



IFA Press Conference 2025 Welcome!

China (Beijing)

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CEO

IFA Management GmbH



Press Material





IFA Innovation
For All

Discover IFA
Imagine the future

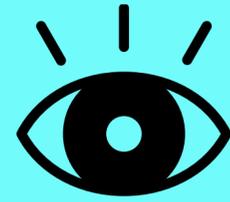
Innovation For All



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

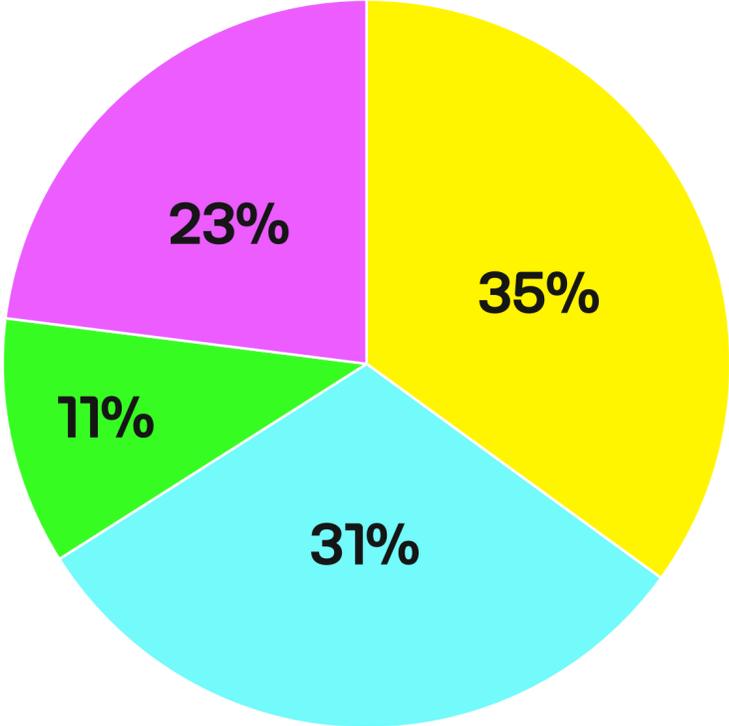
SAMSUNG

 **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

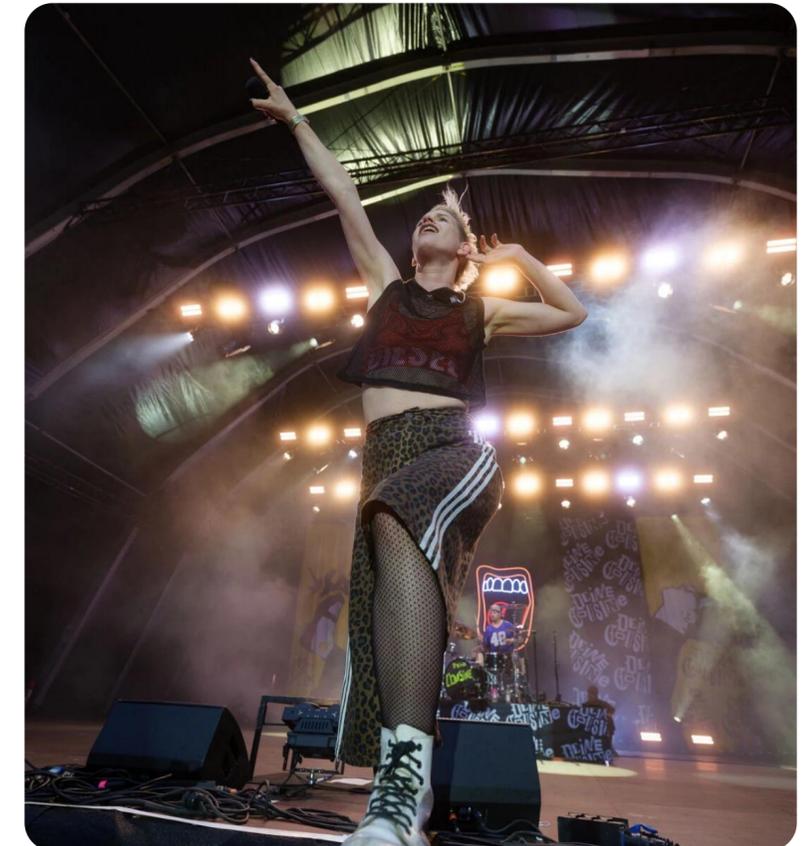
Key segments

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

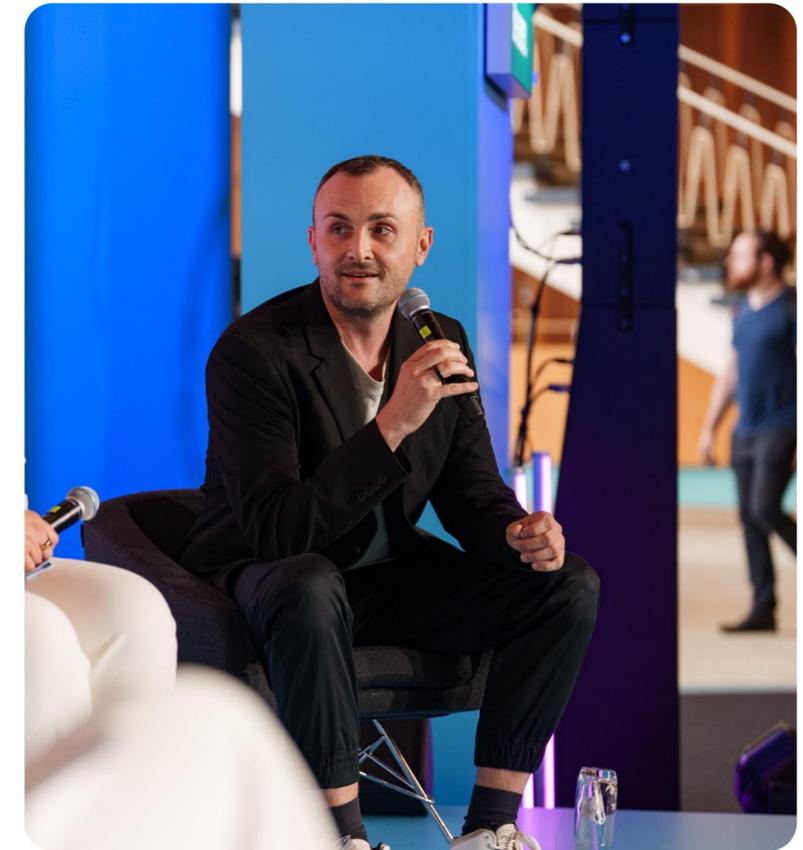
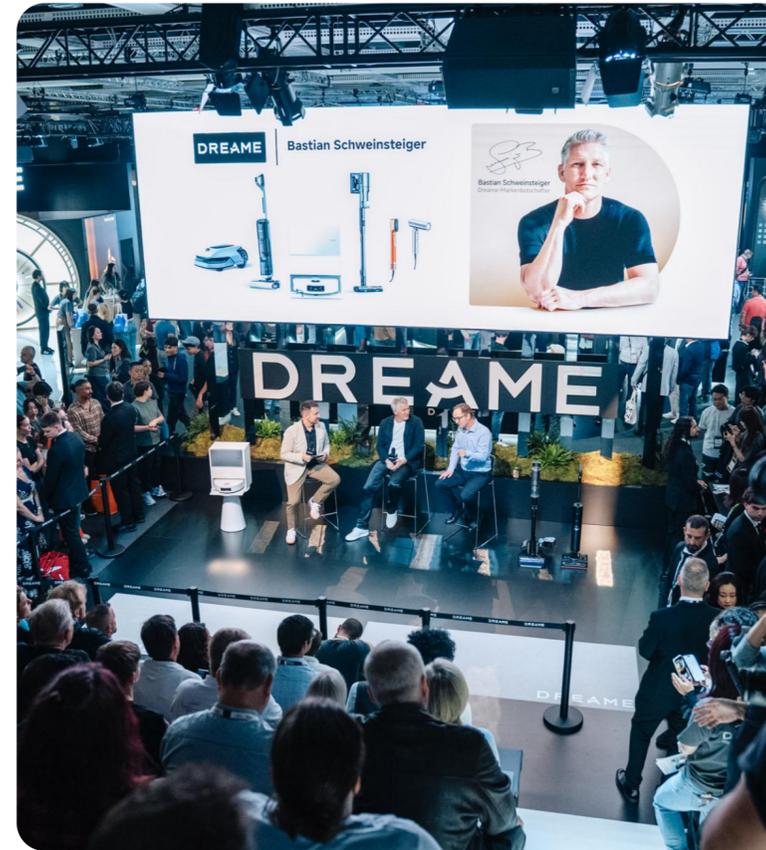
17 Brand partners

