

**IFA**

Innovation  
For All

# **IFA Press Conference 2025 Welcome!**

## **Taiwan (Taipei)**

**Leif Lindner**  
**萊夫·林德納**

**CEO**

**IFA Management GmbH**



# Press Material





**IFA** Innovation  
For All

**Discover IFA**  
**Imagine the future**

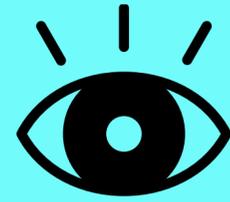
# Innovation For All



# 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



# Trusted by Industry Leaders

*acer* AMD  ANKER  
Innovations  **BOSCH**

*cecotec*

*dji*

 **Dolby**

DREAME

 **Electrolux  
Group**

**Haier**

*Hisense*

**Insta360**  
Think bold.

 **LG**

**LIEBHERR**



 **Midea**

**Panasonic** **PHILIPS**



roborock

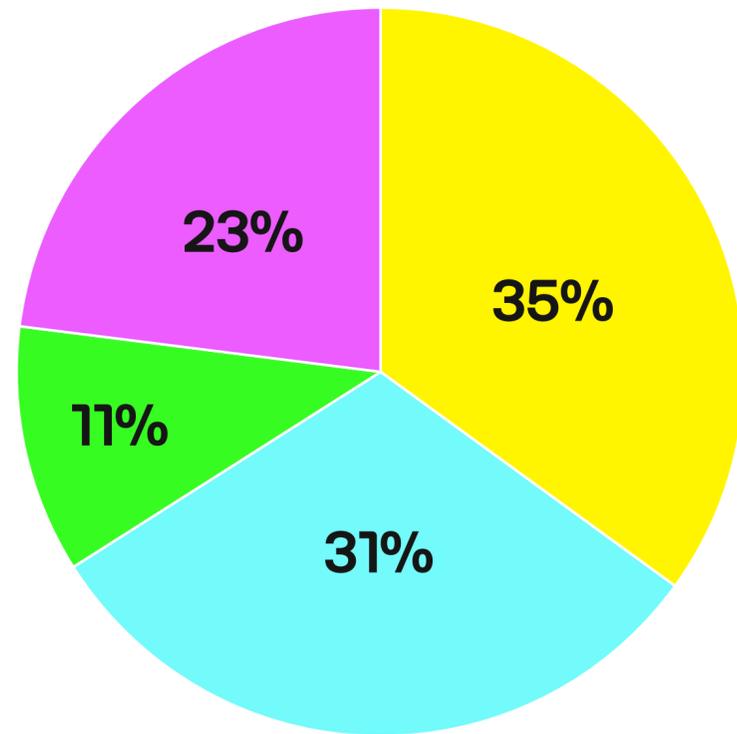
**SAMSUNG**

 **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* **Miele**



# 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

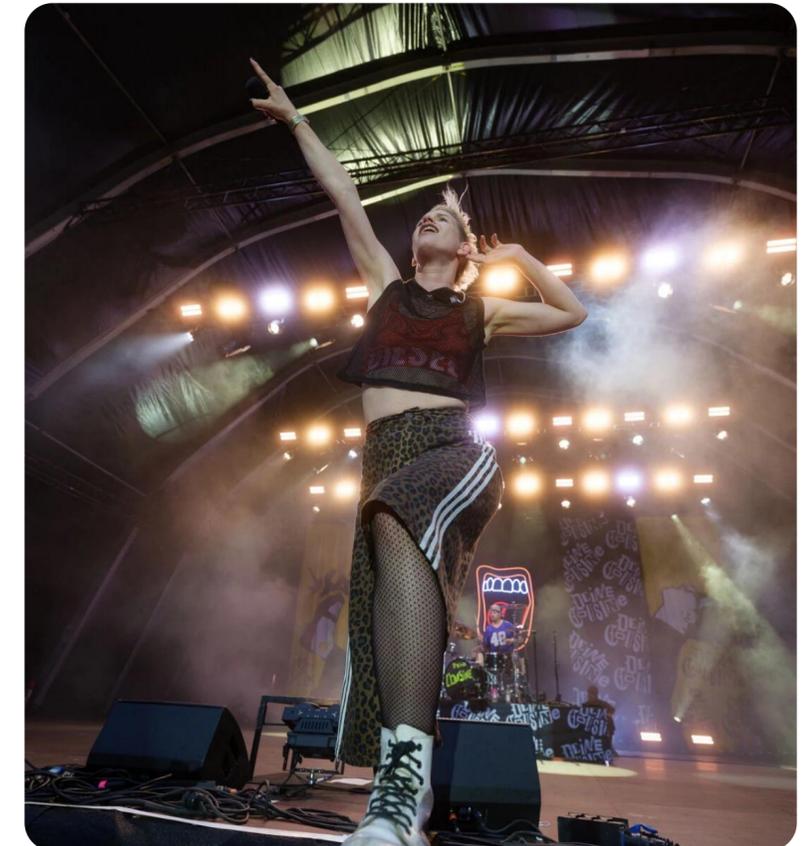
## Key segments

Consumer electronics  
Home appliances  
Manufacturing solutions  
Emerging brands

