



IFA Press Meet 2026 Welcome!

USA - CES

Leif Lindner

CEO
IFA Management GmbH





IFA Innovation
For All

Discover IFA
Imagine the future

Innovation For All



Our Core Values



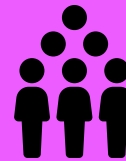
Inspiration:
feel inspired.



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

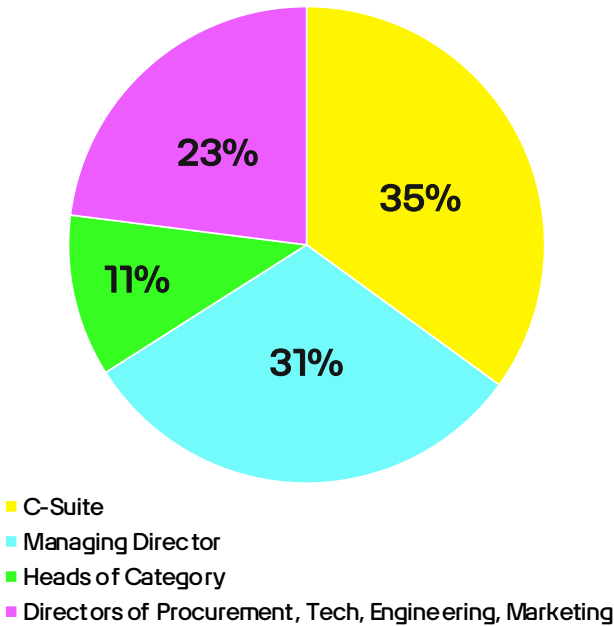
Panasonic PHILIPS Z roborock SAMSUNG

sbs SHARP SIEMENS SONY

TCL VESTEL WHOOP WITHINGS

Retail Leaders Summit

Retail Leaders Summit Attendee Seniority



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



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

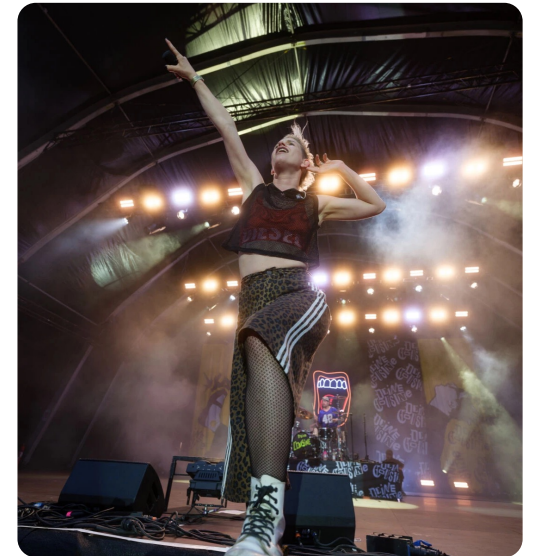
Consumer electronics
Home appliances
Manufacturing solutions
Emerging brands