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“



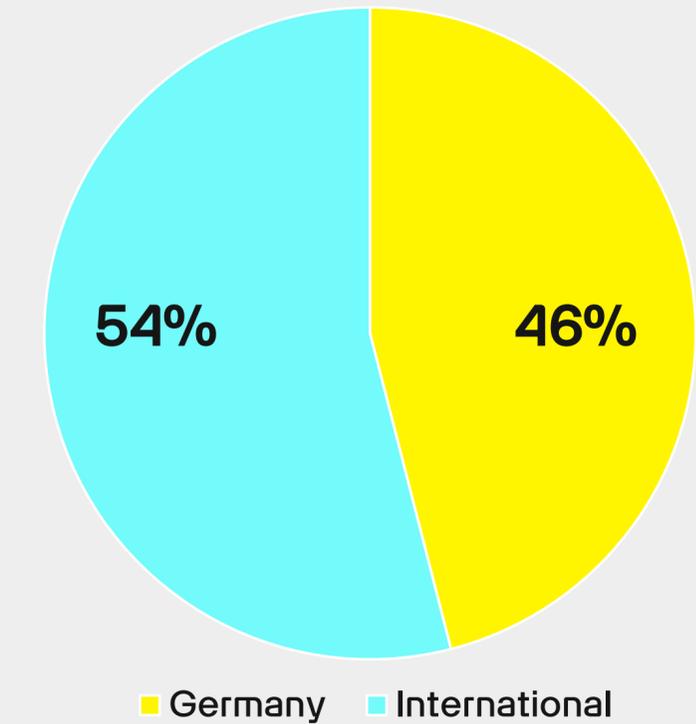
IFA 2025 Media Country Split

2025

→ Quality approach: More T1 Media

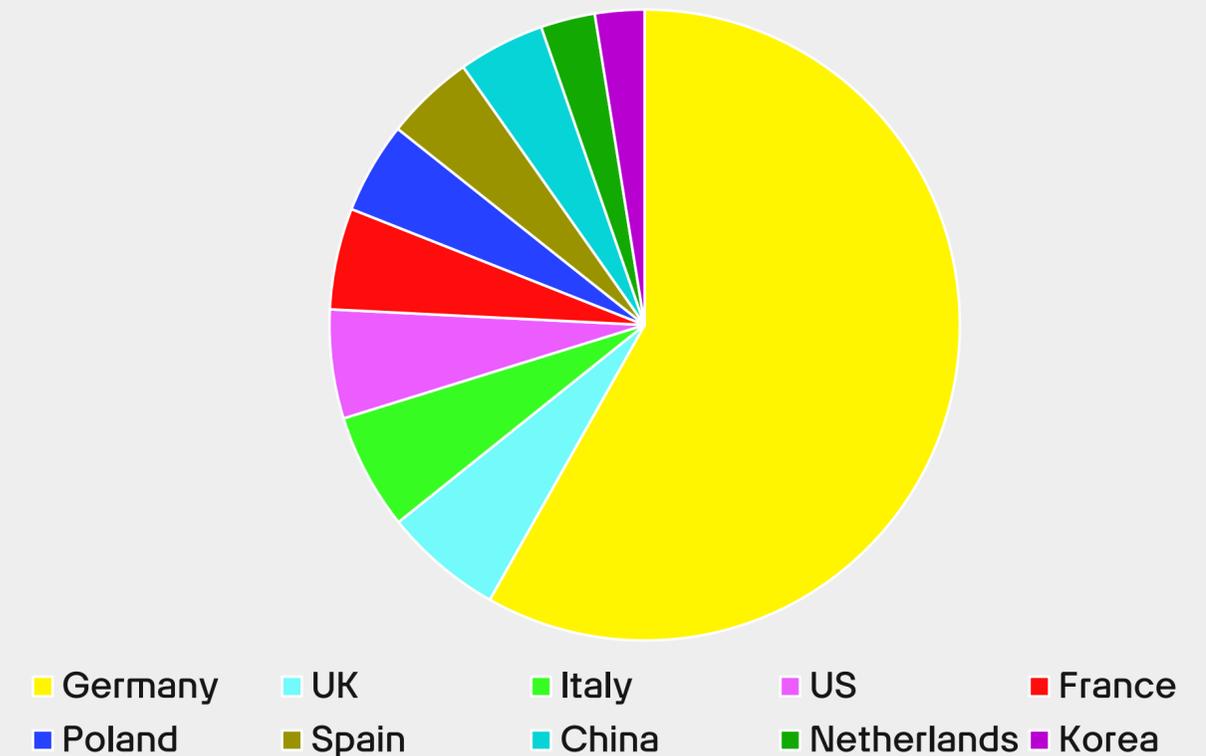
3.219
registered media

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**



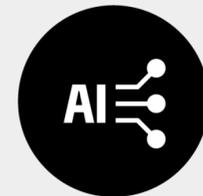
**Photo, Video &
Content Creation**