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



# Sommergarten: the Sound of IFA



# IFA Moments

114 IFA Moments

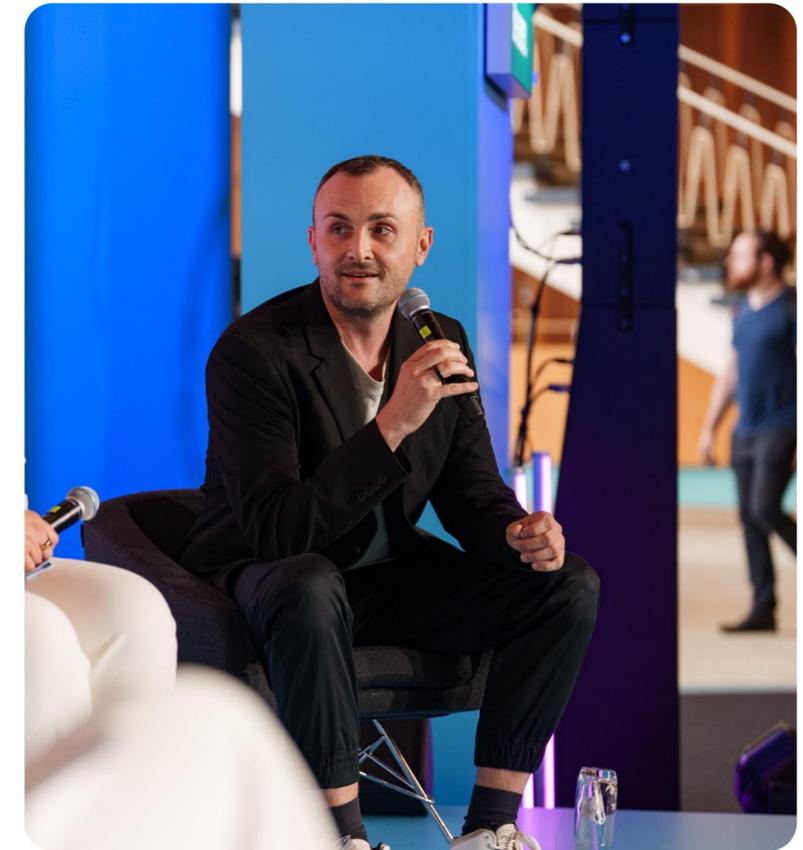
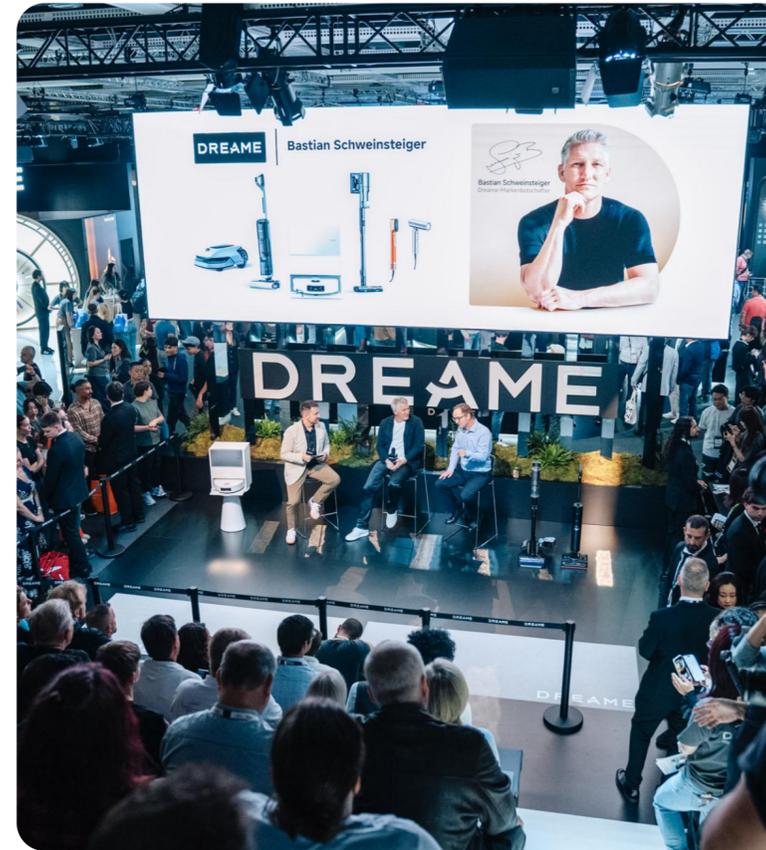
17 Brand partners

