

IFA Innovation
For All

The future is now.

Berlin becomes the stage for what's next.
See it all at IFA 2026.



International Press Briefing

Shanghai, 13th March 2026

Signing Ceremony

- IFA Management GmbH
- Asia Data Group





IFA Innovation
For All

**Discover IFA
The future is now.**

Leif Lindner

莱夫·林德纳

CEO

IFA Management GmbH



Press Material



Innovation for all.

- Innovation doesn't live in a press release.
- At IFA, it becomes real-world experience and real business

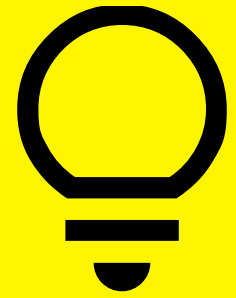
IFA Building Bridges

- IFA is where global brands, retailers, creators, and consumers meet, and where innovation becomes real-world experience.
- We connect B2C moments with B2B outcomes: launch, discover, distribute.
- Our goal for international press events: clear messages, strong visuals, and a story media can instantly retell.

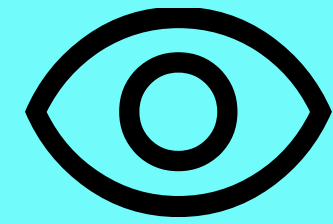
"Trade fairs continue to play an important role in the marketing mix, as evidenced by the 99.5% of respondents who indicated a desire to continue exhibiting at trade fairs as part of their corporate strategy. Two-thirds of companies anticipate that the significance of trade fairs will remain consistent or even grow in the coming years." ([AUMA Exhibitor Outlook](#))



Our core values



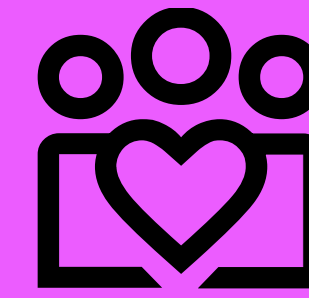
Inspiration:
Ignite your creativity.



Curiosity:
Embrace the unknown.



Trust:
A legacy of reliability.



Community:
A shared journey.