**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

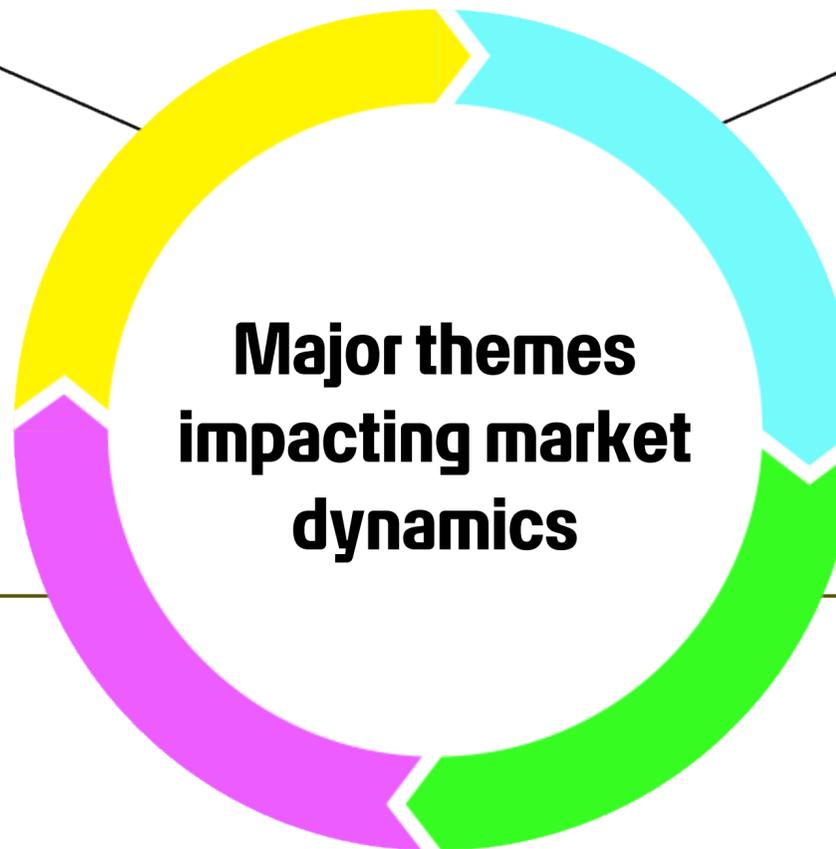
Due to temporary impact factors like tariff-related frontloading of activity

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.

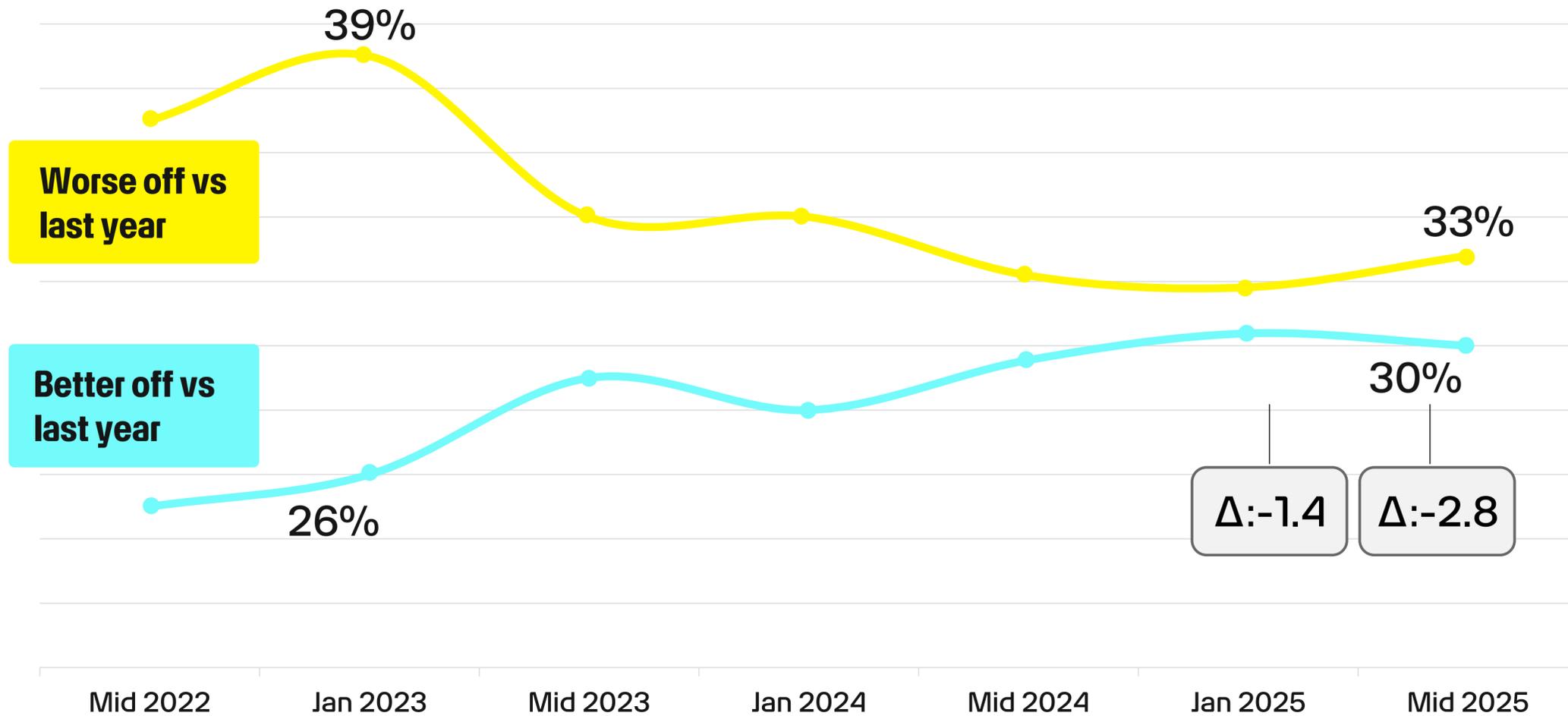
However, this uptick doesn't signal sustained momentum—growth remains below 2024 levels.