## 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“



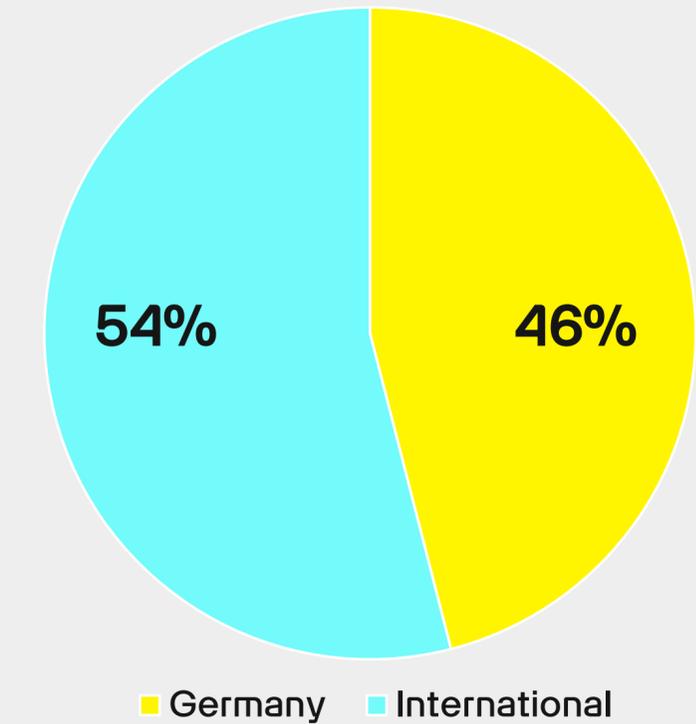
# IFA 2025 Media Countrysplit

2025

→ Quality approach: More T1 Media

**3.219**  
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%



# Looking to 2026 and beyond



# Our purpose: Bringing innovation to life



# Show Areas



**Home &  
Entertainment**



**Home Appliances**



**Smart Home**



**Communication &  
Connectivity**



**Audio**



**Computing &  
Gaming**



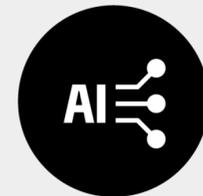
**Photo, Video &  
Content Creation**



**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

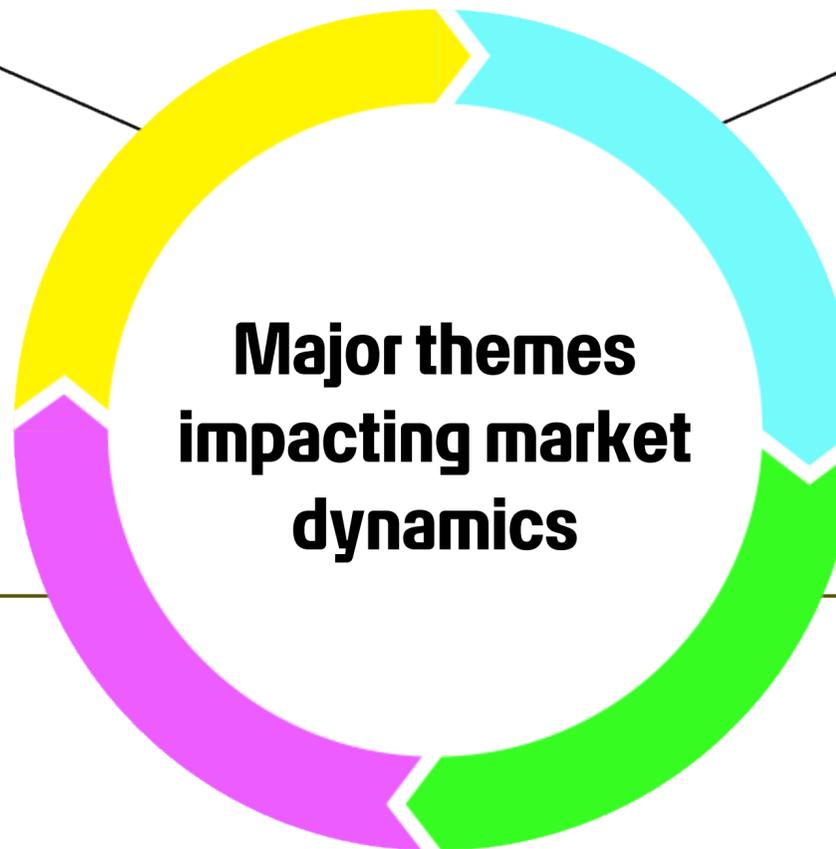
Due to temporary impact factors like tariff-related frontloading of activity

