IFA Innovation For All

# IFA Press Conference 2025
# Welcome!

# Japan (Tokyo)

# Leif Lindner

ライフ・リンドナー

CEO
IFA Management GmbH

# Press Material

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# Discover IFA
# Imagine the future

# Innovation For All

# Our Core Values

**Inspiration:**
**feel inspired.**

**Curiosity:**
**embrace the unknown.**

**Trust:**
**a legacy of reliability.**

**Community:**
**a shared journey.**

# A new era realized

# Leading Tech Hub

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# Executive Summary

## Attendees

**220,000** (+5% YOY)

from 140 countries
GenZ & Gen Alpha boosted by Sommergarten Concerts

## Press, Media & Creators

**4,400+**

in attendance, increase in quality due to stricter vetting process

## Exhibitors

**1,900** (+5% YOY)

from 49 countries

## Media Reach

**301+ bn**

with a share of 46% German vs 54% international media

## Retail Power

**67%** (+10% YOY)

international retailers

# Exhibition Evolution

- IFA is a better **curated exhibition** of cutting-edge products and brands
- Relatively **equal representation** of Home Appliances vs Consumer Electronics with a split of **42% vs 58%**
- **Growth** particularly in segments Computing & Gaming | Content Creation | Digital Health & Beauty Tech | Smart Home
- **IFA Next:** 260 exhibitors within from 28 countries

**Top 5 exhibiting countries**

China
Korea
UK
USA
The Netherlands

**Excludes Germany*

# Exhibition Features & Marketing Activations

## IFA Retail Leaders Summit

### New Features

- Creator Hub
- Mobility Track
- Beauty Hub
- Outdoor Gardening & Cooking
- Indie Games Areas in collaboration with Games Ground

### Extended Digital Reach

ebay TikTok Shop webedia

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# Trusted by Industry Leaders

acer
AMD
ANKER Innovations
BOSCH
cecotec
dji
Dolby
DREAME
Electrolux Group
Haier
Hisense
Insta360 Think bold.
LG
LIEBHERR
Metz
Midea
Panasonic
PHILIPS
roborock
SAMSUNG
sbs
SHARP
SIEMENS
SONY
TCL
VESTEL
WHOOP
WITHINGS

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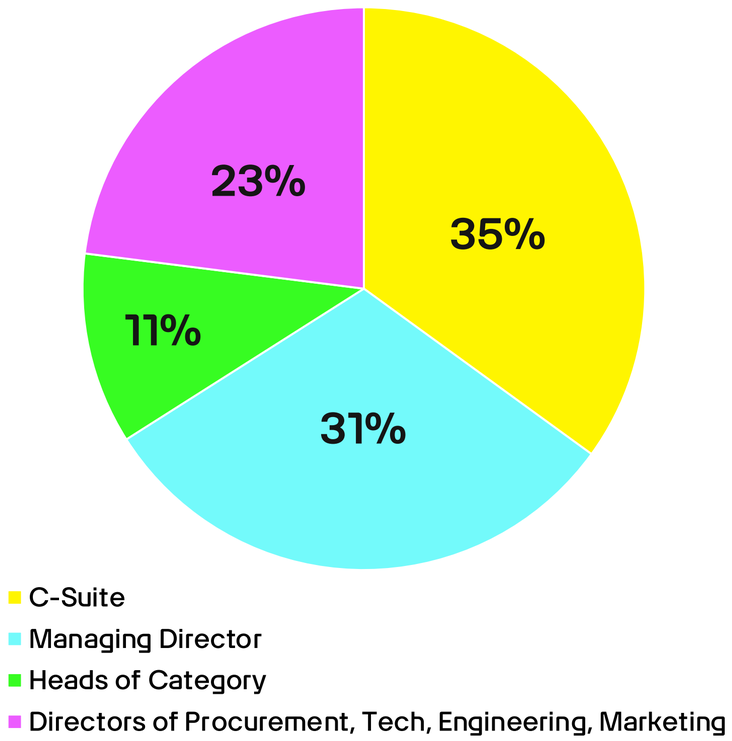
Based on IFA 2025