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 Countrysplit

2025

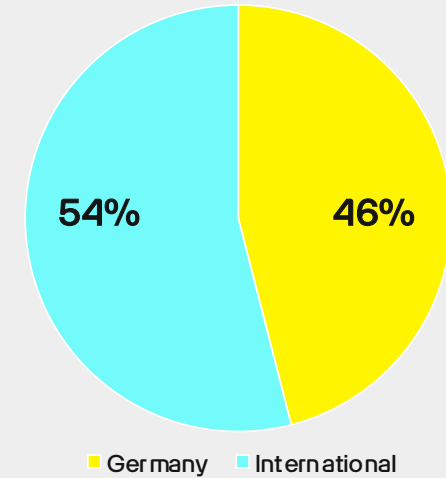
→ Quality approach: More T1 Media

3.219
registered media

80
countries

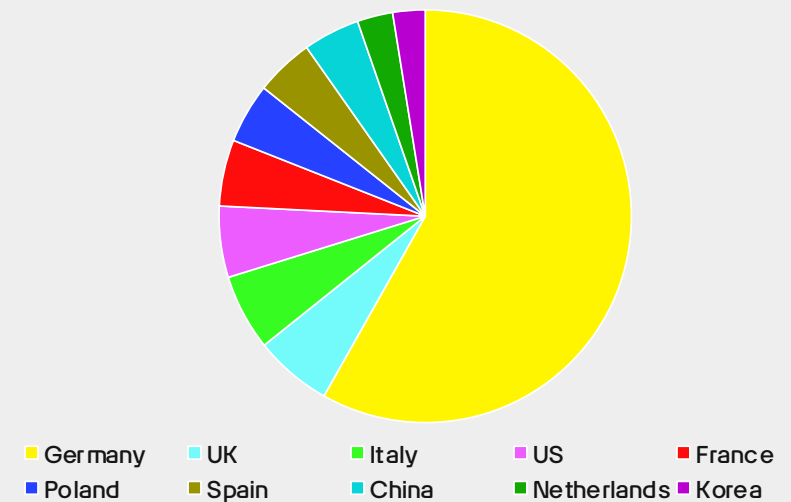
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* & 1.200+ creators for a total amount of 4.400+



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 still grows strong at 5.0%, but September slows down
- Strong growth in USD in Q2 and Q3 due to weak USD fx rate
- China subsidy program drives the market until September 2025 – Q4 expected to decline significantly in China
- IT sector grows most as replacement cycle 5 years post COVID kicks in (+Windows 10 support end announcement)
- Emerging markets lead the growth
- Premiumization continues in most sectors and innovations are in demand

Uncertainty and regional divergences continue to dominate market dynamics

Impact from tariff shocks is still in the pipeline as uncertainty weighs on the global growth outlook

Global divergence

Chief Economists expect the **GDP growth gap** between advanced and developing economies to **widen** in the next three years¹, threatening global stability.

Global inflation is declining overall but the picture is mixed: it remains **above target in the U.S.** and sticky in core goods across several major economies, whilst **China faces deflationary pressures**.

Slowing global growth

Global growth is projected to slow to 3.2% in 2025 and 3.1% in 2026, with advanced economies **growing modestly** and **emerging markets showing more resilience**.

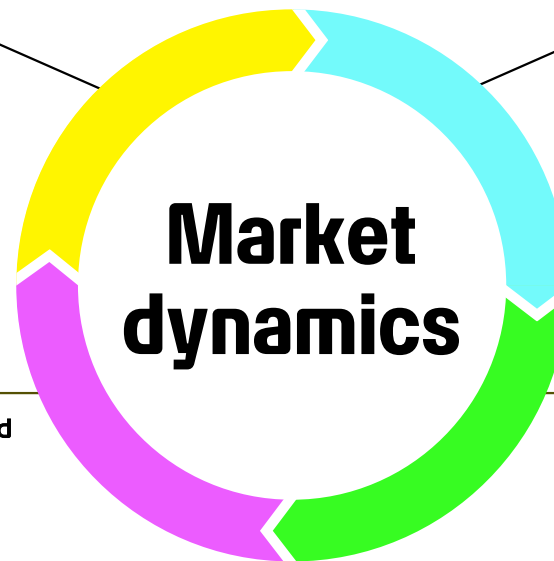
In the **U.S.**, **growth is revised down to 2.0%**, reflecting trade barriers, policy uncertainty, and labor supply shocks from tighter immigration. **Europe shows fragile recovery**, and **China structural challenges**.

Trade policy uncertainty

Trade policy uncertainty remains high, weighing on investment and confidence. While the initial impact of sweeping U.S. tariffs was milder than expected thanks to exemptions, restrained retaliation, and agile private-sector responses, **tariff policy knock on impact is still in the pipeline for H2 2025 and 2026**.

Fiscal dynamics

Global **fiscal dynamics** are increasingly weighing on growth prospects. **Elevated debt levels, rising interest rates, and new spending pressures**, such as **defense and energy security** are straining public finances across advanced and emerging economies. Without intervention, rising debt and deficits could **weaken investor confidence, raise borrowing costs, and slow growth**.