## 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 as 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.

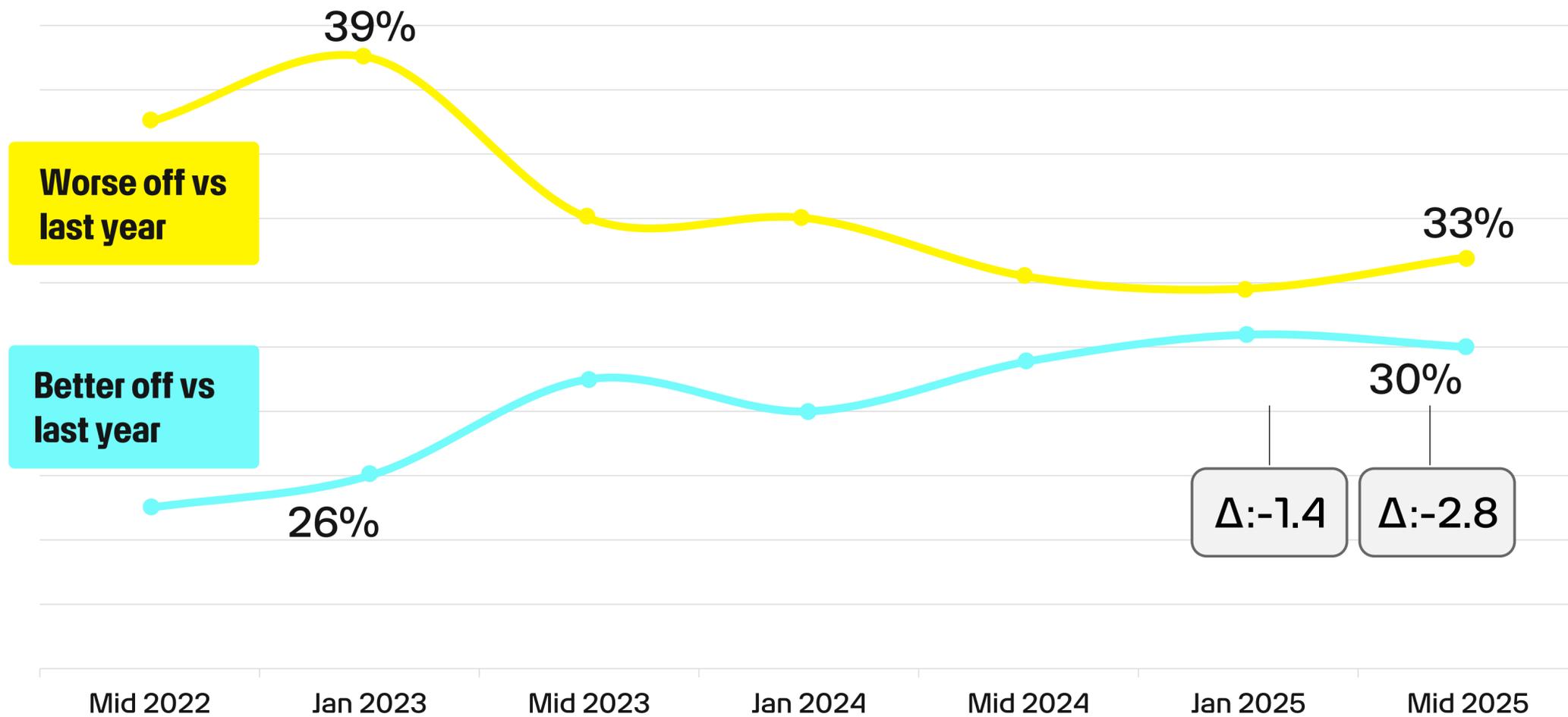
However, this uptick doesn't signal sustained momentum—growth remains below 2024 levels.