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%

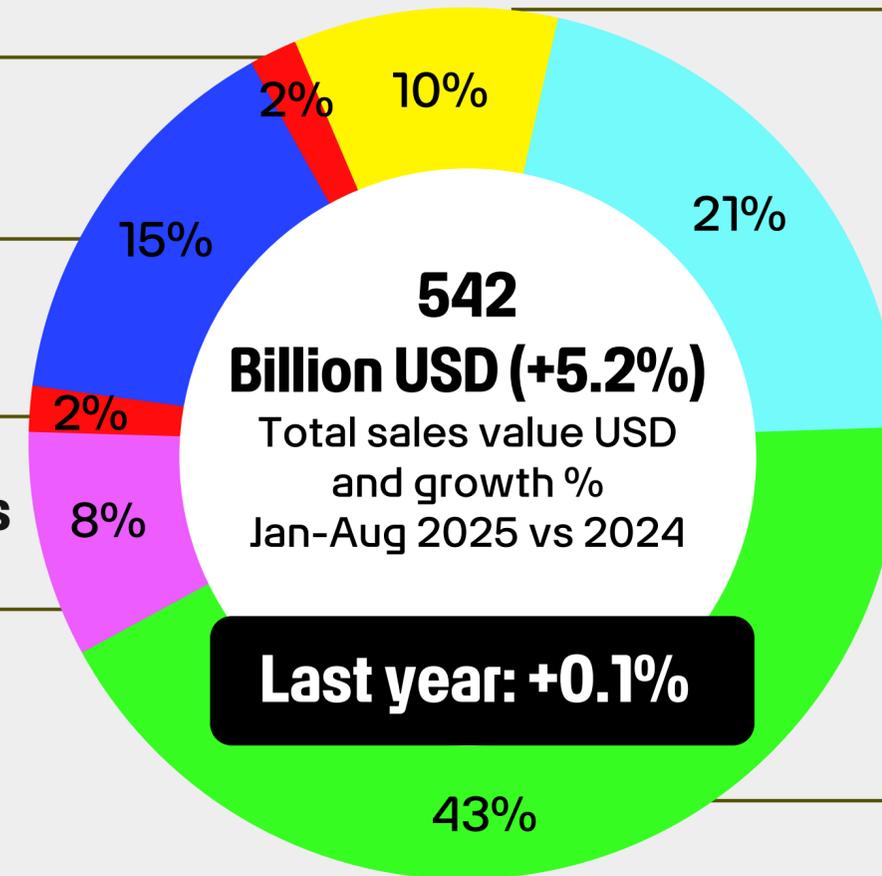
Photo
+9.7%

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

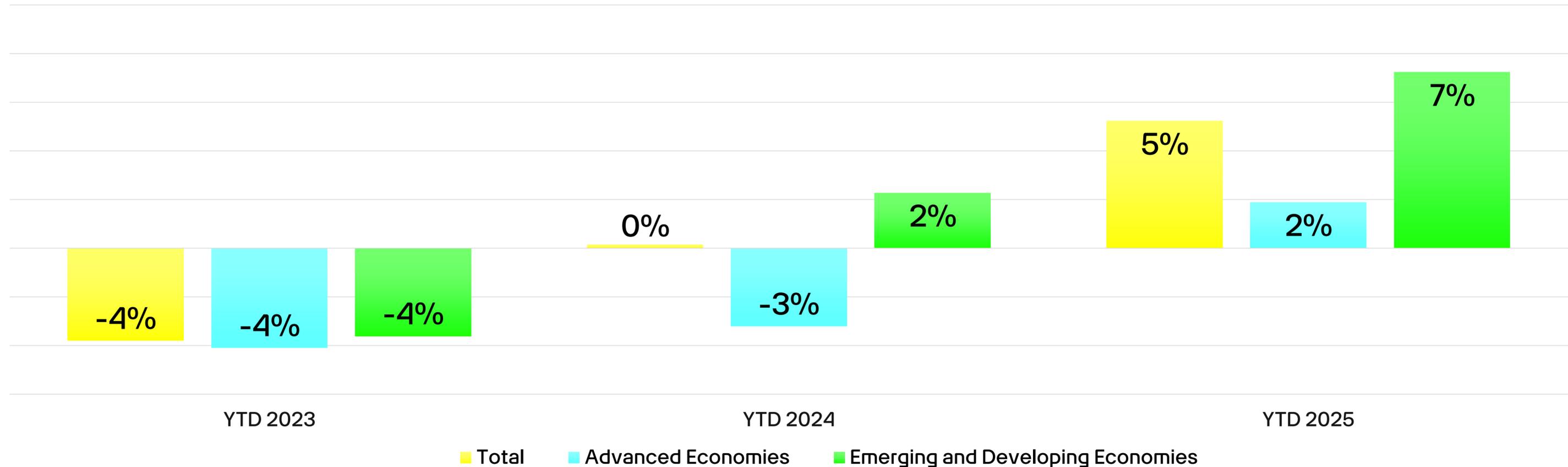
Emerging and Developing economies continue to drive Tech and Durables growth

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

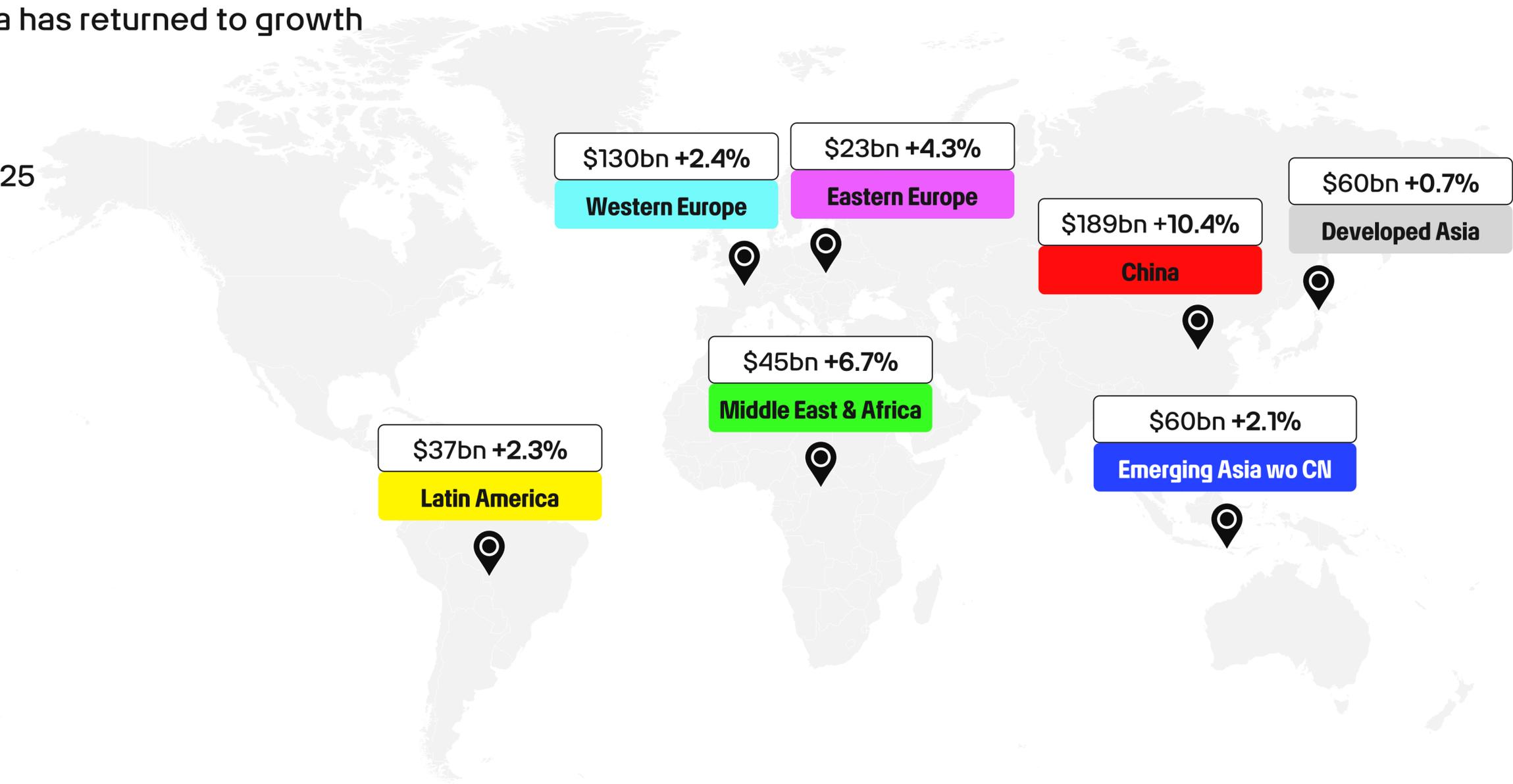
Most emerging regions drive value growth

