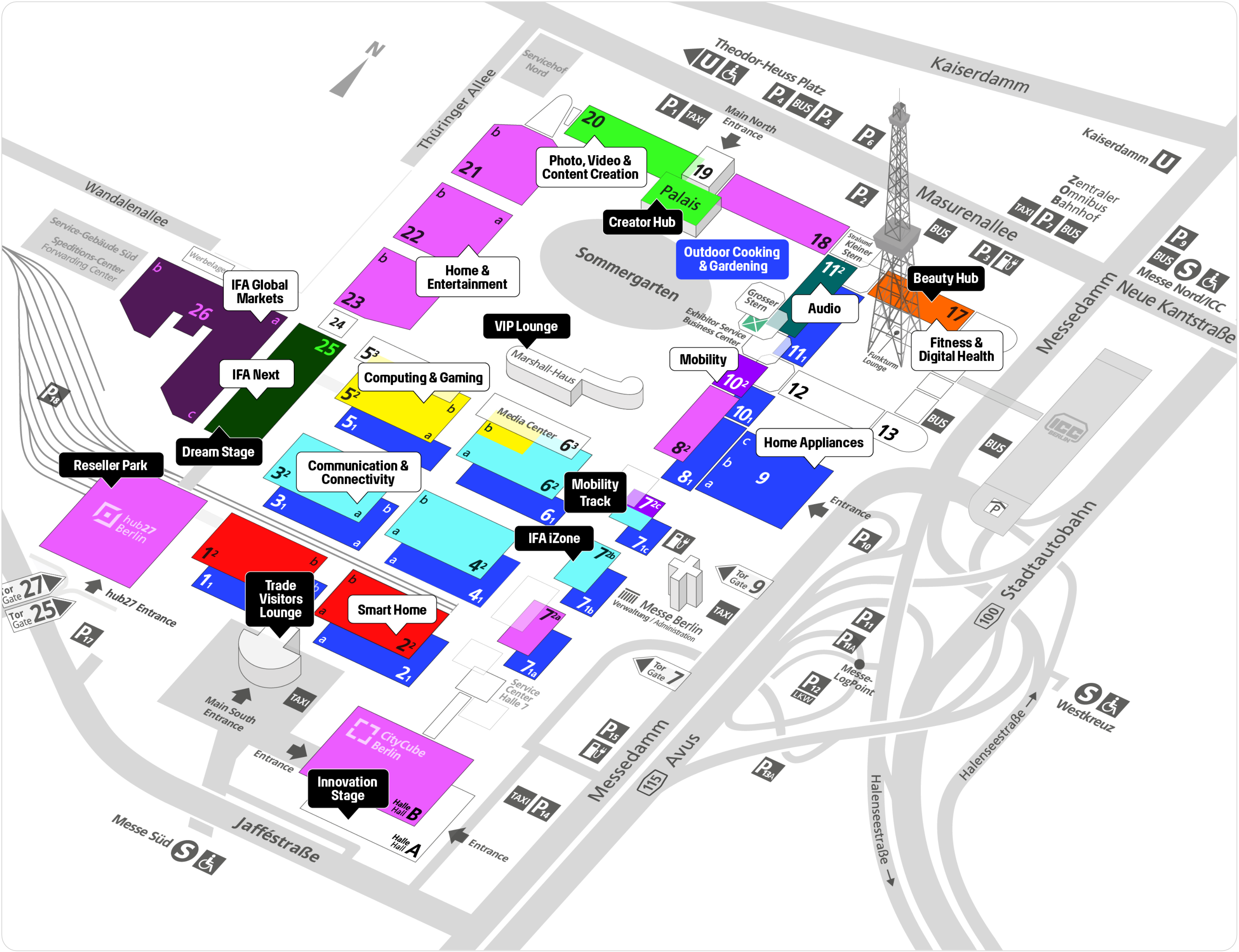


# IFA Moments





# IFA floor plan





# Global Tech and Durables

# Key takeaways

T&D global

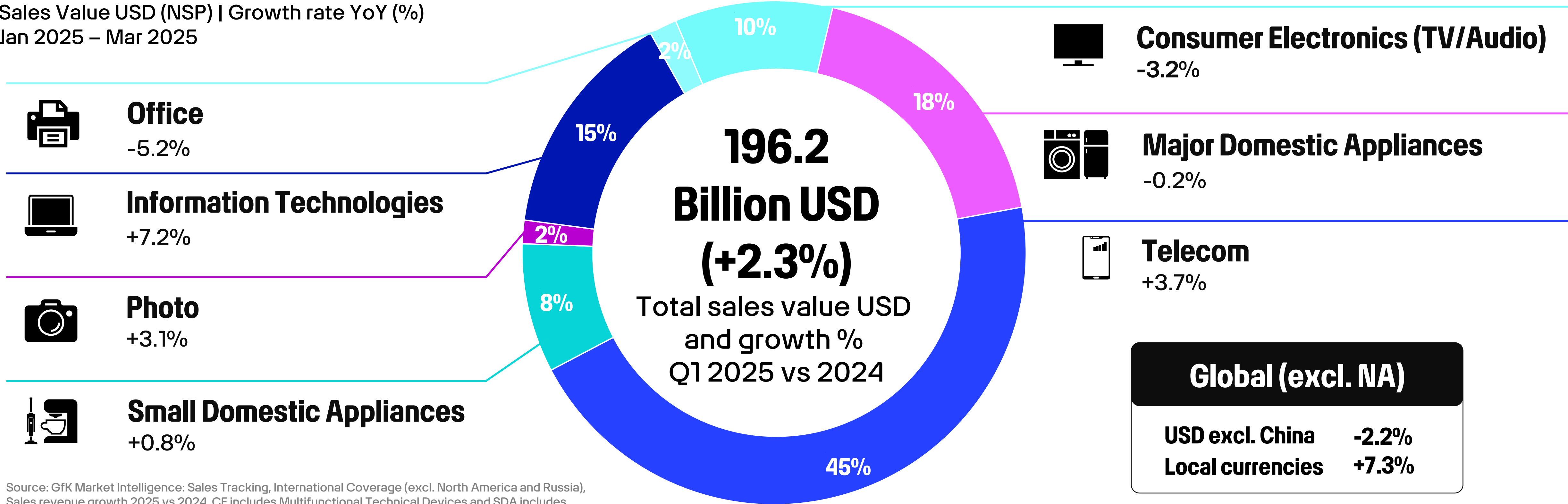
- Market returns to growth in 2025
- Strong growth in local currencies while strong dollar weakens USD performance
- China subsidy program drives the market also in Q1 2025
- IT sector grows most as replacement cycle 5 years post COVID kicks in (+Windows 10 support end in October 2025)
- Emerging markets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





# Italy Tech and Durables

**Local contact: Vincenzo Mastrolillo (vincenzo.mastrolillo@nielseniq.com)**



# The macroeconomic state of Italy



The **slowdown of price growth** is currently not leading to a recovery of consumption. **Consumers' saving attitude** remains very strong in times of economic uncertainty and historically **elevated price levels**.

## Prices

(% changes vs previous year)

2022  
(vs 2021)  
**+8,1%**

2024  
(vs 2023)  
**+1,0%**

## Household consumption

(Chained indices calculated on seasonally and calendar adjusted data  
Percentage changes III QT vs same quarter of previous year)

2022  
(vs 2021)  
**+3,5%**

2024  
(vs 2023)  
**+0,7%**

## Propensity to save

(calculated on seasonally and calendar adjusted data  
Percentage changes III QT vs same quarter of previous year)