# Retail Leaders Summit

## Retail Leaders Summit Attendee Seniority



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# Global Retailers

Alibaba
ALTEX
alza.cz
amazon
asgoodasnew
BIG BANG
bol.com
boulanger
BUT
Carrefour
COMFY
Conforama
cool blue
coop
coupang
currys
cyberport
digitec.ch
GALAXUS
ebay
EDION
EK retail in motion
El Corte Inglés
electronic4you
ELGIGANTEN
ELKJOP
eMAG
ТОРГОВЕЛЬНИЙ ЦЕНТР ЕПІЦЕНТР
ESSELUNGA
fnac
Grupo eletrolar ALL CONNECTED
Harvey Norman
hepsiburada
IKEA
Inter Discount
John Lewis
Joybuy
KSENUKAI
kleinanzeigen
KOMPLETT GROUP
LEROY MERLIN
LOTTE HIMART
mediaexpert
MIGROS
mimovrste by allegro
NEONET
net on net
OTTO
PLANEO Elektro
POWER
PttAVM.com
Reliance RETAIL
REPARTLY
RTV EURO AGD
salling group
Sharaf DG
sinersis
sonepar
TEKNOSA
trendyol
United Retail
worten

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Based on IFA 2025

# The IFA Innovation Awards

**500+ Entries** in the first year across **13 categories** with brands like Samsung, LG, Hisense, Anker, Miele and many more to submit their products

## Winners

### Best of IFA

LG Signature OLED T

### Best of Tech Innovation

Samsung The Premiere 5

### Best Brand

Miele

## Top Brands

ANKER LG SAMSUNG Hisense Miele

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# Global Markets

**B2B & Trade professionals**

**10.925**

**Exhibitors from 15 countries**

**550**

**Key product categories**

Home appliances
Smart living
Mobile electronics
Audio
Video, energy and power

**Key segments**

Consumer electronics
Home appliances
Manufacturing solutions
Emerging brands

IFA Global Markets 2026
Hall 26 at Messe Berlin
5-7 September 2026

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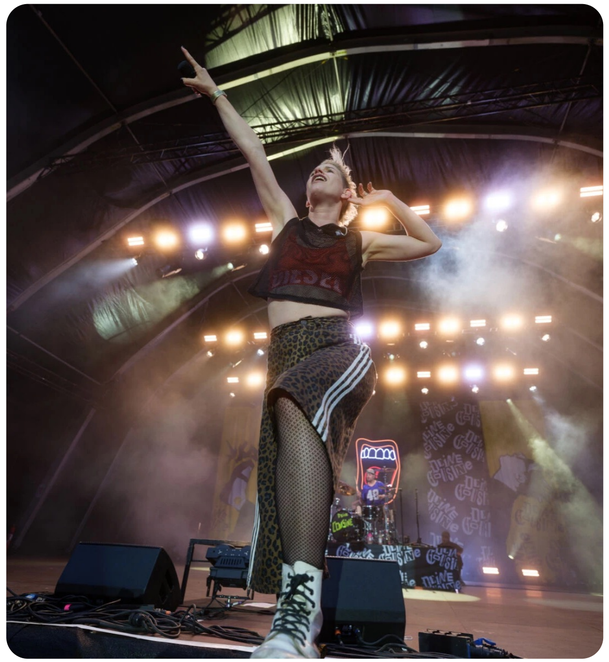
# Sommergarten: the Sound of IFA



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# IFA Moments

**114 IFA Moments**

**17 Brand partners**

**Examples**

- Anker Innovations Global Launch Event
- Dreame presents Bastian Schweinsteiger at IFA 2025
- Sony – Street contest finale with Thomas Kakareko

**Goal**

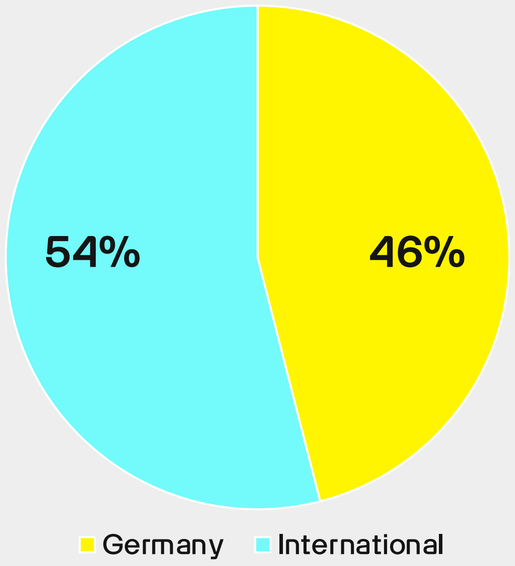
- More and better communication
- Clearer connection to the wording „IFA Moments“

