



Press release

## **IFA 2025 draws a successful conclusion: more innovation, more new products, more content, more visitors**

*Berlin, 9 September 2025* – After two Media Days and five intensive days at the trade show, IFA Berlin, the world's largest event for home and consumer tech, draws a thoroughly positive conclusion. With over 1,900 exhibitors from 49 countries and 220,000 visitors, IFA has once again impressively confirmed its role as the leading global trade show.

### **International stage for innovation**

IFA Berlin continues to set the pace for the industry in 2025 – with a clear focus on home and consumer tech, artificial intelligence in everyday life, robotics, smart homes, gaming and content creation. Hundreds of new products and world premieres were presented across more than 190,000 square metres.

A special highlight was the IFA Innovation Awards: with over 500 entries, the newly introduced programme far exceeded expectations. Numerous brands used IFA for their global product launches, underlining the importance of the trade show as a stage for market innovations and their introductions.

### **Content offensive: more press, more keynotes, more reach**

The trade show significantly expanded its reach in the international media. The number of press conferences rose by 16 per cent. At the same time, the conference programme grew: with significantly more keynotes and high-profile speakers, the Innovation Stage and Dream Stage, among others, were fully booked throughout. The new Friday afternoon keynotes in particular caused a stir and attracted 50 per cent more visitors than in 2024 – both nationally and internationally.

IFA also set new standards for the creator community:

The Creator Hub initiative attracted over 1,200 influencers and content creators to the content and topics at IFA – an increase of more than 50 per cent. This also made IFA to a platform for content creators, live streaming formats and digital multipliers.

### **New and established trade fair formats continue to grow**

The new IFA Retail Leaders Summit celebrated a successful launch and attracted renowned international top retailers and tech companies – including, for example, the software group Microsoft with a keynote speech, which will be more closely involved in future, as well as the company AMD.

In addition, established and new formats such as Beauty Hub, Creator Hub, Communication & Connectivity Areas and the Mobility Track impressed with clear curation, greater experiential value and interactive activities.

The spacious Outdoor Gardening & Cooking zones and the RoboCup also attracted thousands of visitors. [IFA Moments](#), the trade fair's year-round highlight format, continued to evolve and became a 'must-see' at this year's event – both at the exhibition grounds and throughout Berlin.

### **IFA Sommergarten delighted young target groups**

The IFA Sommergarten once again proved to be a crowd puller – especially for Gen Z, Gen Alpha and families. This was evidenced by sold-out events such as the Ikkimel & Friends Open Air Concert, with around 10,000 visitors, and the podcast duo from Fest & Flauschig, Jan Böhmermann and Olli Schulz.

### **International appeal and prominent guests**

With a noticeable increase in international media, retailers, distributors and start-ups, IFA strengthened its international presence. Once again, this year's guest list was impressive: in addition to leading politicians such as Dorothee Bär (Federal Minister for Research, Technology and Space), Kai Wegner (Governing Mayor of Berlin), Franziska Giffey (Senator for Economics) and Robert Habeck (former Vice-Chancellor and Federal Minister for Economic Affairs and Climate Protection (2021 to 2025)), personalities from the worlds of sport and tech such as former national football player Bastian Schweinsteiger and tech blogger Sascha Pallenberg also visited the trade show.

### **Comments on IFA 2025**

*'IFA 2025 has once again demonstrated how closely technology, trade and culture are linked today. We are proud that IFA has once again become the meeting place for the international tech world this year and that we are setting new standards for international cooperation. IFA builds bridges and stands for innovation, connectivity, networking and cosmopolitanism. This is precisely what makes it so attractive to exhibitors, visitors and politicians alike. The fact that numerous exhibitors have already confirmed their participation for 2026 confirms that the new IFA concept is working,'* says Leif Lindner, CEO of IFA Management GmbH.

*'IFA 2025 impressively demonstrates the power of innovation – from technologies that make our everyday lives easier to ideas that shape our future. Thanks to our strong partnership with Clarion and the enormous commitment of the IFA Management team, IFA has initiated a transformation process in recent years that is clearly visible and noticeable throughout the exhibition grounds. For the global consumer and home tech industry, IFA is and remains the most important meeting place of the year,'* adds Dr Sara Warneke, Managing Director of GFU Consumer & Home Electronics GmbH.

Industry representatives, partners and exhibitors were also enthusiastic about the mix of B2B and B2C offerings, the high level of internationality and the opportunity to initiate business deals directly on site.

<https://www.ifa-berlin.com/exhibitor-statements>

## **Outlook for 2026**

IFA Berlin can already confirm new bookings for 2026, underlining its position as the world's leading trade show for home and consumer tech. In addition to industry giants such as LG Electronics, TCL and Vestel, numerous confirmations have already been received for renewed participation next September.

This strong demand once again demonstrates the industry's confidence in the successful trade show concept and shows that IFA continues to consolidate its position as a global meeting place for leading brands, innovators, trendsetters and outstanding entrepreneurs.

IFA 2026 will take place from 4 to 8 September 2026 at the Berlin Exhibition Grounds.

## **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)

## **Contact**

IFA Berlin press team  
[press@ifa-management.com](mailto:press@ifa-management.com)

Sonja May  
Director PR & Corporate Communications  
[s.may@ifa-management.com](mailto:s.may@ifa-management.com)  
+49 1515 1577525

Gioia Zoli  
Head of International PR  
[g.zoli@ifa-management.com](mailto:g.zoli@ifa-management.com)  
+49 (0) 30 3983099-501