



# **IFA Press Conference 2025 Welcome!**

## **South Korea (Seoul)**

**Leif Lindner**

라이프 린드너

CEO

IFA Management GmbH



# Press Material





**IFA** Innovation  
For All

**Discover IFA  
Imagine the future**

# Innovation For All



# Our Core Values



**Inspiration:**  
feel inspired.



**Curiosity:**  
embrace the unknown.

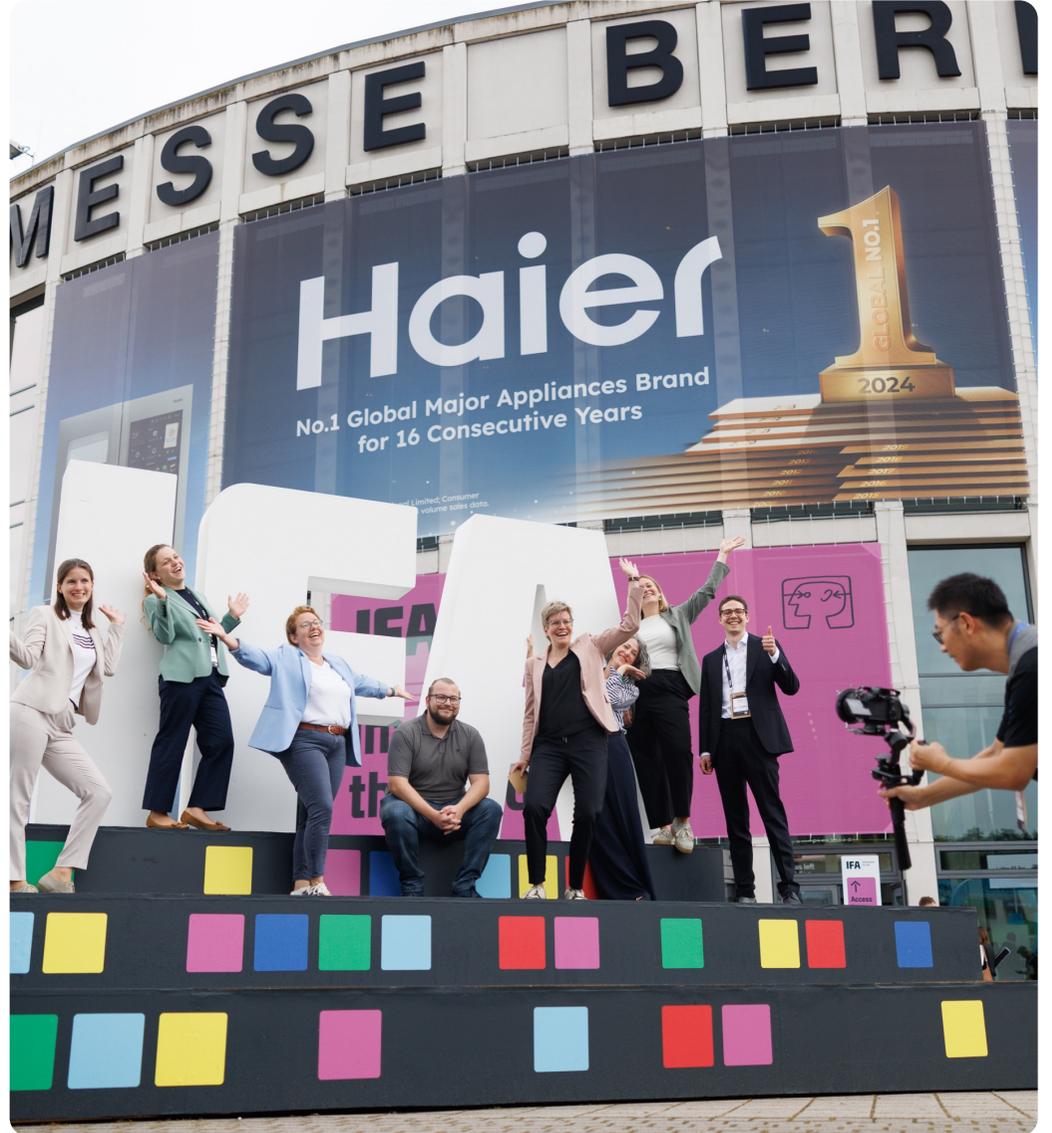


**Trust:**  
a legacy of reliability.

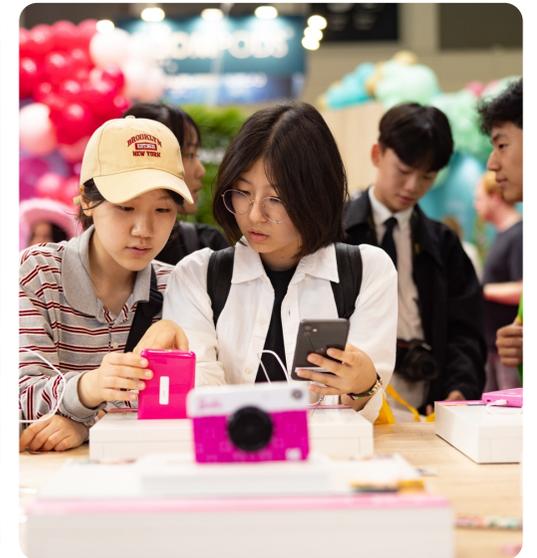


**Community:**  
a shared journey.

# A new era realized



# Leading Tech Hub



# 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/.](#)

**IFA** Innovation  
For All



# Trusted by Industry Leaders

acer AMD ANKER Innovations BOSCH

cecotec DJI Dolby

DREAME Electrolux Group Haier