# IFA 2025 Media Countrysplit

2025
→ Quality approach: More T1 Media

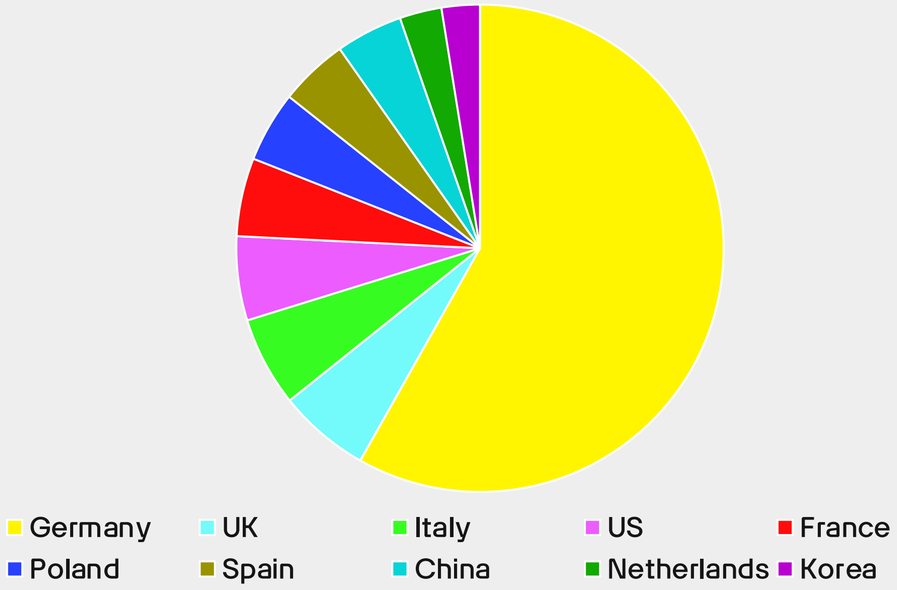
**3.200+**
**registered media**

**80**
**countries**




## Top 10 Countries

| | |
|---|---|
| Germany | 45,9% |
| UK | 4,8% |
| Italy | 4,7% |
| US | 4,4% |
| France | 4,1% |
| Poland | 3,7% |
| Spain | 3,6% |
| China | 3,5% |
| Netherlands | 2,2% |
| Korea | 2,0% |

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*& 1.200+ creators for a total amount of 4.400+

# Looking to 2026 and beyond

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# Our purpose: Bringing innovation to life

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# Show Areas

- Home & Entertainment
- Home Appliances
- Smart Home
- Communication & Connectivity
- Audio
- Computing & Gaming
- Photo, Video & Content Creation
- Wellbeing & Beauty Tech
- Mobility
- IFA Next

# Global Tech and Durables



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# 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 in Q1-Q3 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
- Premiumization continues in most sectors and innovations are in demand



Source, footnote

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# Global growth forecast improves slightly for 2025

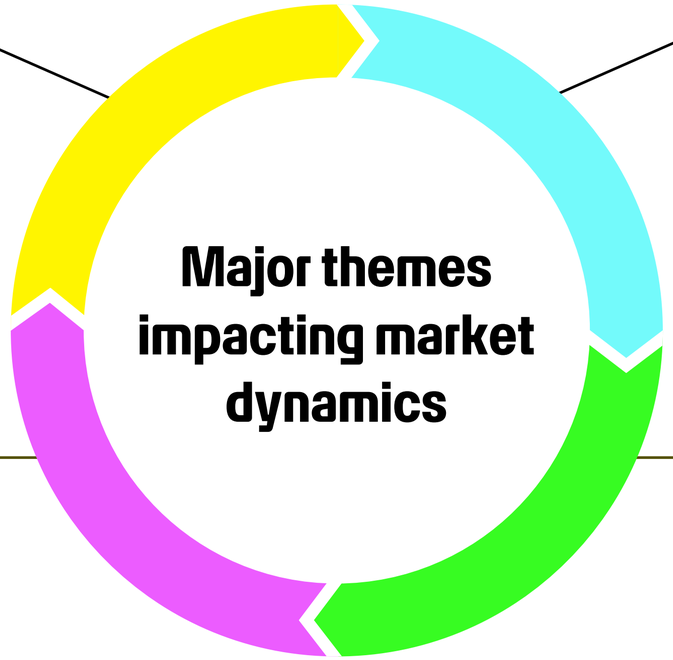
Due to temporary impact factors like tariff-related frontloading of activity

## Trade policy Uncertainty

- Temporary tariff pauses have supported near-term activity, but uncertainty remains high.
- Risks include a rebound in tariffs, geopolitical tensions, and fragmentation, which could disrupt supply chains and dampen growth.