Leading Tech Hub

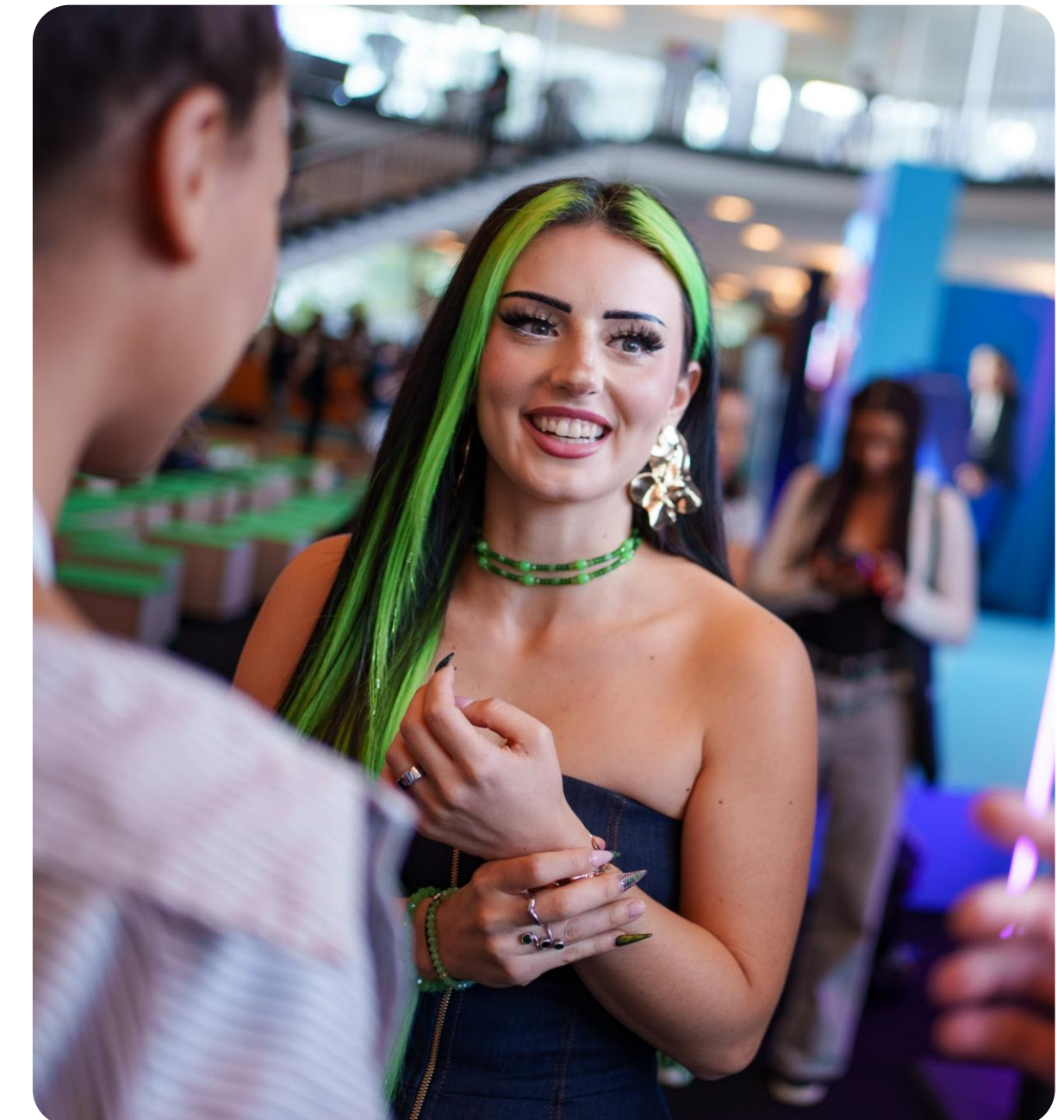
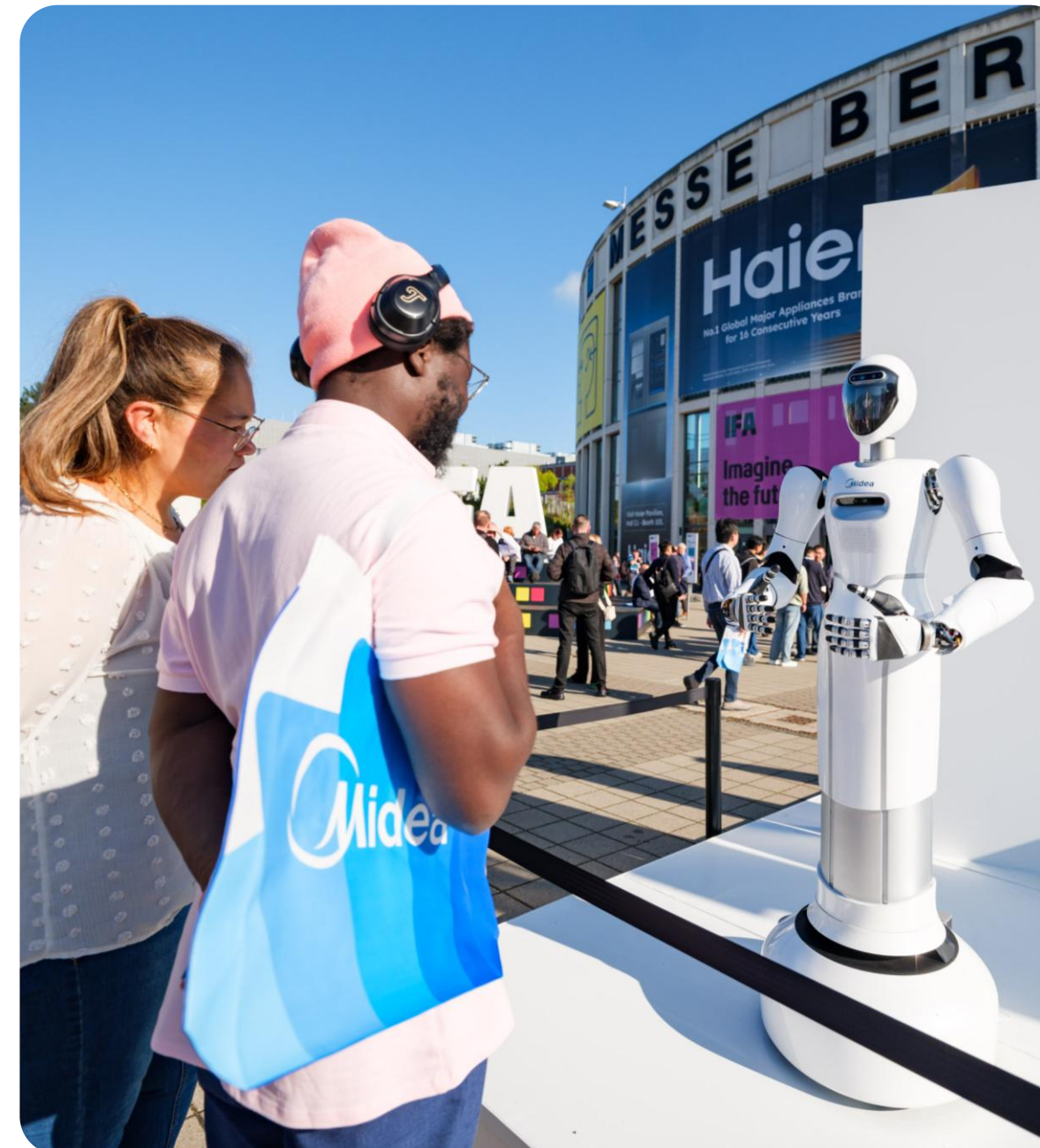
One show. Two worlds:
consumer attention and
business momentum



IFA Innovation Platform

4 Strategic Pillars:

1. Innovation Showcase
2. Business meets Influence
3. Thought Leadership & Product Launches
4. Experience & Culture



01.