Hisense Insta360 Think bold. LG

LIEBHERR Metz Midea

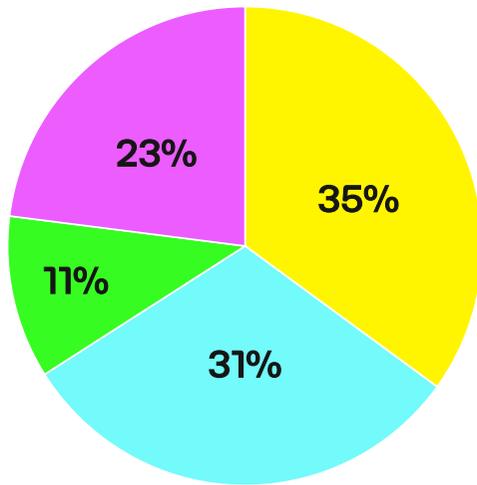
Panasonic PHILIPS roborock SAMSUNG

sbs SHARP SIEMENS SONY

TCL VESTEL WHOOP WITHINGS

# Retail Leaders Summit

Retail Leaders Summit Attendee Seniority



- C-Suite
- Managing Director
- Heads of Category
- Directors of Procurement, Tech, Engineering, Marketing



# Global Retailers



# 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** 

**IFA** Innovation  
For All



# Global Markets

**B2B & Trade professionals**

**10.925**

**Exhibitors from 15 countries**

**550**

## Key product categories

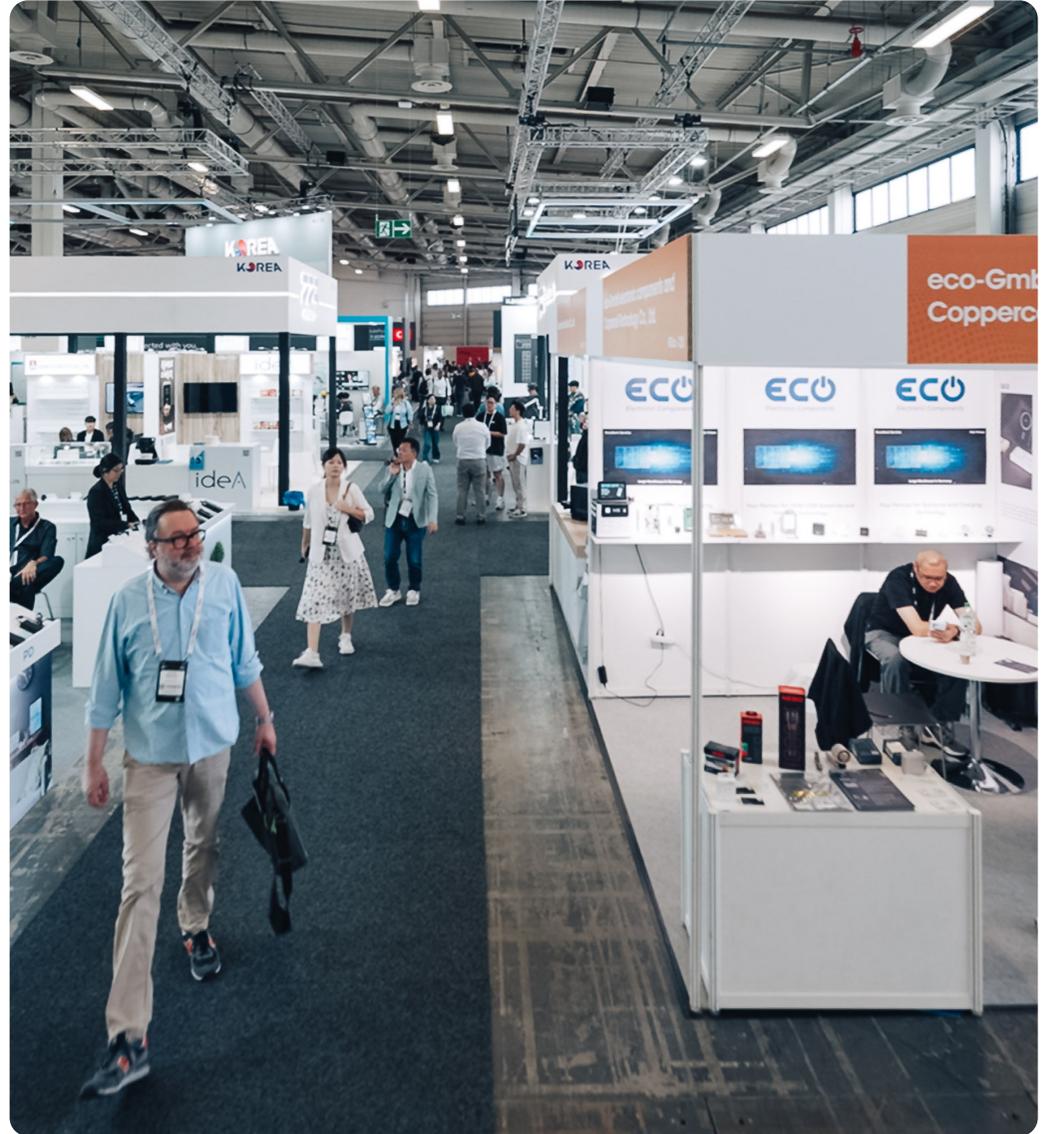
Home appliances  
Smart living  
Mobile electronics  
Audio  
Video, energy and power