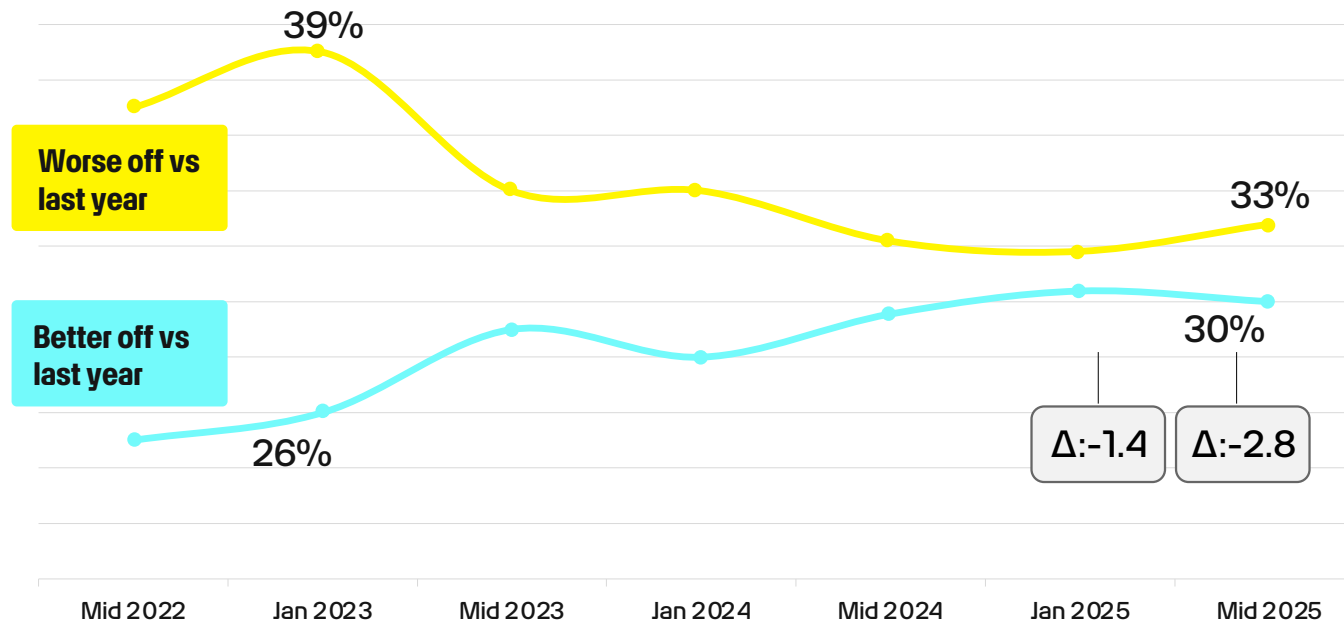


Money saving attitude

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 and Durables total market continues to grow, driven by replacement purchases in IT

Consumers continue to rationalize purchases; trade-in policy driven growth in China starts plateauing