2022  
(vs 2021)  
**7,5%**

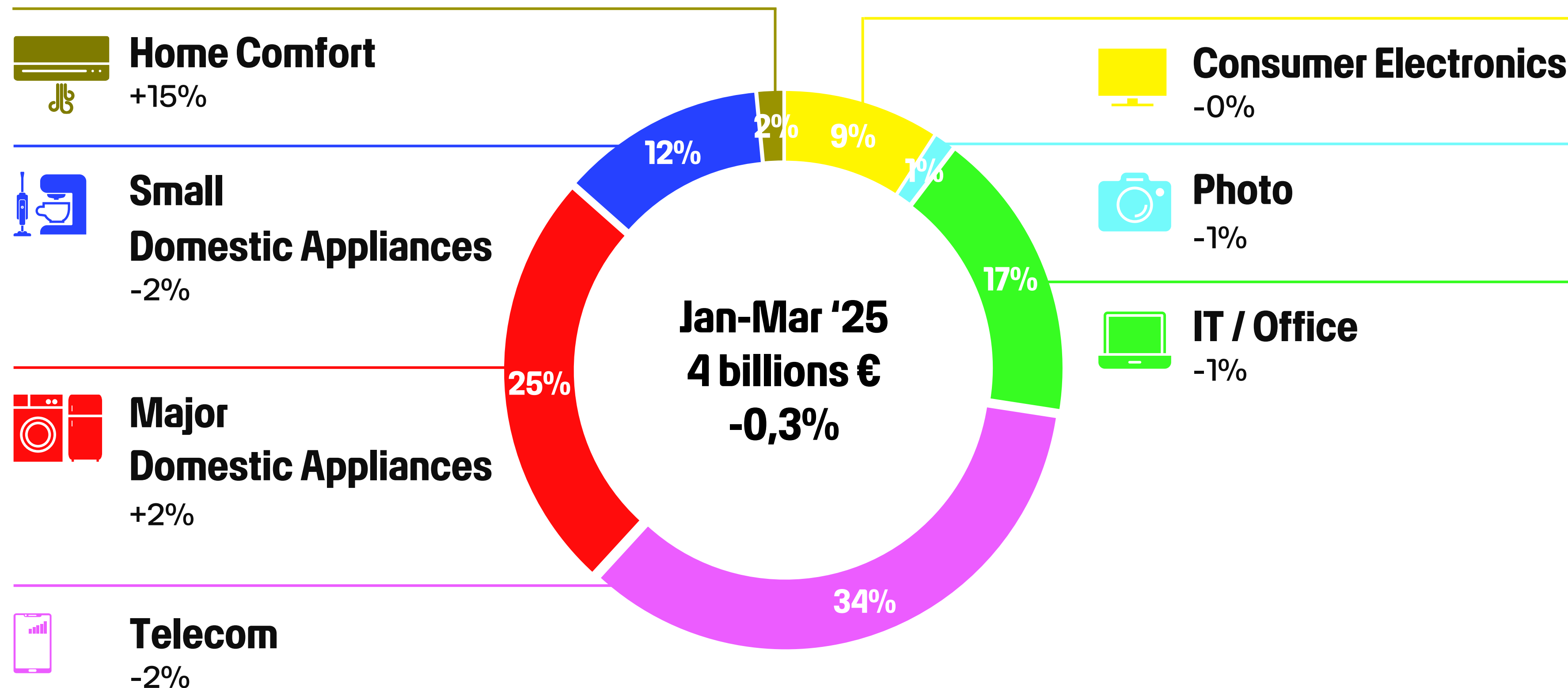
2024  
(vs 2023)  
**9,2%**



# The Tech & Durable market in Italy remained flat in Q1 2025



Only Home Comfort, thanks to Air Conditioners performing strongly, and MDA showing positive trends. In contrast, SDA declined due to the negative impact of Cooking Food Processors, as specific promotional activities were not repeated. Telecom and IT/Office, negatively affected by Monitors and most Office products, also declined.



POS Tracking | Italy Panelmarket | Sales Value EUR Trend % vs Jan-Mar 2025



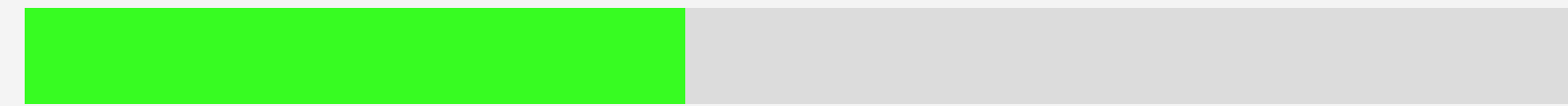
The end of the price emergency marks the period...

...but consumer desires remain restrained



I like trying/experimenting with new brands and new products

42%

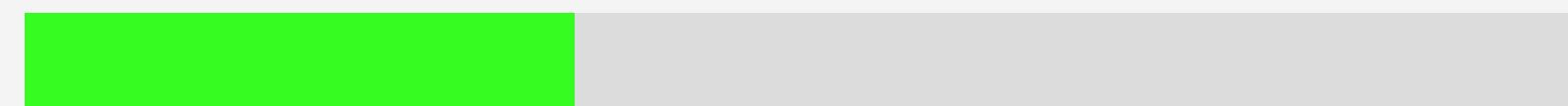


-8% last 3 months



I sometimes indulge my desires and buy unplanned things

36%



-3% last 3 months



Prices have increased a lot  
(% agree)