## Key segments

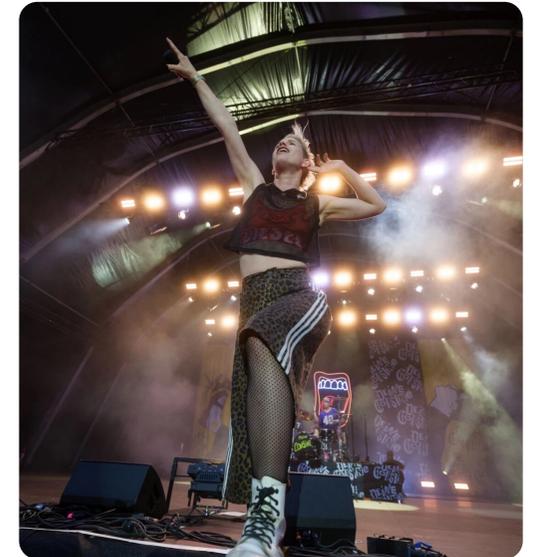
Consumer electronics  
Home appliances  
Manufacturing solutions  
Emerging brands

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

**IFA** Innovation  
For All



# Sommergarten: the Sound of IFA



# IFA Moments

114 IFA Moments

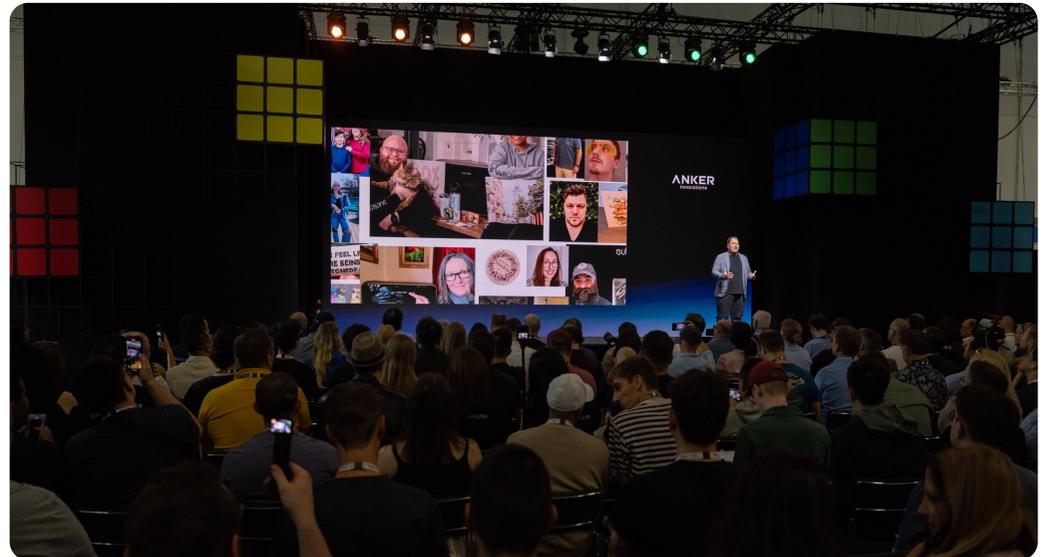
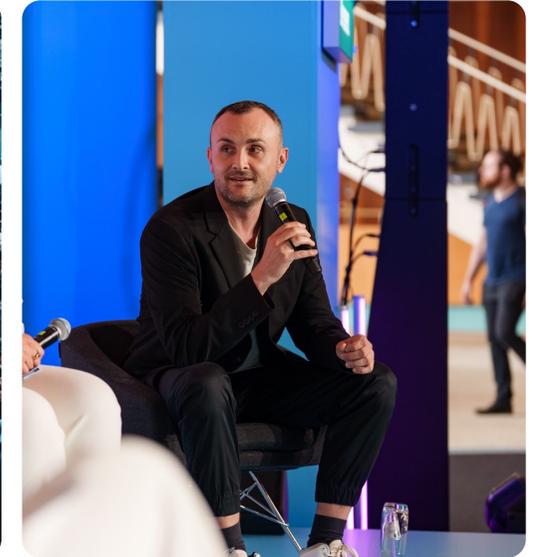
17 Brand partners