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

Global (excl. NA)	
USD excl. China	+2.9%
Local currencies	+6.3%

Office
-0.8%

Information Technology
+9.8%

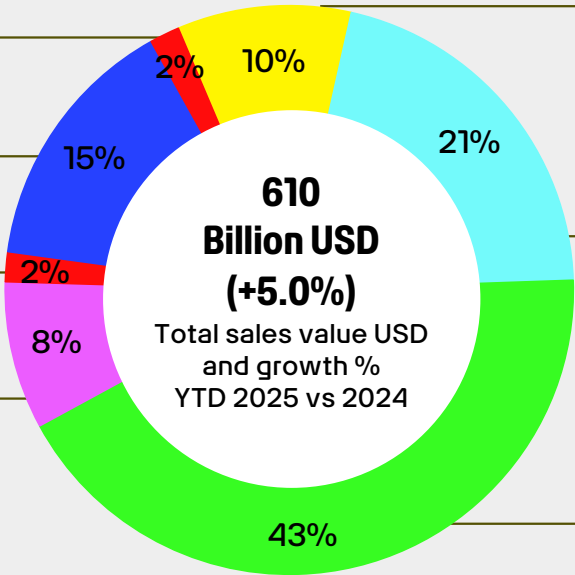
Photo
+9.9%

Small Domestic Appliances
+6.5%

Consumer Electronics
+0.5%

Major Domestic Appliances incl. Aircon
+3.8%

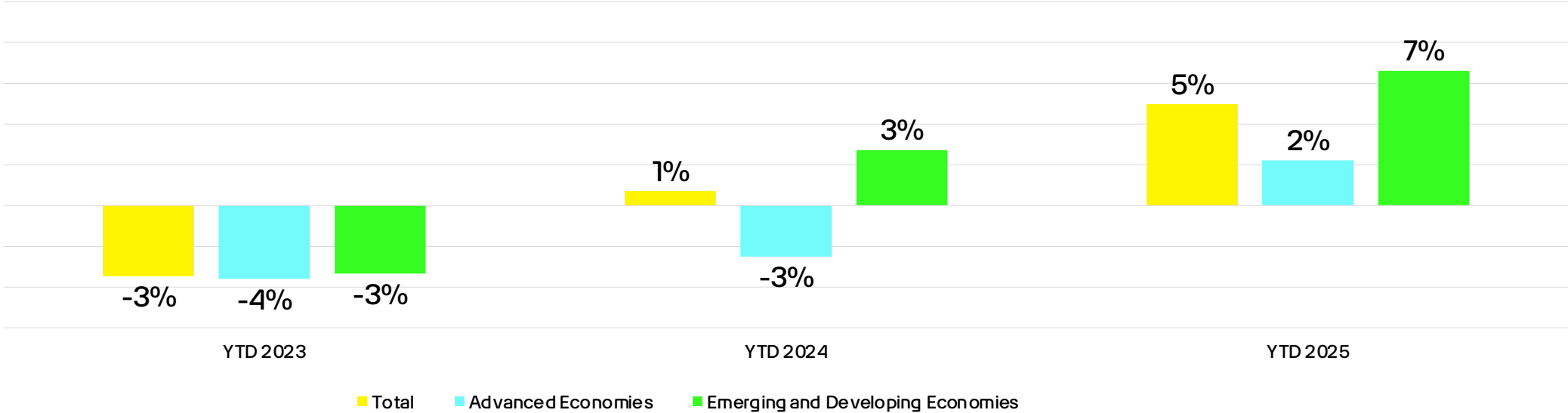
Telecom
+4.7%



Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth YTD 2025 vs 2024; Channel Coverage: Retail
CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics. Global T&D Trends Report Q3 2025 – Global Strategic Insights

Emerging & developing economies with strong contribution to 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 – Sep