# 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%

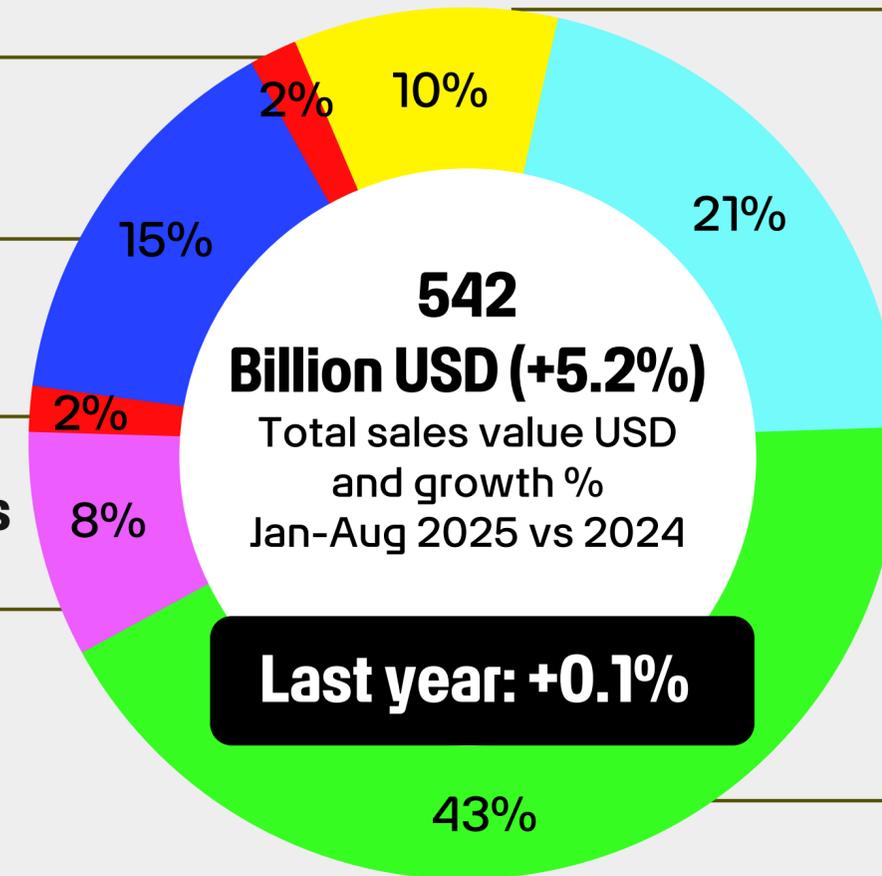
**Photo**  
+9.7%

**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

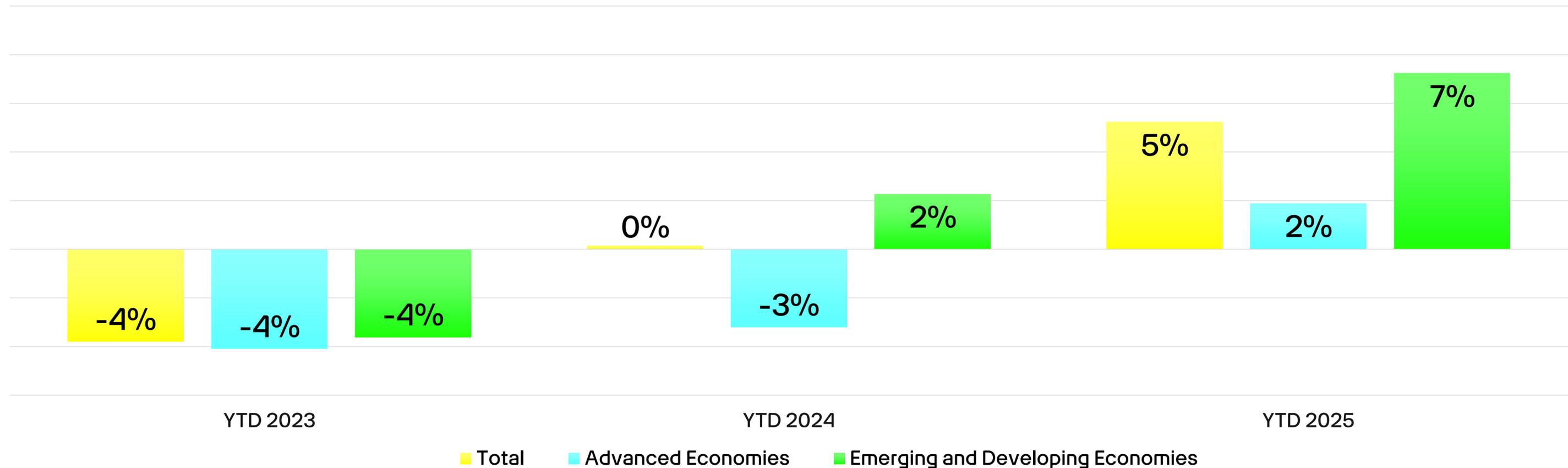
# Emerging and Developing economies continue to drive Tech and Durables growth

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

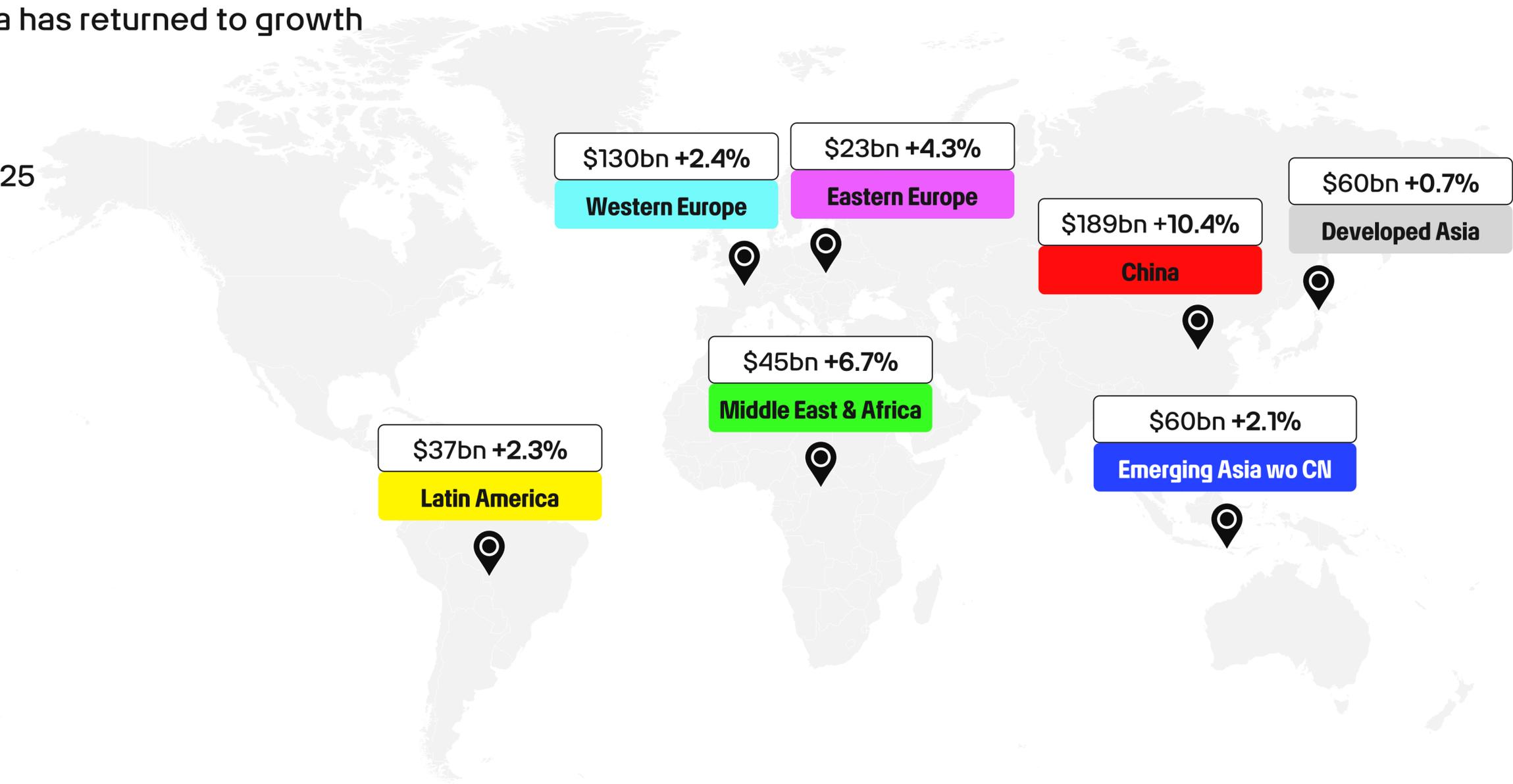
# Most emerging regions drive value growth