## 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 Country Split

2025

→ Quality approach: More T1 Media

**3.219**

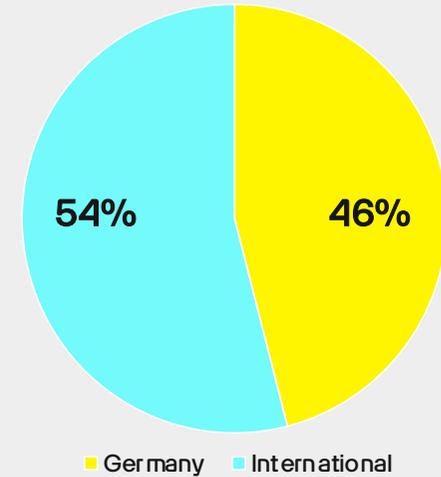
registered media

**80**

countries

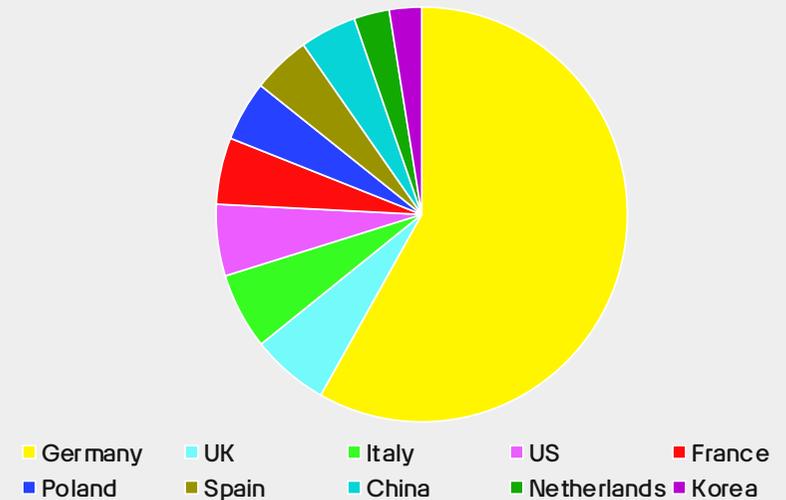
**IFA** Innovation  
For All

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

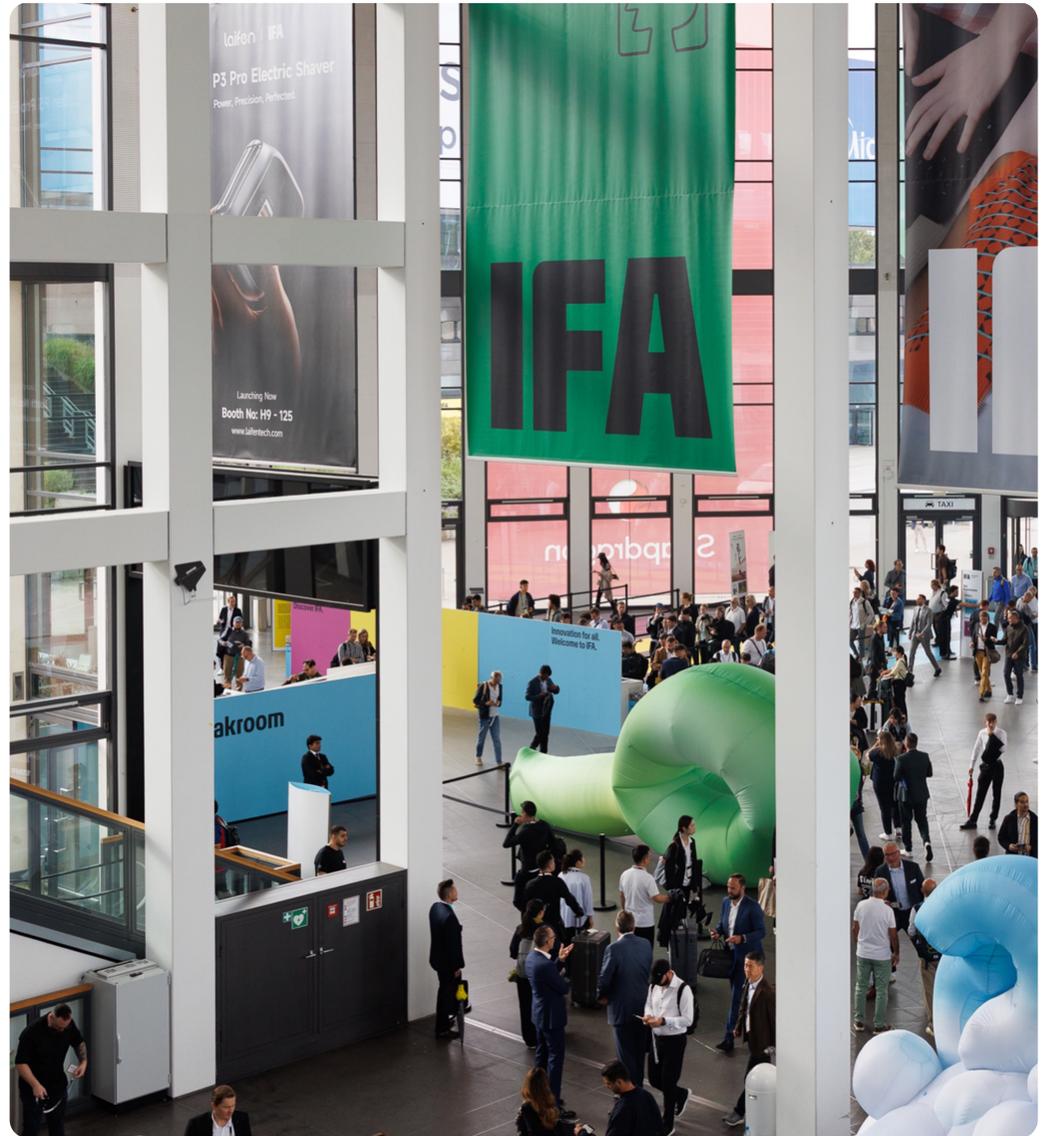


## Top 10 Countries

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%



# Looking to 2026 and beyond



# Our purpose: Bringing innovation to life



# 