## China's performance exceeds expectations

- China's growth expectation for 2025 is revised up to 4.8%*, driven by exports and fiscal support.
- Growth is expected to moderate to 4.2% in 2026 trade frontloading fades, however reduced tariffs and inventory recovery may counteract this




## Inflation: Mixed picture

- Global headline inflation is expected to fall to 4.2 percent in 2025 and 3.6 percent in 2026, with divergence across regions.
- U.S inflation is predicted to stay above target due to downside risks from potentially higher tariffs and elevated uncertainty and the weaker dollar

## Slowing Global growth

- Global growth is revised slightly up to 3.0% in 2025 and 3.1% in 2026*, driven by lower effective tariffs and frontloaded trade and investment.

  However, this uptick doesn't signal sustained momentum—growth remains below 2024 levels.

1. IMF World Economic Outlook (Update) July 2025. *IMF projections, July World Economic Outlook interim Report vs April WEO. Global T&D Trends Report Q2 2025 – Global Strategic Insights



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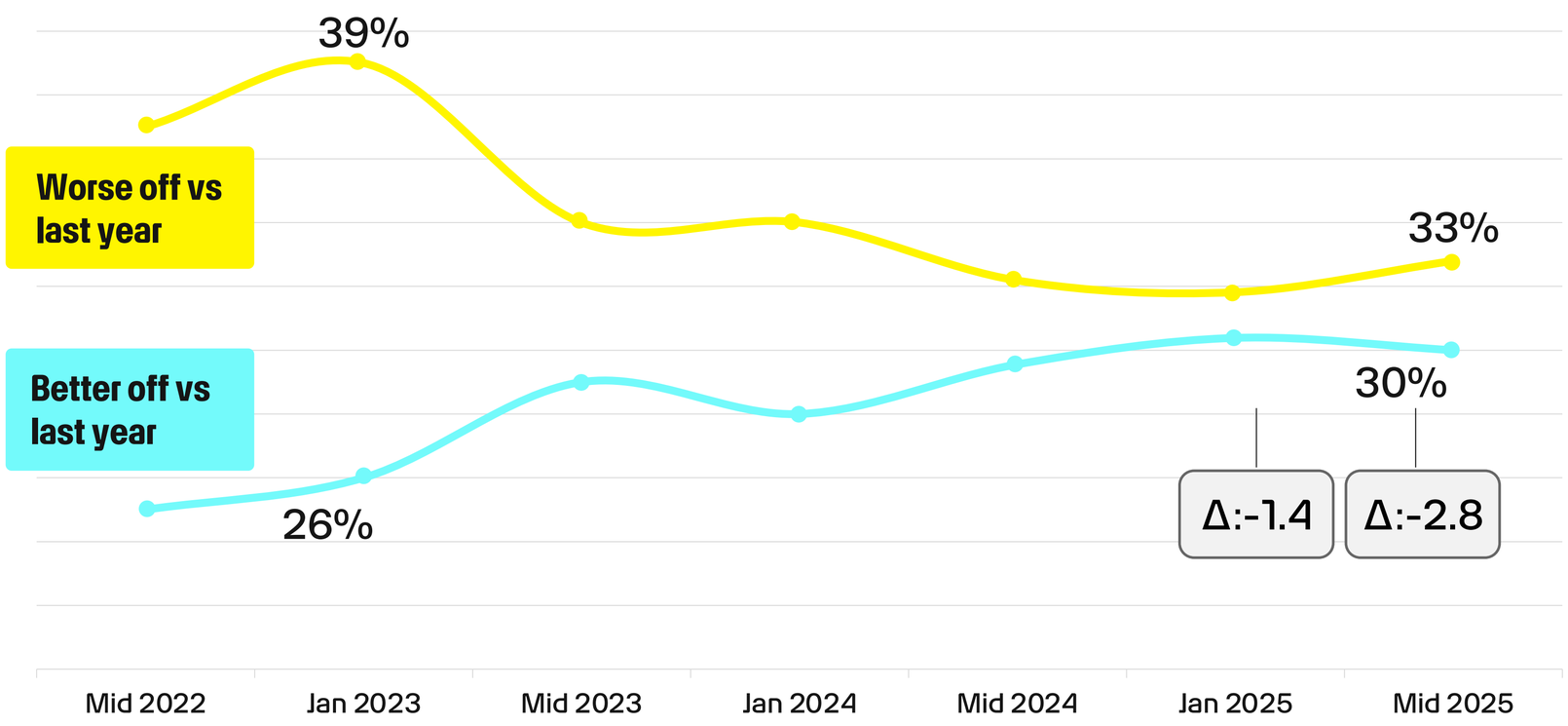
# Money saving attitude