Most regions except Developed Asia has returned to growth

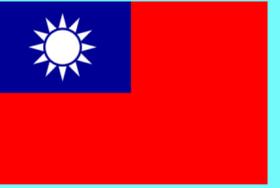
Global (ex. NA, RU) Tech and Durables  
Sales Value USD (NSP)  
Growth rate YoY (%) Jan 2025 – Aug 2025

## Global (excl. NA)

Turnover	\$544 bn
Growth Rate	+5.2%



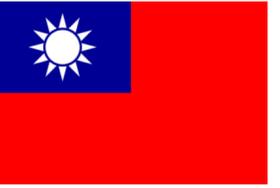
Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2025 vs. 2024; Channel Coverage: Retail Global T&D Trends Report Aug 2025 – Global Strategic Insights



# Taiwan Tech and Durables

Local contact: Sarah Lin ([sarah.lin@nielseniq.com](mailto:sarah.lin@nielseniq.com))

# Factors Affecting Market Consumption in 2025



## Tariff Impact

Taiwan has approximately 9.73 million households. According to the Labor Alliance's assessment, about 500,000 families will be affected, meaning the purchasing power of roughly 5.1% of households is expected to decrease. Based on past experience, when disposable income drops, consumers tend to adopt a more pragmatic attitude, prioritizing the purchase of essential goods.



## Weak Housing Market

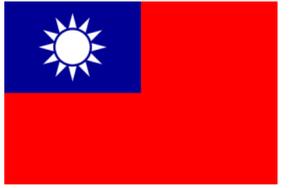
The seventh round of credit controls continues, with double-digit declines in housing transactions across the six major cities. On September 4, the Executive Yuan announced that the new "Youth Secure Home" program would be excluded from Article 72-2 of the Banking Act (real estate loan ratio restrictions). Whether this will have a positive impact on the housing market remains to be seen.



## Universal Tax Refund of NT\$10,000

The Government aims to distribute the refund this year. Past experience shows that direct cash handouts are less effective in stimulating the consumer market compared to stimulus vouchers, so expectations should be tempered.

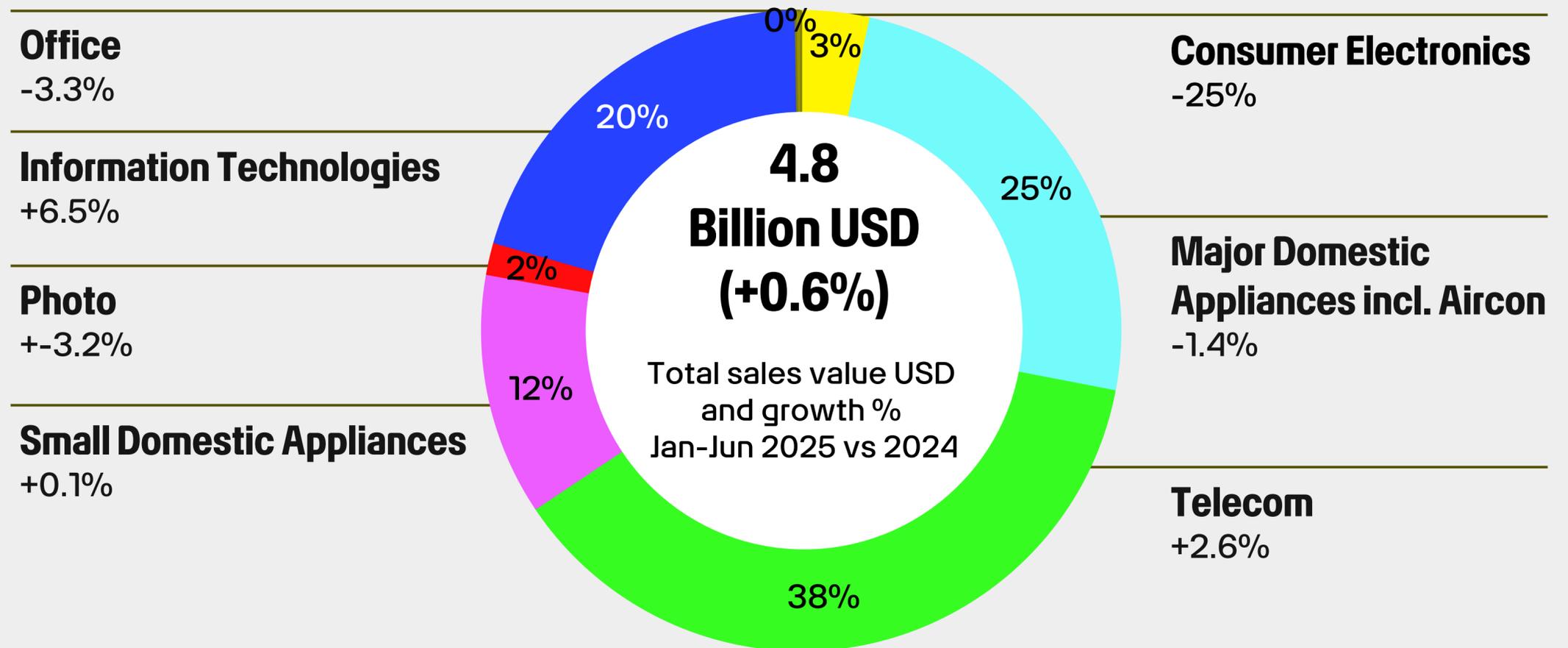
# Tech & Durables total market Taiwan



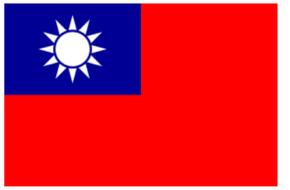
Substantial IT growth due to replacement cycle 5 yrs. post COVID / + Telecom growth drive the market

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

Pls note: Differences in growth rate  
USD vs local currency originate from  
currency fluctuations



# Taiwan 3C (=Electrical Retail) Appliances Average Price Index



From 2021 to mid-2025, average prices for most major tech and appliance products rose steadily, except for TVs and smart displays, which dropped post-pandemic. However, Q2 saw price declines due to reciprocal tariffs and reduced consumer confidence.

