

Attachment

1. Trade fair results for 2025	
Key figures	Result
Exhibitors	1,900 (+5% compared to 2024) from 49 countries
Visitors	220,000 from 140 countries
Exhibition space	190,000 m² Berlin Exhibition Grounds
Percentage of international retailers	67 % (+10 % compared to 2024)
IFA Next start-ups	260 exhibitors from 28 countries
Content formats	270 speakers, 125 sessions, 3 stages
2. Media & Reach	
Key figures	Result
Press	3,200+ media representatives
Split national und international media	46% german media 54% international media
Reach	301+ billion
3 Social Media & Content Creator	
Key figures	Result
IFA Creator Hub	1,200+ Creator (+50% compared to 2024)
Social Media reach	116,000 Follower (+50% compared to 2024)

3. Innovation & Business	
Key figures	Result
New formats 2025	Creator Hub, Beauty Tech Area, Mobility Track, Outdoor Cooking & Gardening, Indie Games Area, Innovation Awards, Retail Leaders Summit
IFA Innovation Awards Best of IFA 2025 Best Tech Innovation Best Brand	500+ submissions in 13 categories LG Signature OLED T Samsung The Premiere 5 Miele
IFA Retail Leaders Summit	150+ top-retailer Invite-only event Visionary keynotes & panel discussions Peer-to-peer round tables Pre-scheduled 1:1 meetings Networking drinks reception VIP / C-Suite gala
4. Culture, Music, Community	
Key figures	Result
IFA Sommergarten	20,000+ visitors Thursday: Deine Cousine, EVIL JARED X KROGI, Newcomer from Berlin Music Commission Saturday: Ikkimel & Friends Sunday: Fest & Flauschig with Jan Böhmermann and Olli Schulz
IFA Moments	Year-round highlight programme with 114 events throughout Berlin
New target groups	Strong growth among Gen Z and Gen Alpha
5. Outlook 2026	
IFA Berlin	4–8 September 2026, Messe Berlin grounds
Return of leading brands	Successful rebooking campaign
IFA Sommergarten	Announcement 1. act 2026 on 21.11.2025
Expanded Live & Creator programmes	Planned

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 2026: www.ifa-berlin.com

Contact

IFA Berlin press team
press@ifa-management.com

Sonja May
Director PR & Corporate Communications
s.may@ifa-management.com
+49 1515 1577525

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