The worst is over, but intentional spending persists

**Consumer financial position**
Sentiment year-over-year (% respondents)




## Why?

**73%**
due to increased costs of living

**39%**
due to economic slowdown

**30%**
due to job insecurity/loss

Source: NIQ Consumer Outlook Mid 2025, Global. Q: Compared to a year ago, is your household better off or worse off financially

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# Tech & Durables total market returns to growth, driven by China, IT and appliances

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 – Aug 2025

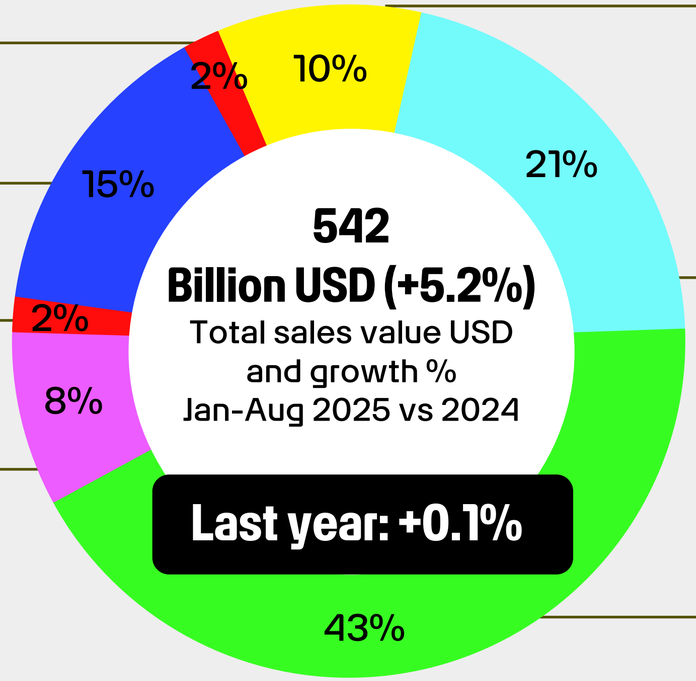
| Global (excl. NA) | |
|---|---|
| USD excl. China | +1.2% |
| Local currencies | +7.2% |

**Office**
-1.1%

**Information Technologies**
+10.8%

**Photo**
+9.7%

**Small Domestic Appliances**
+6.7%




**Consumer Electronics**
+0.5%

**Major Domestic Appliances incl. Aircon**
+4.9%

**Telecom**
+4.5%

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 Aug 2025 – Global Strategic Insights

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NIQ GfK

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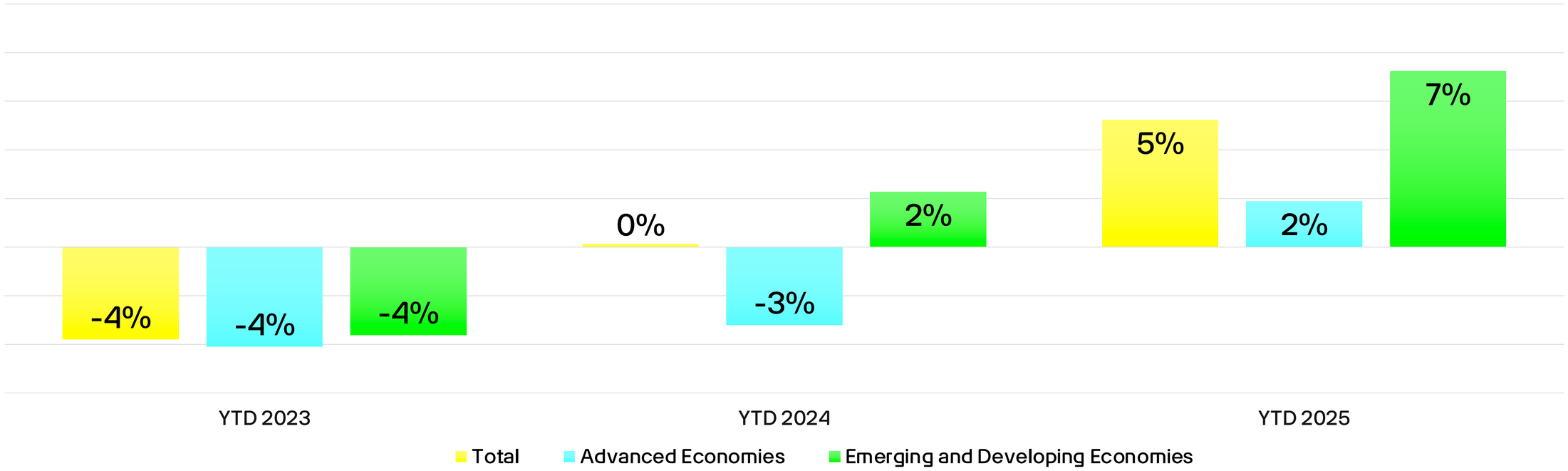
# Emerging and Developing economies continue to drive Tech and Durables growth