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

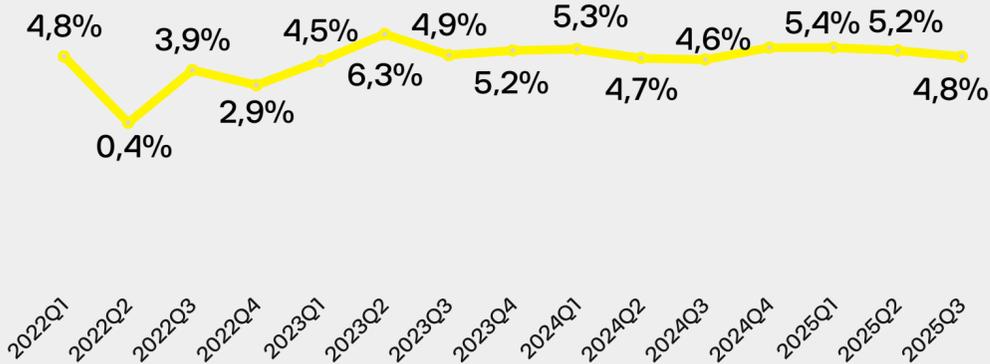
China Tech and Durables

Local contact: Nemo Li (nemo.li@nielseniq.com)

Economic growth and consumption remained stable in the first three quarter of 2025

Growth rate of China's GDP

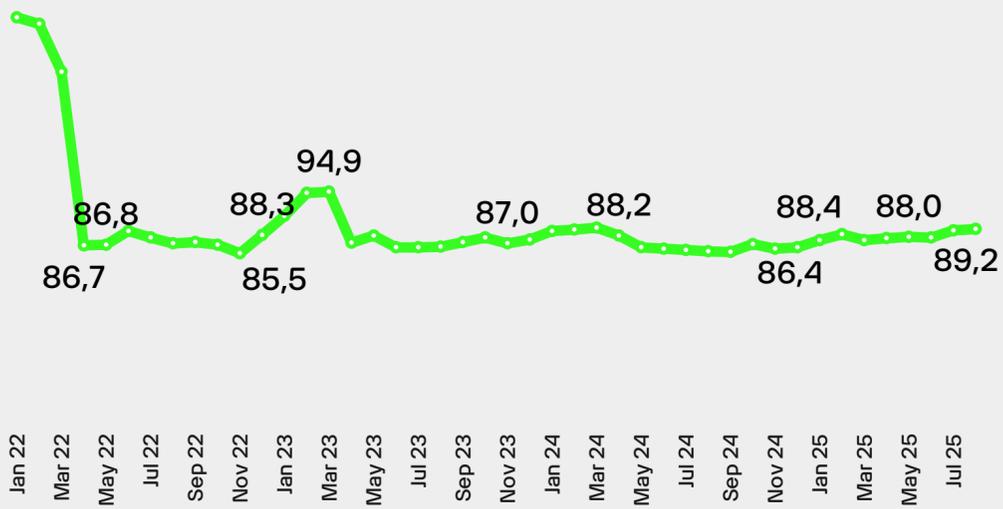
2020: 2.3% 2023: 5.2%
 2021: 8.1% 2024: 5.0%
 2022: 3.0% 25Q1-Q3: 5.2%



The growth rate of GDP in 2025 Q3 showed a slight decline compared to Q2

- Uncertain tariff policies hurt domestic manufacturing investment confidence
- Local government finances limit infrastructure investment
- Real estate market continues its adjustment
- **Economic development remains stable despite challenges**

Consumer Confidence Index

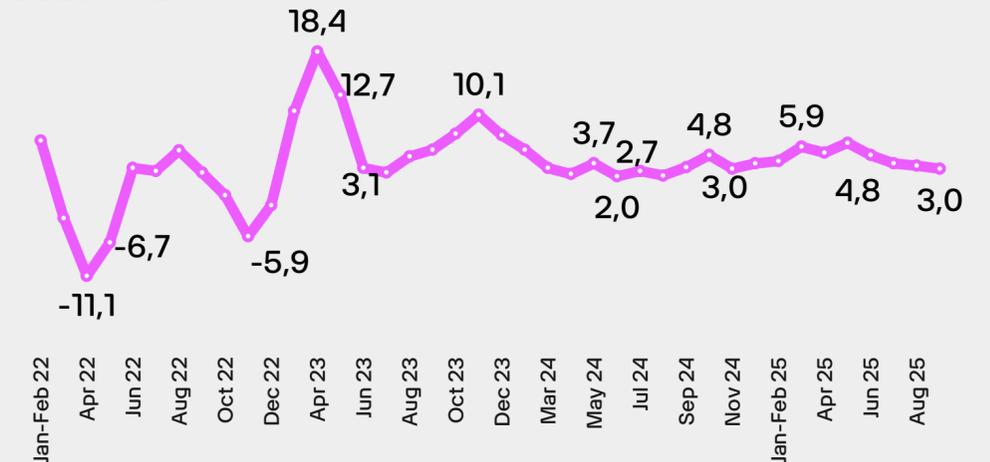


Consumer Confidence Index remains stable but still at low level

- Consumers more likely to purchase when there are policy incentives
- Without policy support, consumer spending tends to be more cautious