## TV and Smart Displays:

Demand peaked during the pandemic but has since weakened, with average prices dropping 6% in the past six months.

## Air Conditioners:

Inverter models have boosted long-term price growth, though Q2 saw a decline.

## Refrigerators:

Strong 2023 sales driven by subsidies; demand may slow in 2024–25, supported by two-door models.

## Washing Machines:

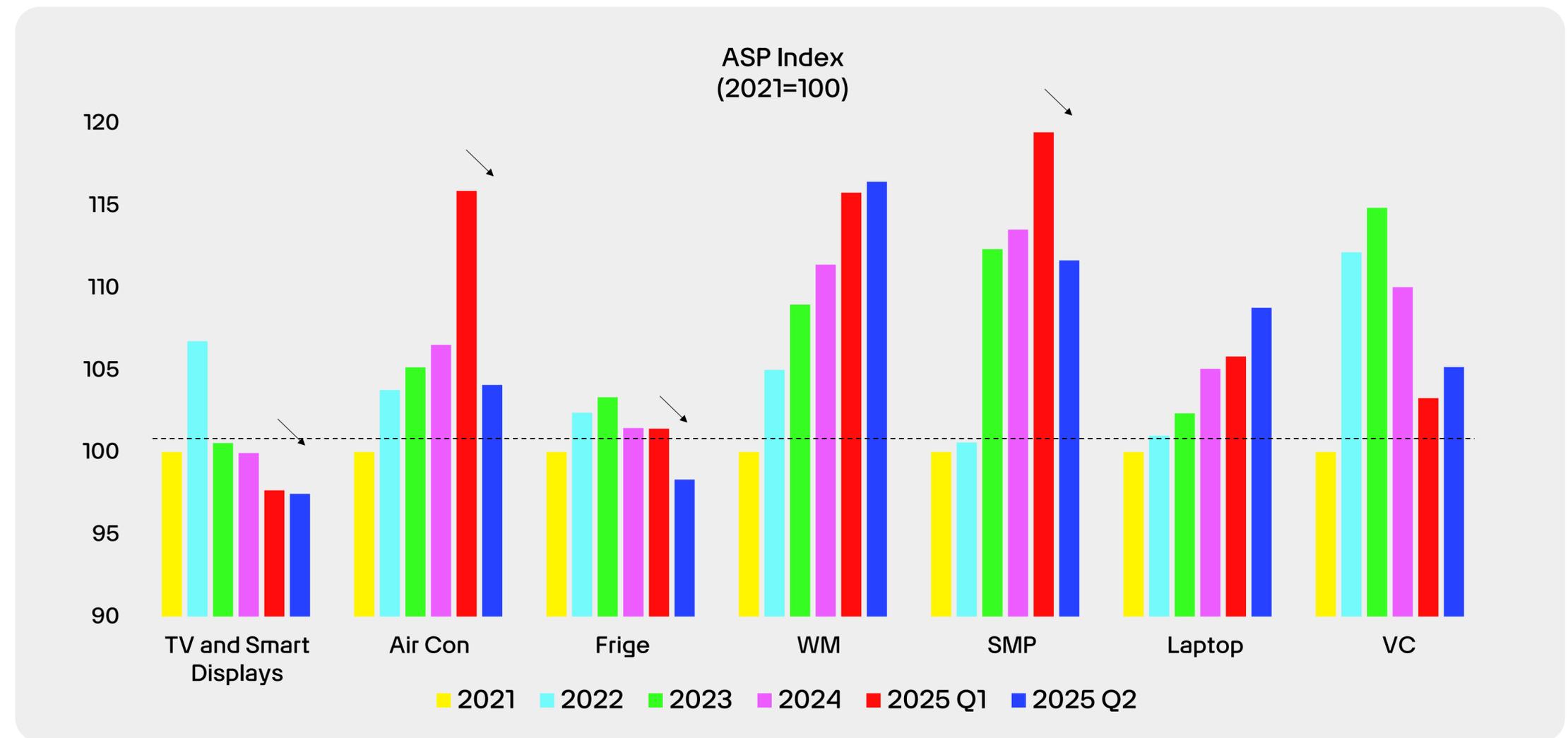
Front-loaders and advanced washer-dryer combos are expected to raise prices through 2025.

## Smartphones and Laptops:

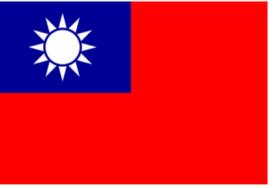
High-end products have increased prices over five years; supply chain volatility remains a concern.

## Vacuum Cleaners:

Robot vacuums drove price growth, but innovation has slowed, shifting demand to entry-level products, especially from Chinese brands.