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

# 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**

# Global growth forecast improves slightly for 2025

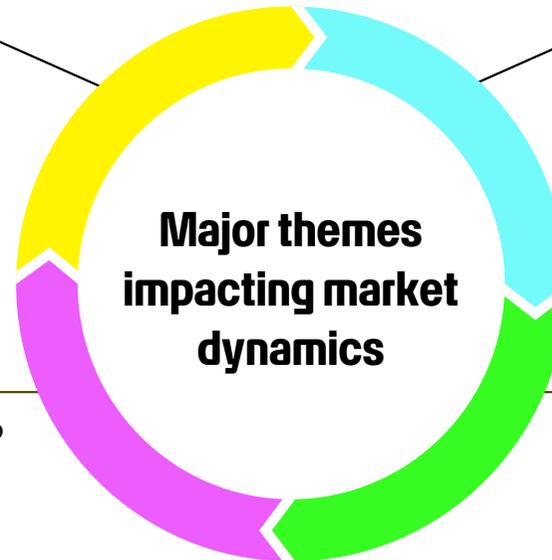
Due to temporary impact factors like tariff-related frontloading of activity

## 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

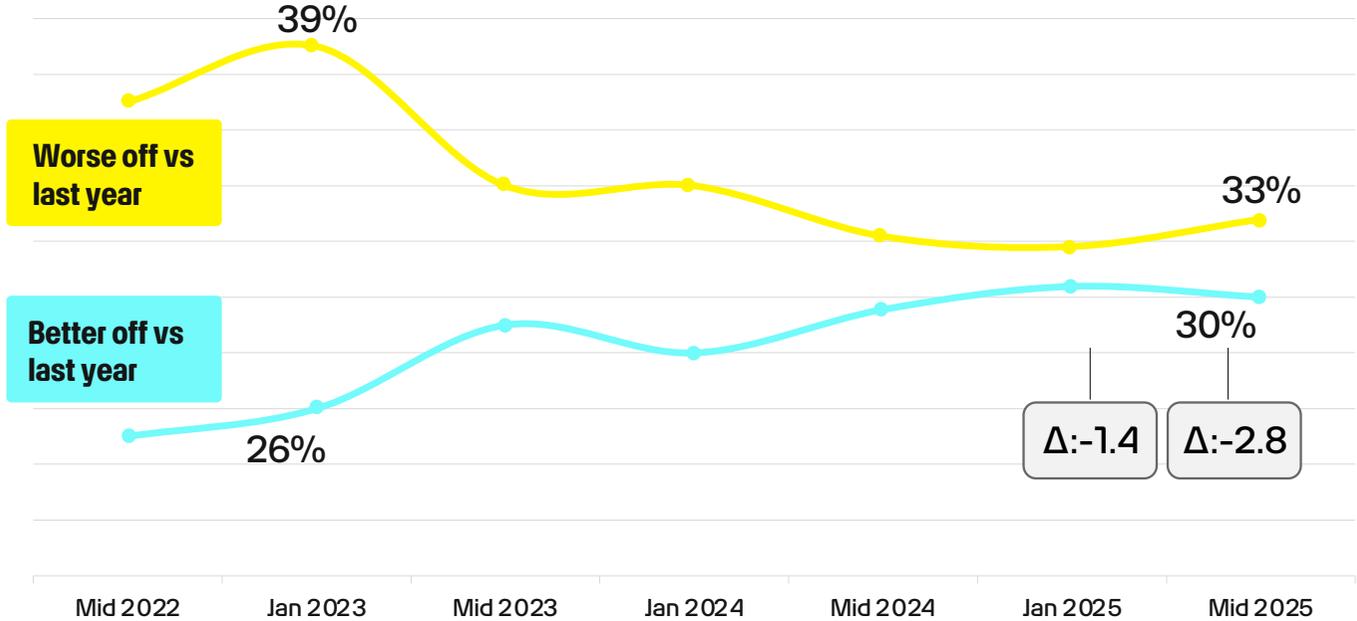
- Global growth is revised slightly up to 3.0% in 2025 and 3.1% in 2026\*, driven by lower effective tariffs and frontloaded trade and investment.