Growth rate of total retail sales of social consumer goods

2021: 12.5% 2024: 3.5%
 2022: -0.2% 2025 Jan-Sep: 4.5%
 2023: 7.2%

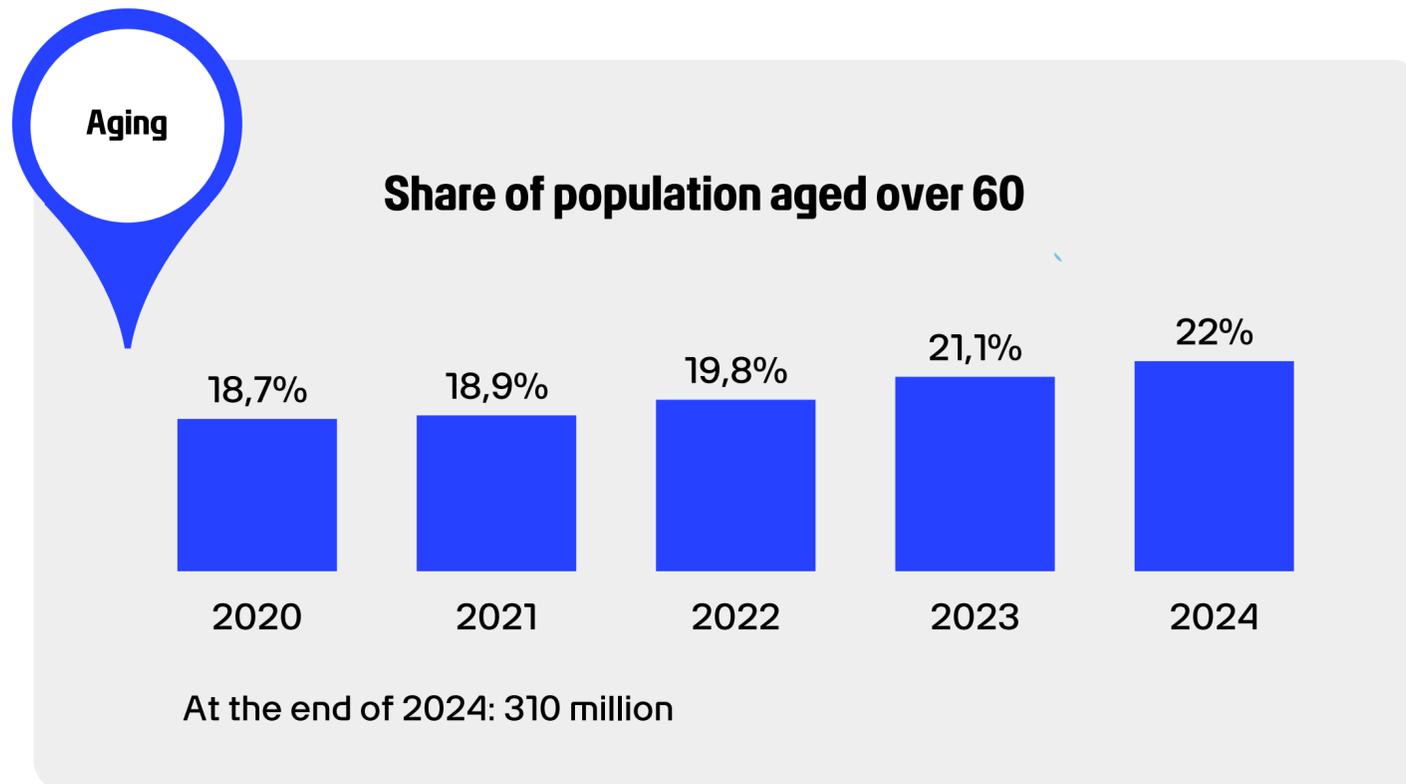


Total retail sales of social consumer goods in the first three quarter showed steady growth

- Trade-in policy continued to have impact on driving sales of products such as furniture, home appliances, office supplies and telecom
- **Ongoing trends on health and wellness** boost demand for outdoor sports gear and fitness products

Understand the consumer group, grasp the changes in population structures

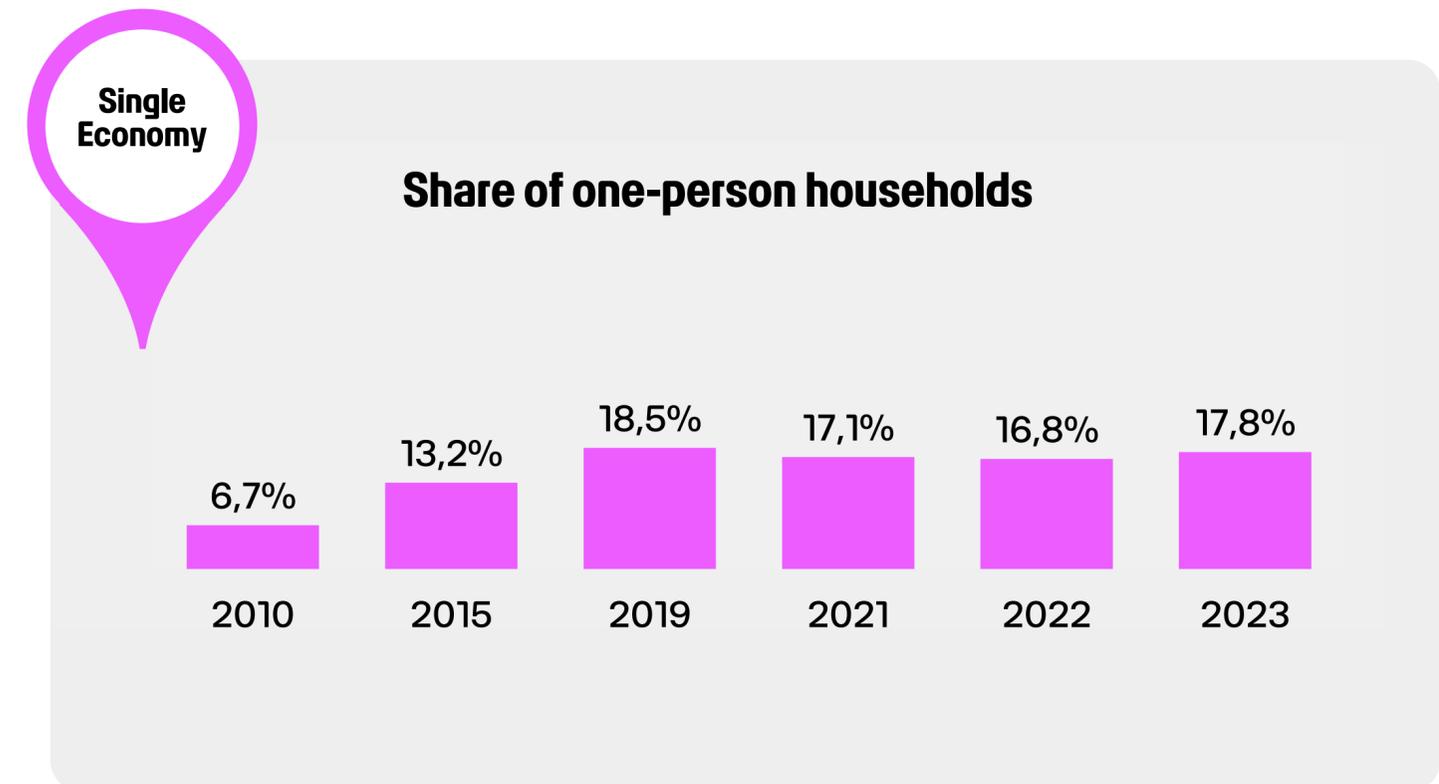
Products design meets the demand of consumers