Global (ex. NA, RU) Tech and Durables
Sales Value USD (NSP)
Growth rate YoY (%)
IMF classification for regions followed YTD: Jan – Aug




Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Channel Coverage: Retail Sales revenue growth per year vs previous year; Definition of regions is based on IMF classification
Global T&D Trends Report Aug 2025 – Global Strategic Insights



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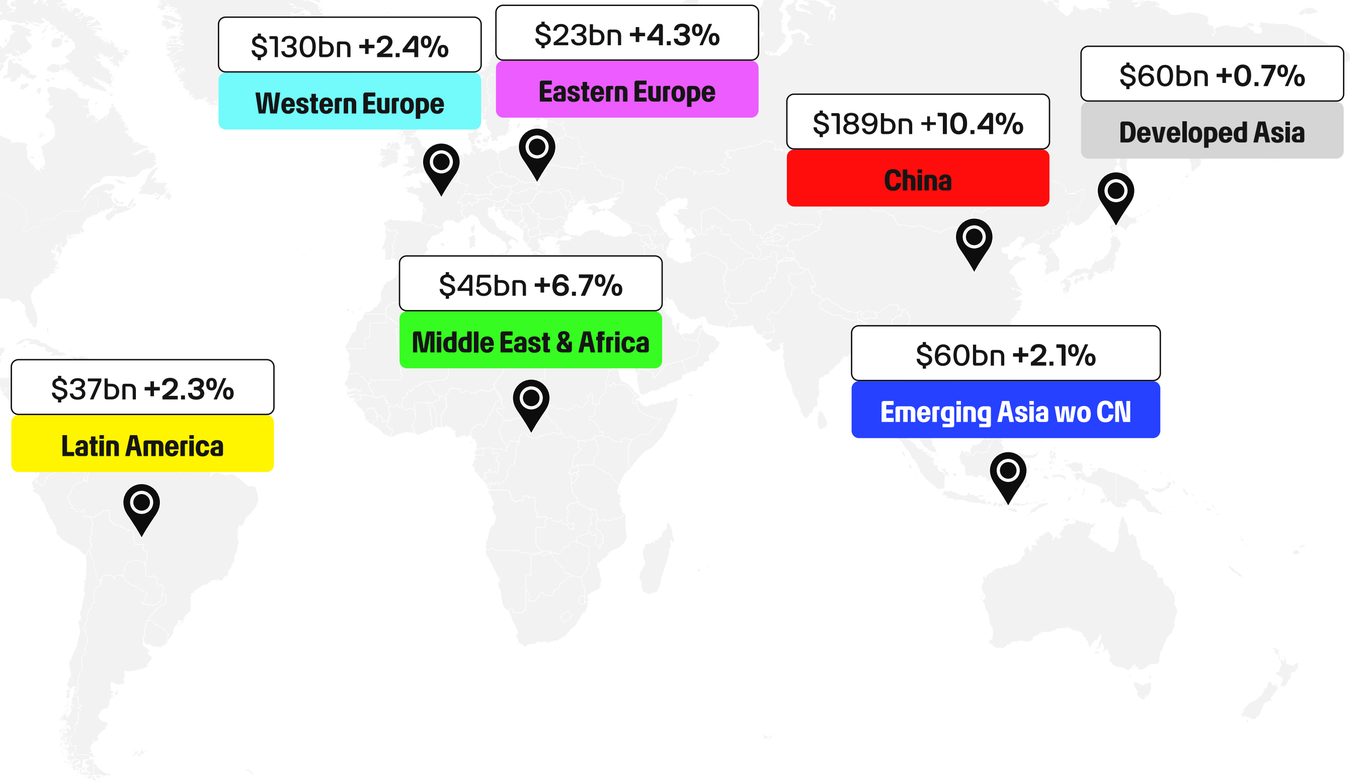
# Most emerging regions drive value growth

Most regions except Developed Asia has returned to growth

Global (ex. NA, RU) Tech and Durables
Sales Value USD (NSP)
Growth rate YoY (%) Jan 2025 – Aug 2025

| Global (excl. NA) | |
|---|---|
| Turnover | $544 bn |
| Growth Rate | +5.2% |




Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2025 vs. 2024; Channel Coverage: Retail
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# Japan Tech and Durables