# Summary



Summary 2025H1

## Overall Market Sales Momentum in 2025 H1 Is Slightly Weak

The total sales value in local currency of the 3C (=electrical retail) appliance market in the first half of 2025 fell by 0.1% compared to the same period last year, and sales volume dropped by 1.1%. Weak housing market and uncertain economic outlook led to relatively poor performance in both large and small appliances and audio-visual products, with information and communication products providing some support.

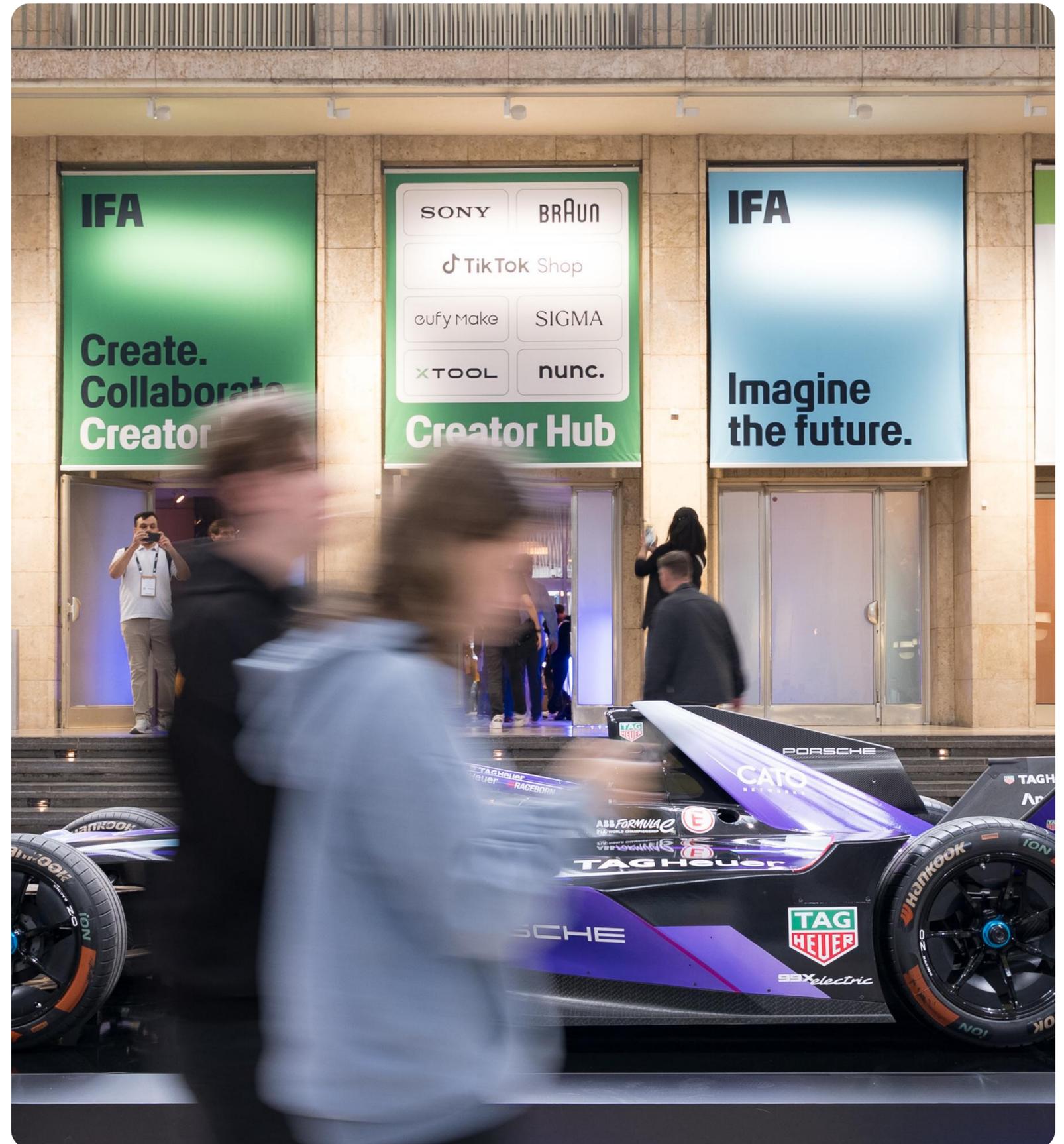
## Offline and Online Channel Sales Remain Flat

In 2025 H1, online channels grew by 0.5%, but small appliances declined and should be monitored. Offline channels saw weak performance in major domestic appliances but a rebound in information and communication products, with a slight decline of 0.1%. Major domestic appliances mainly declined due to continued weakness in air conditioners and refrigerators. Communication products saw an early buying surge for iOS phones due to tariff issues; whether this will correct in the second half remains to be seen. Information products benefited from new tablet launches and a rebound after deep declines. Audio-visual products continued to drop sharply, but new game console pre-orders drove growth in online channels.

## 3C (=Electrical retail) Appliance Market Impacted by Domestic and International Economic Environment

The sluggish domestic housing market has reduced demand for appliances. US tariffs have also dampened consumer confidence. Currently, economic data is supported by the high-tech industry, while most traditional industries continue to be impacted. These factors have led to low consumer enthusiasm and a wait-and-see attitude in the domestic 3C appliance market.

# Why you should come to IFA



# Press Material



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

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# Q&A



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