Aging group

- The income of the elderly group has increased
- Transition from survival-oriented to cultural leisure-oriented
- Older people embrace online shopping
- They feel their mindset is younger

Convenience, Safety, Health



Single population

- Many people choose to remain single
- Married or divorced people who enjoy having their own space within a short time
- Being single has become a social norm, no more prejudice

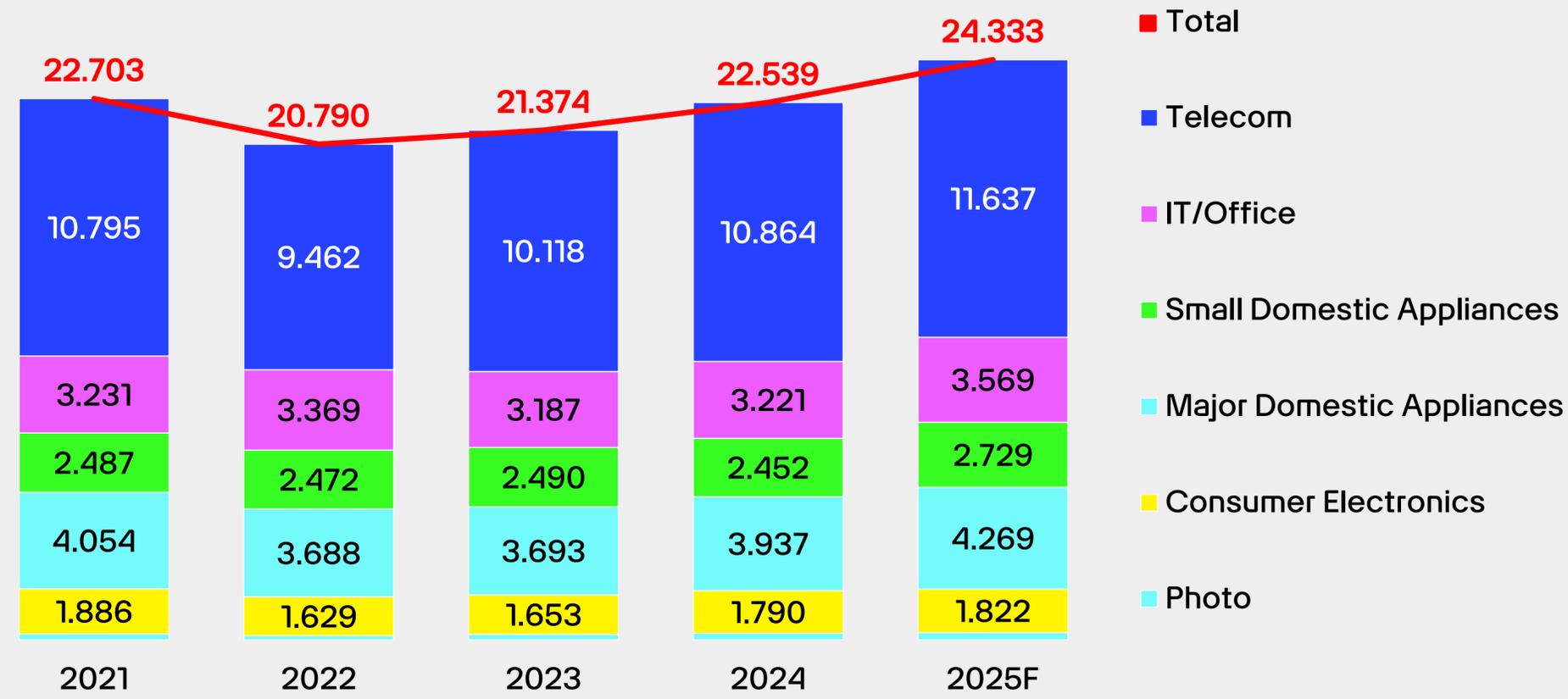
„Enough“, Intelligent, Multifunction, Emotional value

China Tech & Durables total market size outlook, 2025 growth driven by policy

Online + Offline

Market Size

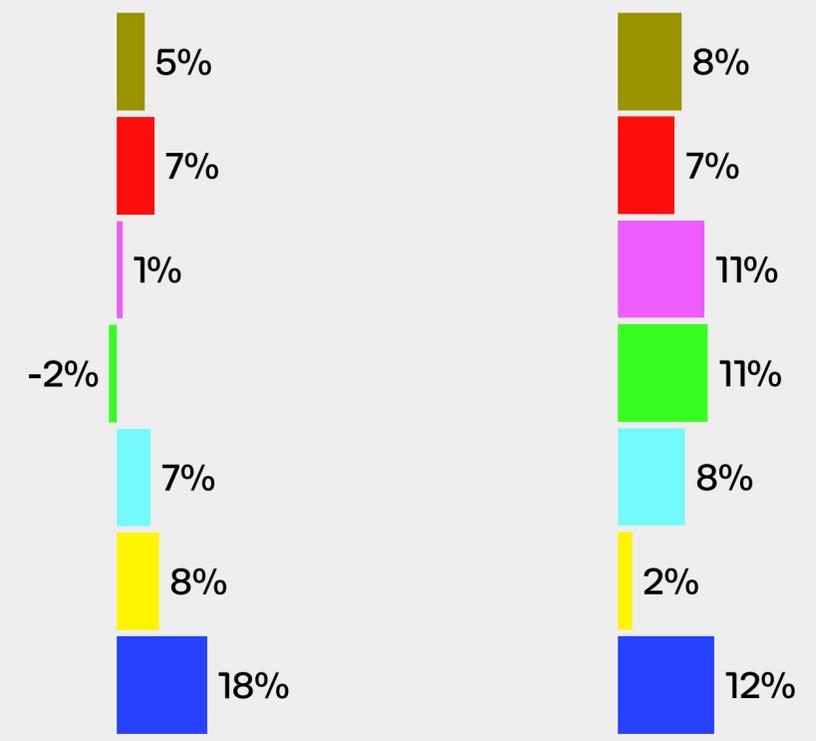
Online + Offline (Unit: Million CNY)