2022 Q3  
55%

2023 Q3  
44%

2024 Q3  
22%



# The complexity in consumers' purchase journey is increasing



**46%** of shoppers visited a retailer but ended up by buying in another one

**71%** of shoppers focus most on price when making a purchase

**-3pp** Importance of promotions as a purchase driver  
(vs 2020)

Consumer disloyalty

Promotions less relevant than in the past



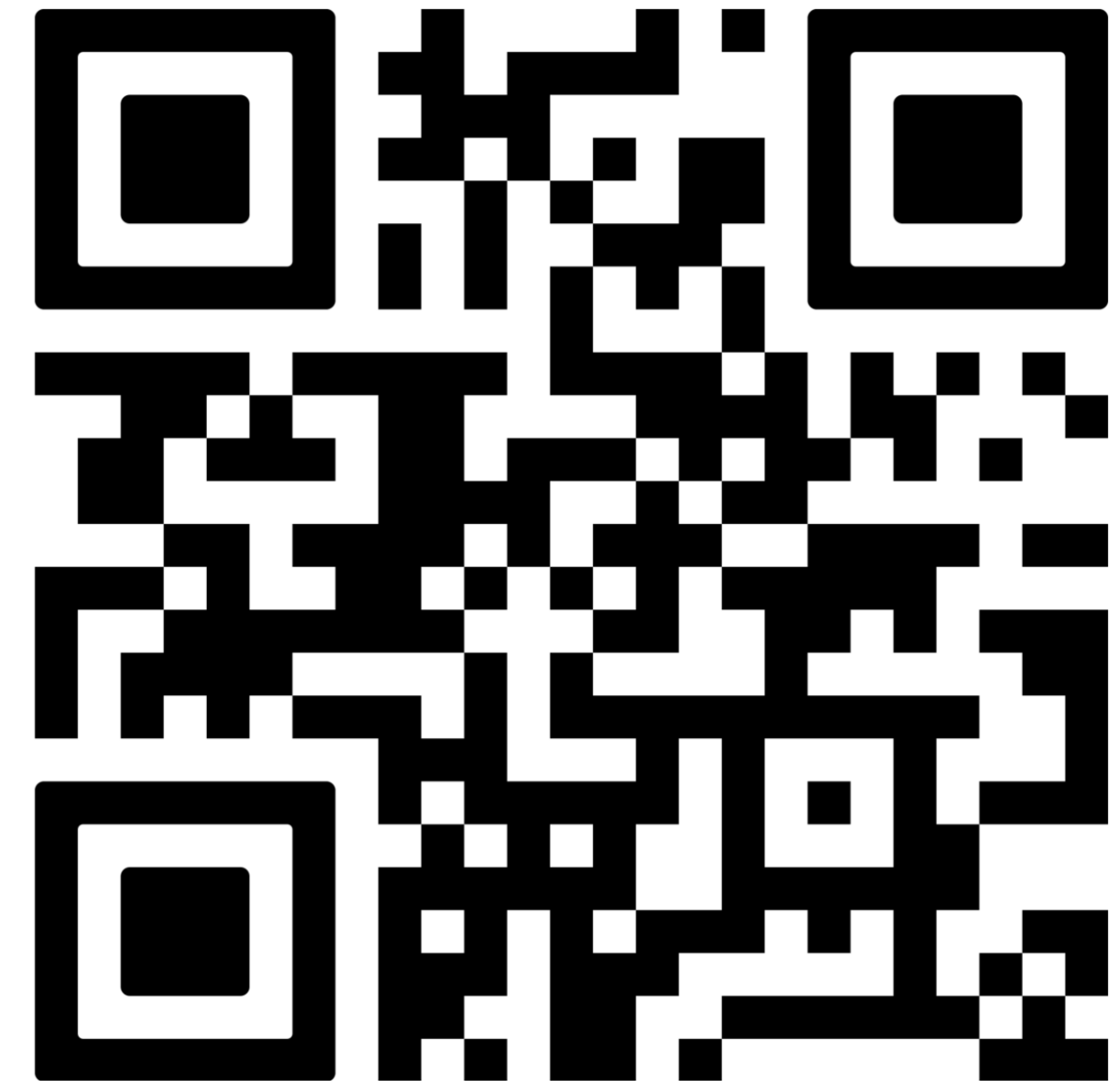
# Why you should come to IFA: Key Takeaways

- 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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For All

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