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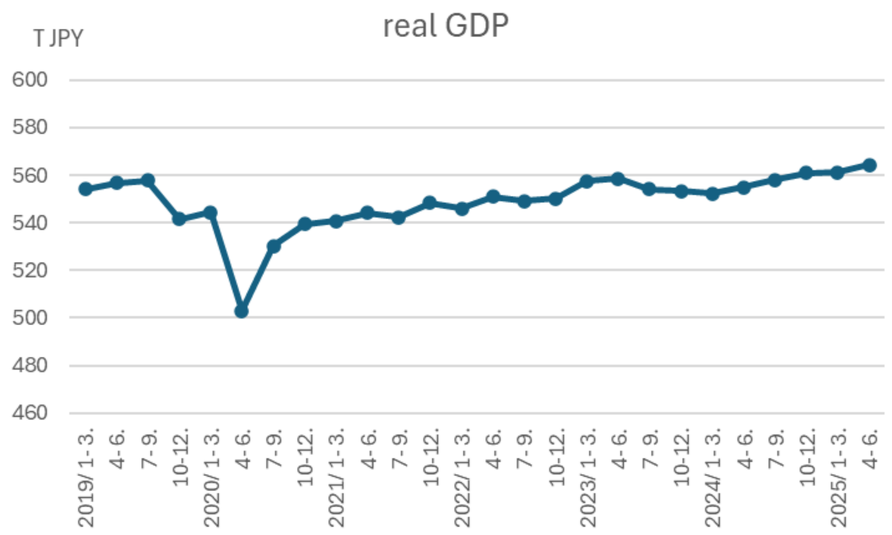
NIQ GfK

# Japanese Economy

2025 1H

- **Japan's real GDP** for the April–June quarter of 2025 increased at an annualized rate of 1.0% from the previous quarter, marking five consecutive quarters of positive growth.
- In June 2025, Japan's **Consumer Price Index (CPI)** rose by 3.3% YoY, with prices for household durable goods also increasing by 2.5% YoY. While gasoline and water prices were down YoY, food prices continued to rise.
- Based on the June 2025 **Consumer Confidence Index** trends, consumer sentiment appears to be improving. The rate of willingness to purchase durable goods, one of the key indicators of the Consumer Confidence Index, increased by 2.8% points MoM.



Source: Cabinet Office - Japan Real GDP/Consumer Confidence Survey

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# Consumer Technology Market: Contributions by Sectors

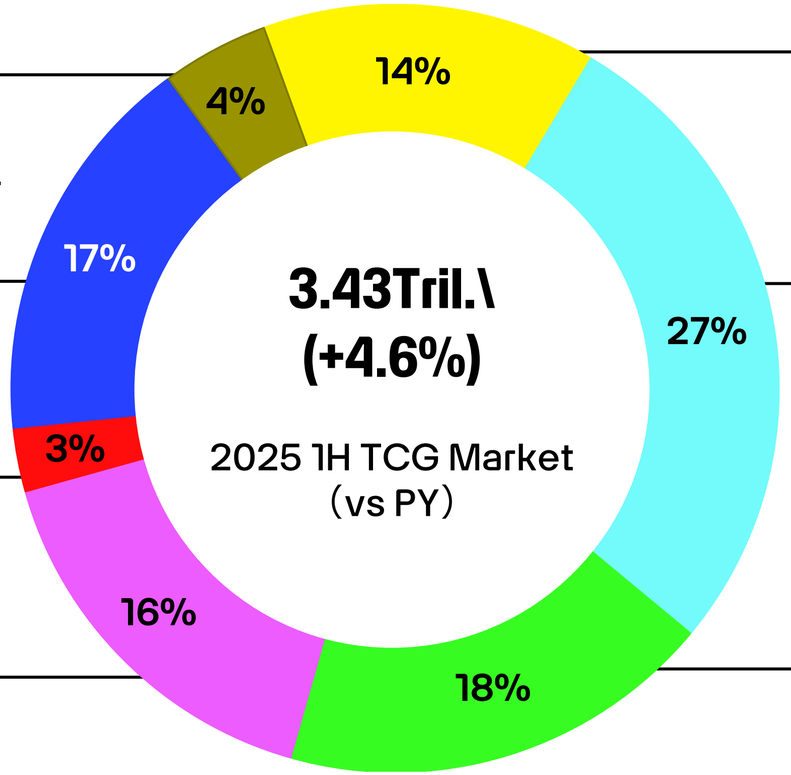
The TCG Market recorded a 4.6% growth compared to last year due to the strong performance of IT and telecom.
The value had been on a downward trend since 2022, but it has now turned upward for the first time in four years.