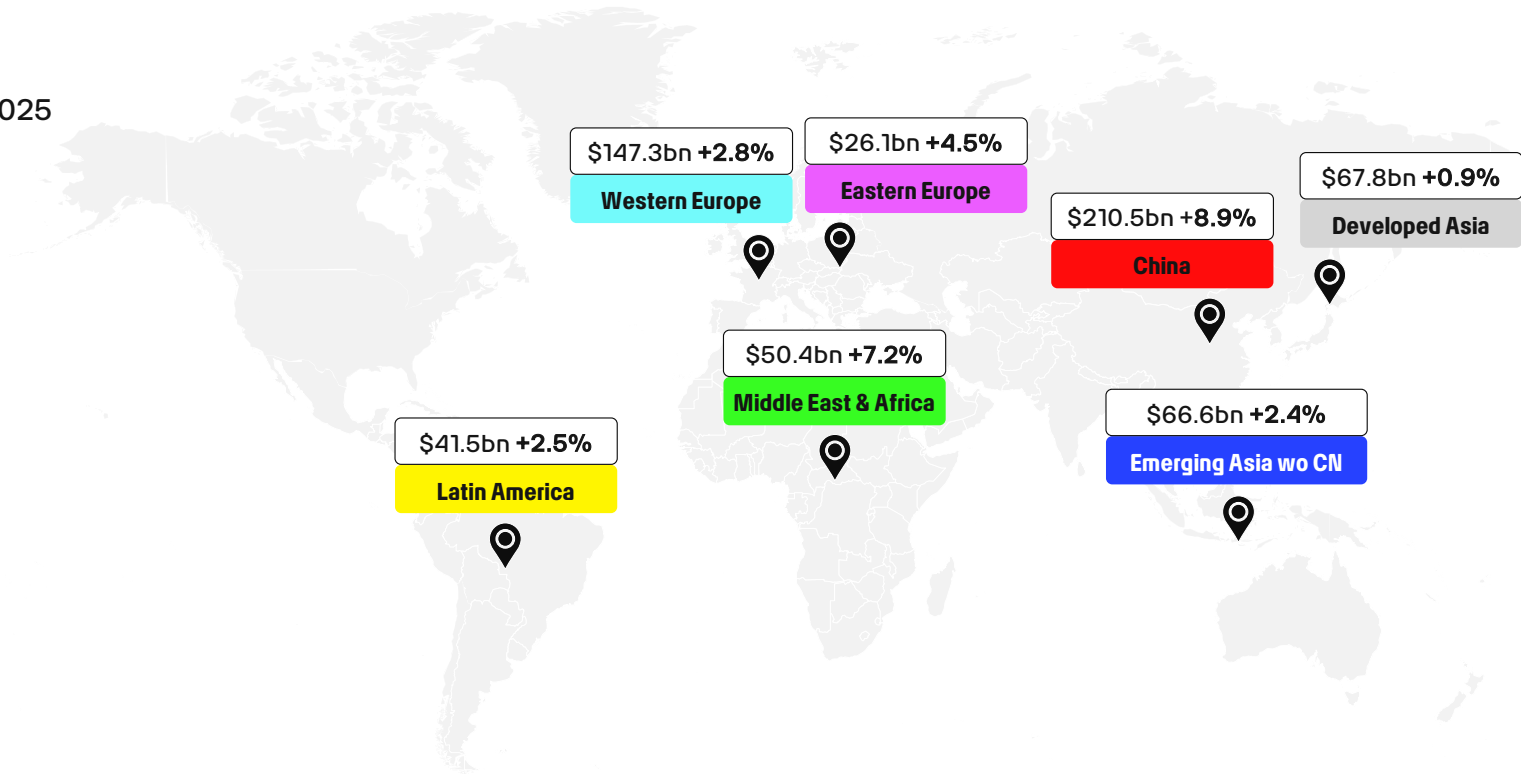


All regions have returned to growth

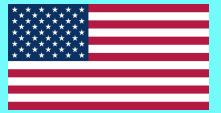
China slowing down due to fading subsidy effect, the program will be potentially reviewed at the end of the year

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

Global (excl. NA)	
Turnover	\$610 bn
Growth Rate	+5.0%



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 Q3 2025 – Global Strategic Insights



US trade dynamics

What is the current impact of tariffs on the United States economy?



Impact on US growth prospects and economic health in the USA likely to compound over time

Tariff shock

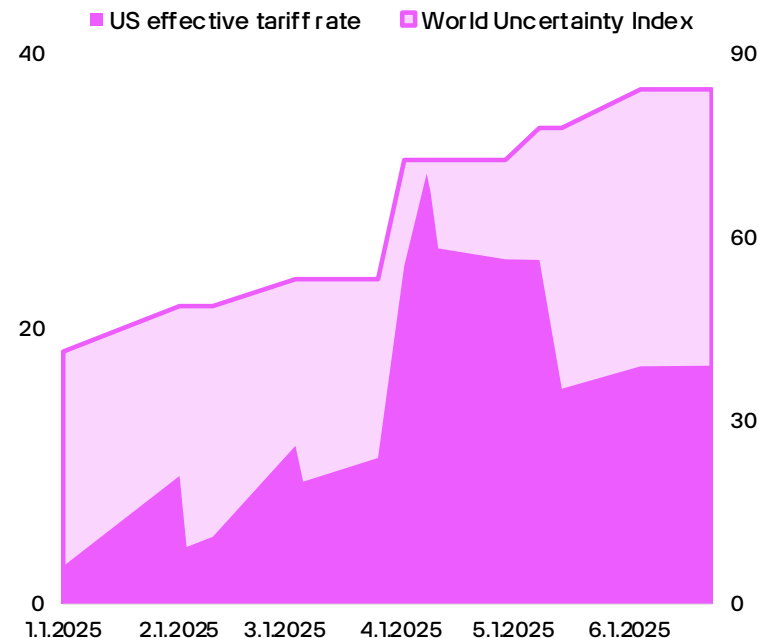
In many ways the impact of the tariff shock hit more moderately than expected. A discussion between Economists reveals that there is more beneath the surface. On the one hand, retaliation from trade partners has been minimal to nonexistent, delays in implementation and exemptions across the board have softened the blow. Effective tariff rates settled between 10% and 20%, still well above 2024 levels.

