



Press release

IFA Berlin looks back on a strong 2025 – and focuses on diverse formats and strong networking in 2026

Berlin, 19 November 2025 – With over 1,900 exhibitors from 49 countries, around 220,000 visitors from 140 countries and a global media reach of over 301 billion, IFA Berlin can look back on a successful 2025. This year, the trade show once again confirmed its role as the leading event for home and consumer tech – and as a platform where future tech, exchange and inspiration come together.

'IFA 2025 was more than a tech trade fair – it was a global event for innovation, technology, community and culture. We showed that Berlin is still a place for technological innovations and innovative ideas that shape our future. Looking forward, IFA 2026 will continue this dynamic with strong partners, audience-friendly formats and a varied programme,' says Leif Lindner, CEO, IFA Management GmbH.

Outlook for IFA 2026

The IFA Berlin will take place from 4 to 8 September 2026 at the Messe Berlin grounds. Leading international brands have already confirmed their participation. The growth segments of content creation, computing & gaming, wellbeing & beauty tech, mobility and IFA Next will be even more in focus in 2026. These areas are increasingly shaping the profile of the trade show and reflect the transformation of the entire industry.

Due to the positive feedback from exhibitors and visitors, special features such as the Beauty Hub, the Creator Hub and the Outdoor Gardening & Cooking Zones will be further expanded. The IFA Retail Leaders Summit will also enter its second round, bringing together international retail and technology experts to discuss and jointly shape the future prospects of the retail sector.

IFA Moments will also continue to inspire in 2026 – special campaigns and events that will set highlights throughout the year and deepen the connection between technology, culture and lifestyle.

IFA 2026 takes place from 4–8 September 2026 in Berlin.

For additional detailed key figures and results, please refer to the attachment to this press release.

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

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