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

# 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

# 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

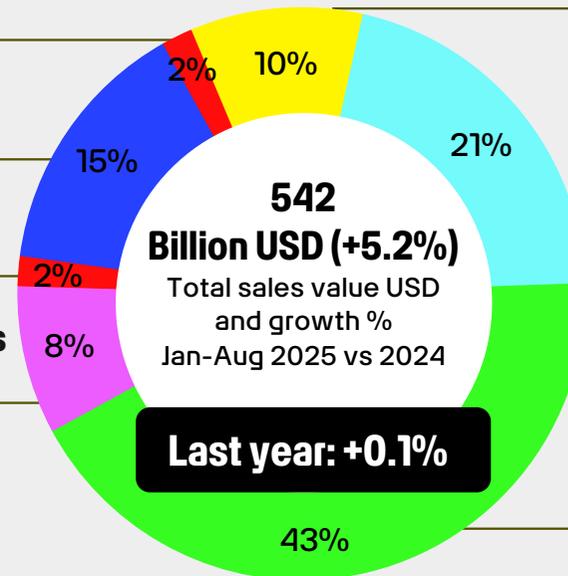
+0.5%

### 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

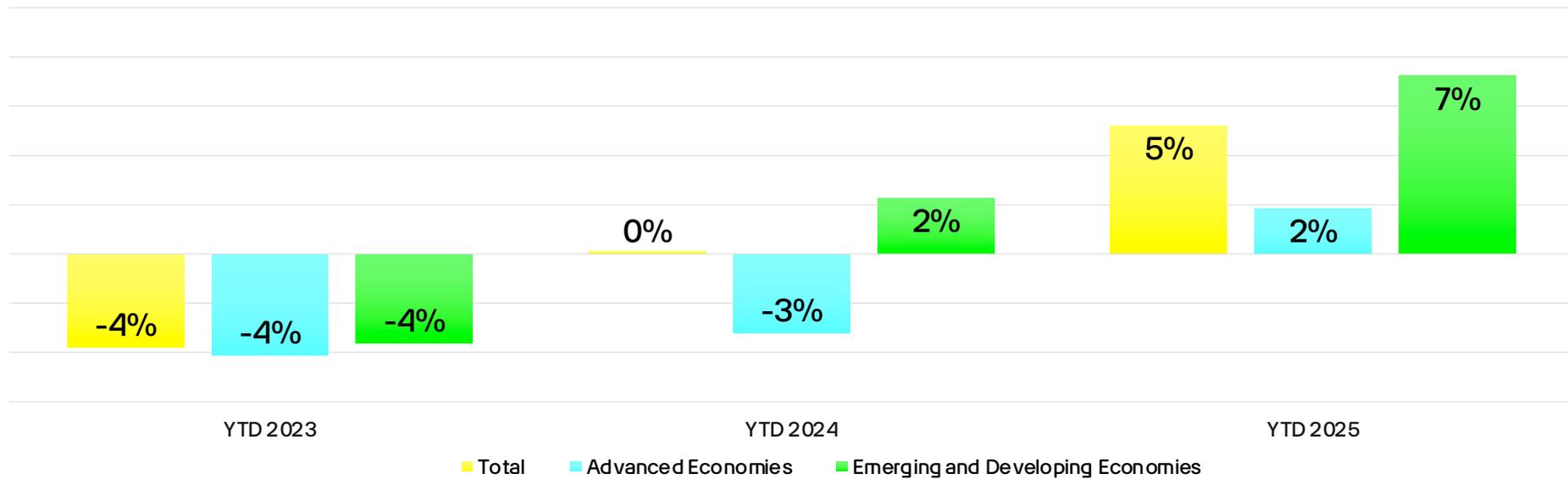
# Emerging and Developing economies continue to drive Tech and Durables growth

Global (ex. NA, RU) Tech and Durables

Sales Value USD (NSP)

Growth rate YoY (%)