Nearly 50% of US imports have been granted exemption to the tariffs: computers and smartphones are examples of products being entirely exempt.

On the other hand, trade relationships build amongst other countries will do more damage to the US over time.

Damage can be seen in the GDP growth picture: 1.1% growth in the first half, you need to go back to 2012 to find a half-year that weak.

Tariffs and global uncertainty



Consumer price impact

The pass through to consumers have so far been low. Prices of durables (particularly appliances and cars) are +3% YoY in Q2 2025, and toys +5%¹.

Economist estimates tariffs are adding 0.3 percentage points to inflation¹.

The Budget Lab at Yale estimates that tariffs will reduce household incomes by about \$2,400 a year¹.

The amount being passed on to consumers is predicted to increase.

Source: ¹The Economist, October 2025; ²Video: Boom or bubble: what's really going on with America's economy? | The Economist Insider; ³World Economic Outlook Update, July 2025; Global Economy: Tenuous Resilience amid Persistent Uncertainty; Global T&D Trends Report Q3 2025 – Global Strategic Insights

What is the current impact of tariffs on the United States economy?



Impact on the industry in the USA on local companies

American companies

America's firms have so far absorbed a lot of the tariff impact. Imports before tariff rates were imposed have helped. Business leaders have stuck to business-as-usual as they can't change the situation anyway, which explains the lack of noise in the business world.

The willingness to absorb costs is due to the uncertainty, business would rather take on short term risk in the face of chaotic change and recalibration rather than making more drastic and/or permanent changes: such as price rises, restructuring manufacturing etc.

There are avoidance and exception effects – rebranding and relabeling is occurring on a small level to evade the tariffs.

Cost of input uncertainty has caused projects (e.g. new factories) to stall.

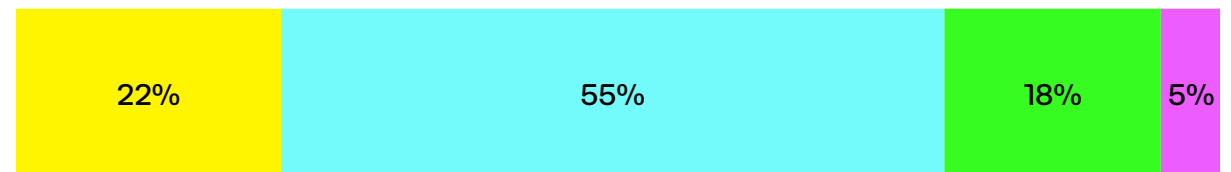
Who pays for the tariffs? By stakeholder group.

Economic burden of the tariffs predicted be passed on to consumers by the end of 2025

Current: August 2025



End of 2025 prediction



■ US businesses ■ US consumers ■ Foreign exporters ■ Evasion

Source: Goldman Sachs, via the Economist

Source: ¹The Economist, October 2025 | ²Video: Boom or bubble: what's really going on with America's economy? | The Economist Insider | US businesses and consumers bear majority of tariff costs, study finds | Fox Business
Global T&D Trends Report Q3 2025 – Global Strategic Insights