Sales Value Growth Rate YoY(%)

2024 VS. 2023

2025F VS. 2024



Subsidies were depleted early in 2025H1, leading to necessary policy adjustment in Q3

Expectations for Q4 are pessimistic

Trade-in Policy since Aug24



REF



WM



PTV



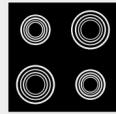
AIR-CON



PC



HOOD



HOBS



Water Heaters

Trade-in Policy since Aug24



Microwave Oven



Water Purifier



Dishwasher



Electric Cooker



Mobile Phone



Tablet PC



Smart Watch

Concerns about the Trade-in policy



Diminishing marginal utility

When the Trade-in policy were first introduced in last four months of 2024, a large portion of consumer demand has been front-loaded. The unexpected continuation of the policy in 2025 has furthered weakened subsequent demand



Cross-category diversion

- The trade-in policy in 2025 has newly added many categories, including personal consumer goods such as mobile phones and tablet PC;
- It will cause consumers to shift their spending towards such areas, especially when consumers' budgets are already limited

Trade-in Policy Performance

2025 H1

The Central government allocated a total of 162 billion CNY to support the implementation of Trade-in policies in Q1 and Q2. The expansion of subsidy categories further stimulate the consumer demand. However, the overwhelming enthusiasm even resulted in **early overdraft of subsidy funds**

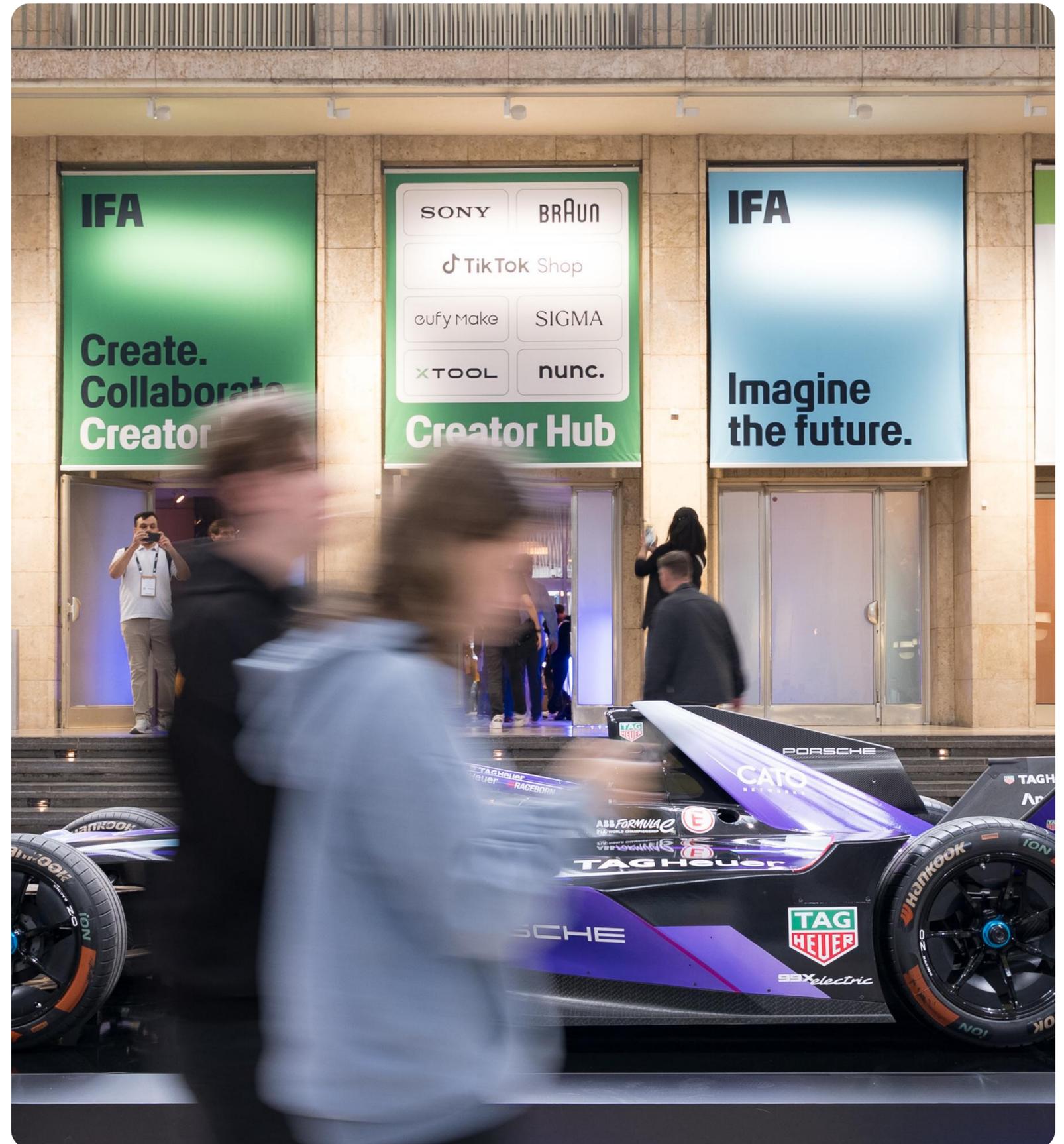
2025 Q3

The Central government allocated a total of 162 billion CNY to support the implementation of Trade-in policies in Q1 and Q2. The expansion of subsidy categories further stimulate the consumer demand. However, the overwhelming enthusiasm even resulted in **early overdraft of subsidy funds**

2025 Q4 Outlook

- Comparing base is high
- The combined impact of Trade-in policy volatility across regions and sluggish demand has resulted in a **subdued** outlook for the MDA market in Q4.

Why you should come to IFA



Press Material



See you at IFA: 4-8 September 2026!

Leif Lindner
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CEO

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Q&A

Chat with IFA



Hamous Wang
VP – Tec- Do 2.0
Founder – SparkFly



Su Yang
Co-founder
Chief AI Architect
– Linkerbot



Leif Lindner
CEO – IFA Berlin



Wang Tan
GM in Design Center
– Xpeng Motors
Co-Founder, VP
– Xpeng Aeroht



Antonio Wang
VP – IDC



Wayne Wang
Head of European
Business
– ROBOTERA



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