IMF classification for regions followed YTD: Jan – Aug



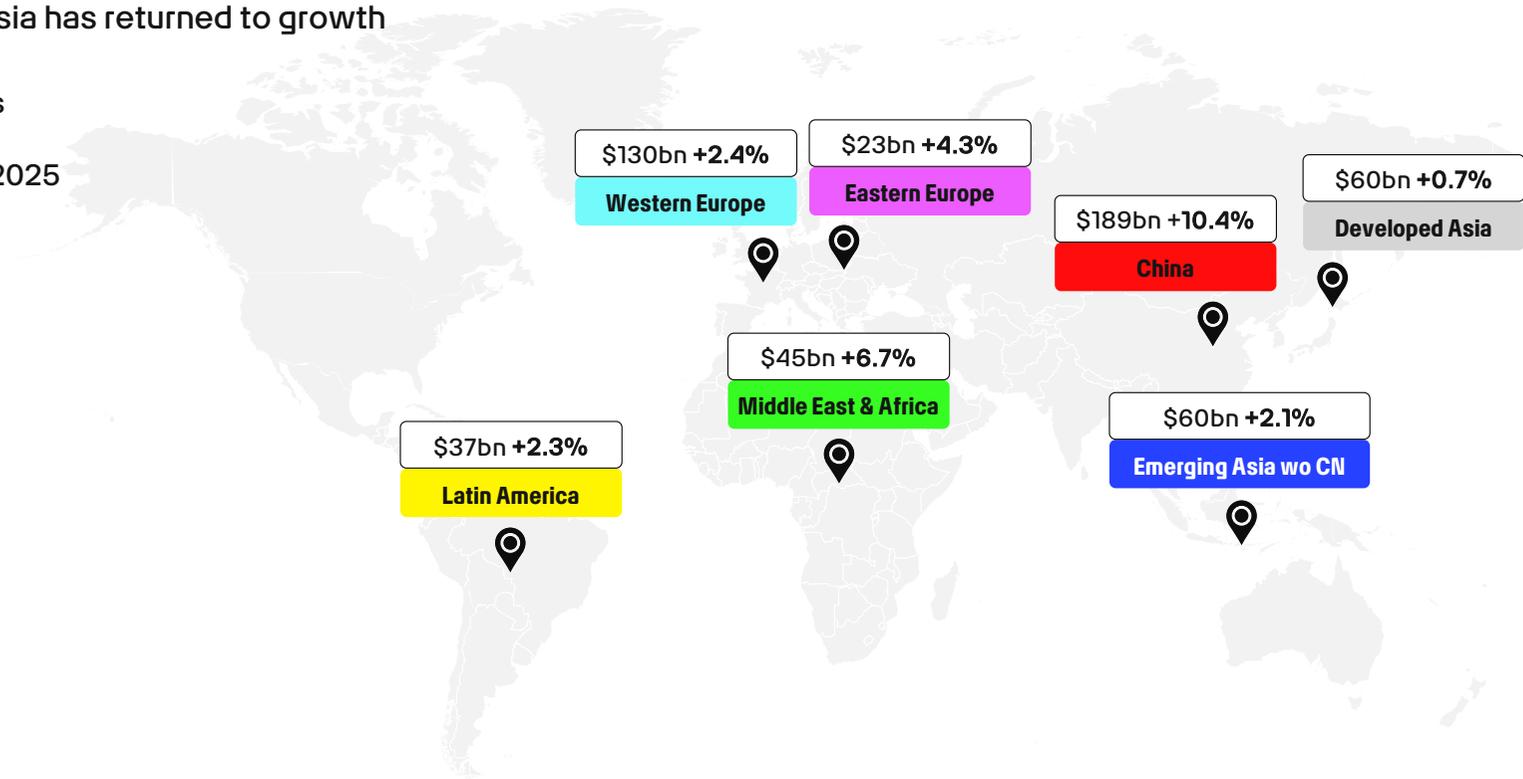
Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Channel Coverage: Retail Sales revenue growth per year vs previous year; Definition of regions is based on IMF classification  
Global T&D Trends Report Aug 2025 – Global Strategic Insights

# 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 Global T&D Trends Report Aug 2025 – Global Strategic Insights



# South Korea Tech and Durables

Local contact: Donghyun Hwang ([donghyun.hwang@nielseniq.com](mailto:donghyun.hwang@nielseniq.com))

# Reasons for Korea's trend

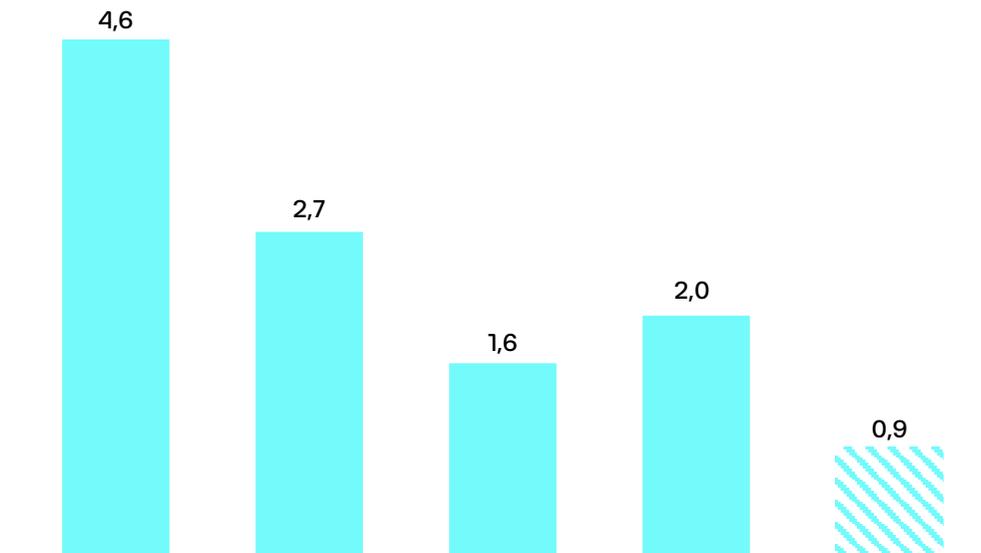


2025 1H was greatly impacted by global trade war and internal political affairs – which relatively is reversed optimistic in 2H. Internal crisis is stable, and exports are showing increase by diversifying countries and semi-conductor boom in 3Q.