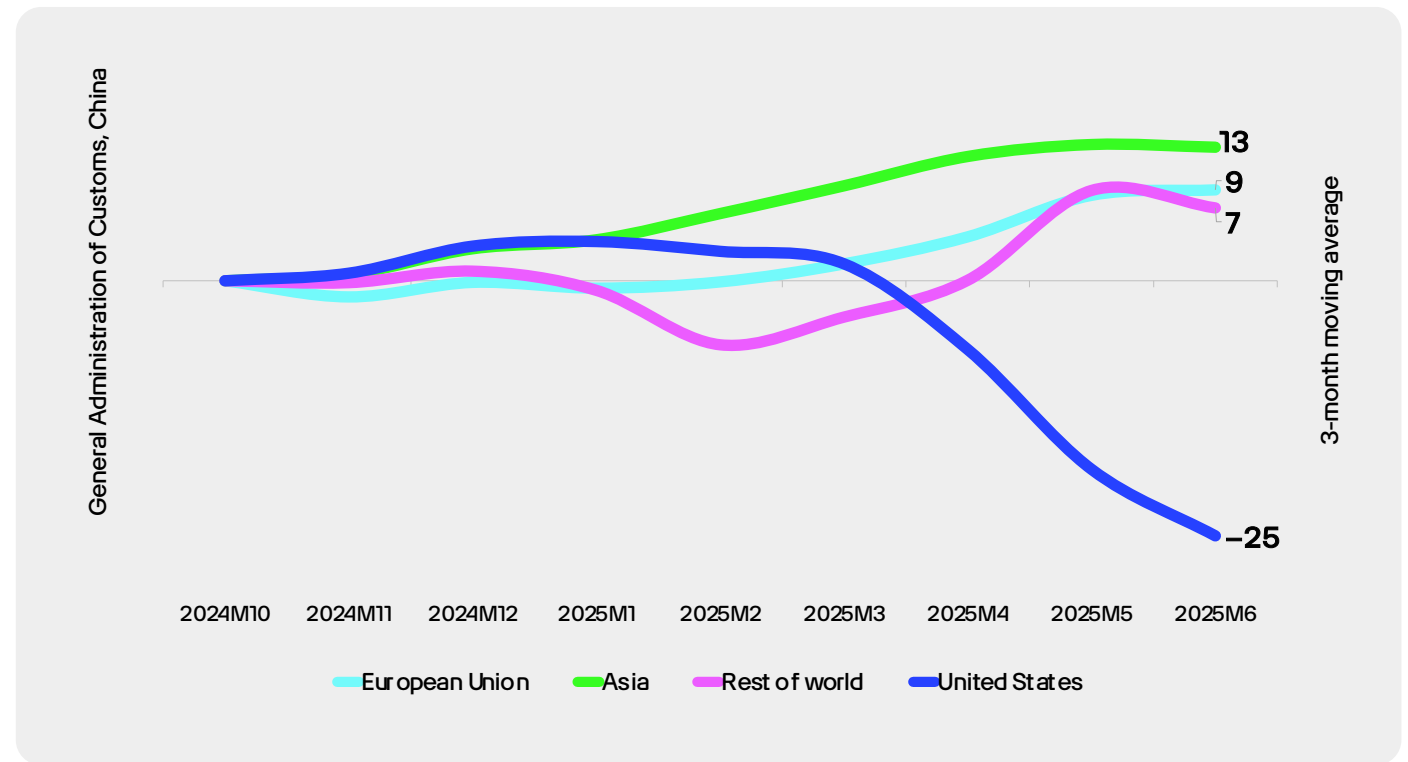
China's cumulative export growth



By region

Drastic re-engineering of China trade composition as US exports dip due to tariff threats

IMF WEO July 25 – China export growth
Cumulative*: Oct 24 – Jun 25



Sources: General Administration of Customs, China; Haver Analytics; and IMF staff calculations. Note: Growth rates are calculated using three-month moving averages of seasonally adjusted goods exports, which are valued on free-on-board basis. Asia does not include Oceania. Global T&D Trends Report Q4 2024 – Global Strategic Insights

Why you should come to IFA



See you at IFA: 4-8 September 2026!

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