**Others**
+3.5%
Home&Living, Dry batteries, Lamps etc.

**IT**
+9.5%
Computers and tablets, Peripherals, accessories, etc.
**Replacement ahead of end of Win10 support**

**Imaging**
-3.6%
Digital Still Cameras, Lenses etc.
**Sluggish sales of interchangeable lens cameras**

**SDA**
+2.7%
Cooking, Household, Beauty and Health, Seasonal etc.
**Cooking appliances are driving the growth**




**AV**
-3.8%
Visual and Audio equipment, Electronic musical instruments, game consoles, etc.
**High temperatures drive demand for Air conditioners**

**MDA**
+3.6%
Refrigerator, washing machine, air conditioner, microwave oven, etc.
**High temperatures drive demand for Air conditioners**

**Telecom**
12.6%
Smartphones, Phone devise, FAX etc.
**Recovery of replacement demand**

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Data Source : GfK Estimated

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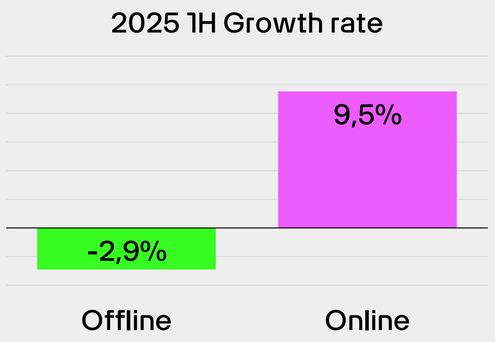
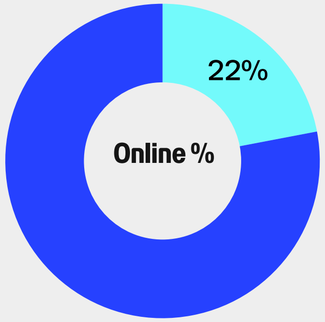
NIQ GfK

# Diversification of TCG market sales channels

## Online channels remain strong




## New channel is accelerating their entry into TCG market

As a furniture store, **Nitori** is making a full-scale entry into the TCG market to offer total coordination through appliances that harmonize with furniture and interior design.

By focusing on essential functions, Nitori delivers high cost-performance across a wide range of products, including large appliances such as **drum-type washer-dryers (¥99,900 / approx. $650), refrigerators, air conditioners, and TVs**, as well as small appliances like **beauty devices, kitchen appliances, and vacuum cleaners.**

## TikTok Launches "Discovery E-Commerce" in Japan

TikTok launched its in-app e-commerce feature, **TikTok Shop**, in Japan on **Monday, June 30.**

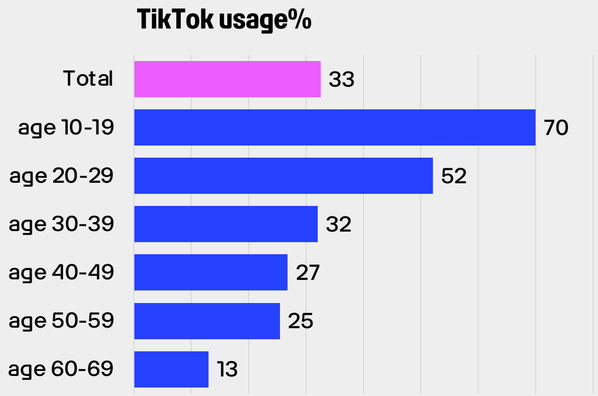
This feature allows users to discover and purchase products directly within the app.

Upon the launch, several consumer electronics brands—including **I-ne, Anker Japan, MTG, KINUJO, and YA-MAN**—joined the platform.

Furthermore, in **October**, one of Japan's leading electronics retailer **Yodobashi Camera** announced that it will open its official **"Yodobashi Store"** on TikTok Shop starting **November 1, 2025.**

## Is Live Commerce Gaining Ground in Japan?

- According to the Consumer Affairs Agency's "Live Commerce Survey Results" (2020), both awareness and usage of live commerce remain low in Japan, indicating that the market is still in its early stages.
- On the other hand, TikTok's usage rate among teenagers reaches 70%, suggesting a potential expansion of the consumer base, especially among younger generations.




Source: TikTok Official Newsroom,ヨドバシ.com - ヨドバシカメラTikTok Shopにてフルフィルメントサービスの連携スタート Ministry of Internal Affairs and Communications – Communication Usage Trend Survey

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# Why you should come to IFA

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# Press Material

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# See you at IFA: 4-8 September 2026!

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# Q&A

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# Discover IFA
# Imagine the future