## Key Factors

- **Export Turn around**  
Global tariff crisis' impact is minimized by the diversification of countries and semi conductor boom
- **Domestic Crisis resolved**  
Political affairs impact has also been minimized after the presidential election. GDP growth went up from 0.8%p to 0.9%p, according to the speculation by Bank of Korea
- **Opportunity**
- **GDP Back**  
After the harsh 1H, 3Q has been a time of regaining momentum. 4Q also is optimistic, while Tariff and global situations are risks.

**GDP Growth South Korea**  
in % (Up to 3Q 2025)



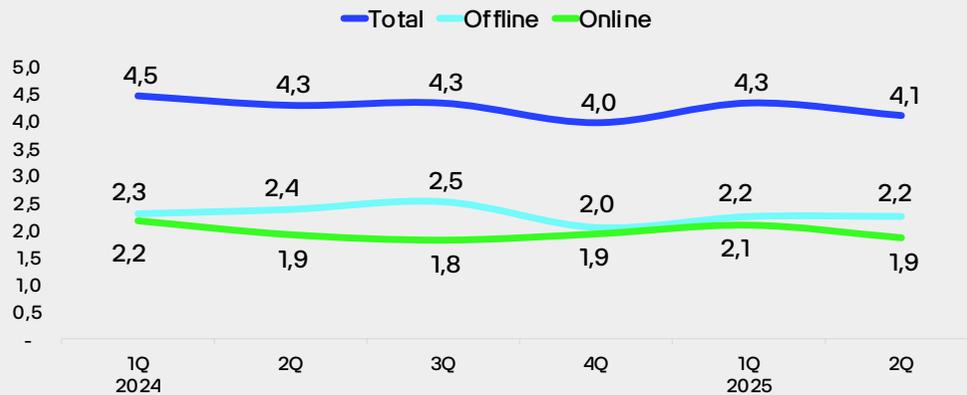
# Summary of the Consumer Technology market status till 2025 1H



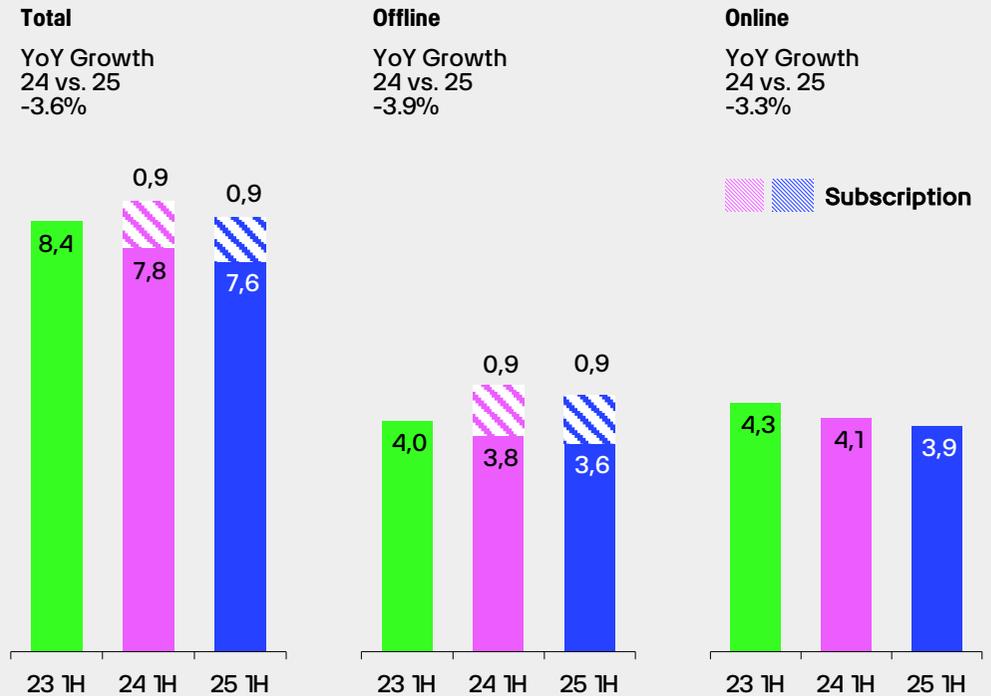
- 2025 1H T&D market has shown decrease in Sales value of -3.6% in total YoY. Both offline and online have shown similar decline.
- Subscription sales is stably settled in the market, especially in the Offline sales.
- Consumer Technology sales are showing stable share for Offline / Online.

※ Sales for Total and Offline includes Subscription Sales value of LG

Year 2023-2025 1H Consumer Technology Sales value trend (\$, Bil.)



Year 2023-2025 1H Consumer Technology sales value (\$, Bil., %)



# Why you should come to IFA



# Press Material



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

**Leif Lindner**

라이프 린드너

CEO

[l.lindner@ifa-management.com](mailto:l.lindner@ifa-management.com)

**Sonja May**

소냐 메이

Director PR & Corporate Communications

[s.may@ifa-management.com](mailto:s.may@ifa-management.com)

**IFA** Innovation  
For All



# Q&A



**IFA** Innovation  
For All

**Discover IFA  
Imagine the future**