IFA = The Global Showcase

**Innovative Consumer Tech
Leading Brands
Connected Ecosystems**



The Momentum 2025

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

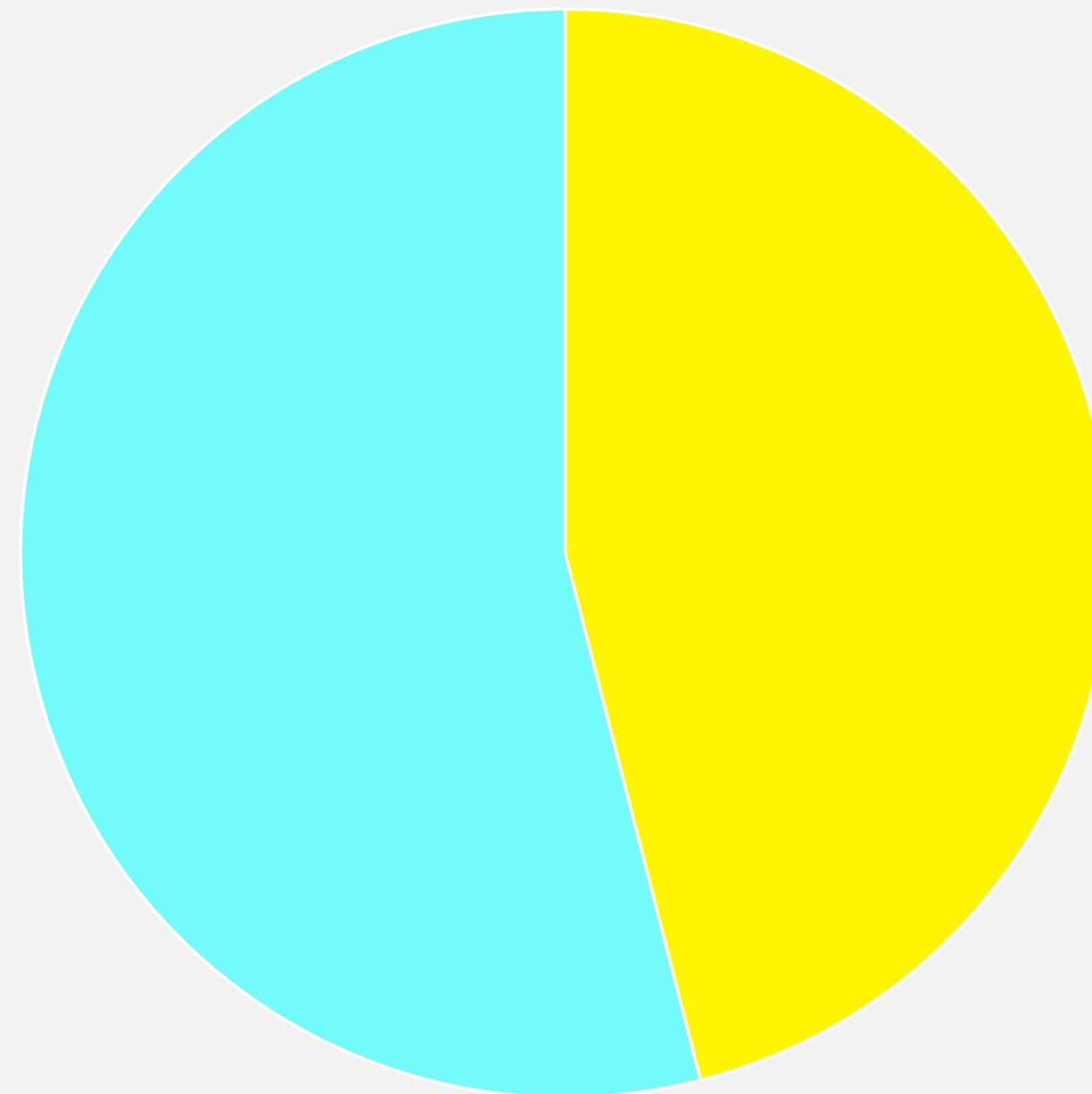
67% (+10% YOY)

international retailers

IFA 2025 Media Countrysplit

3,219
registered media

80
countries



■ International

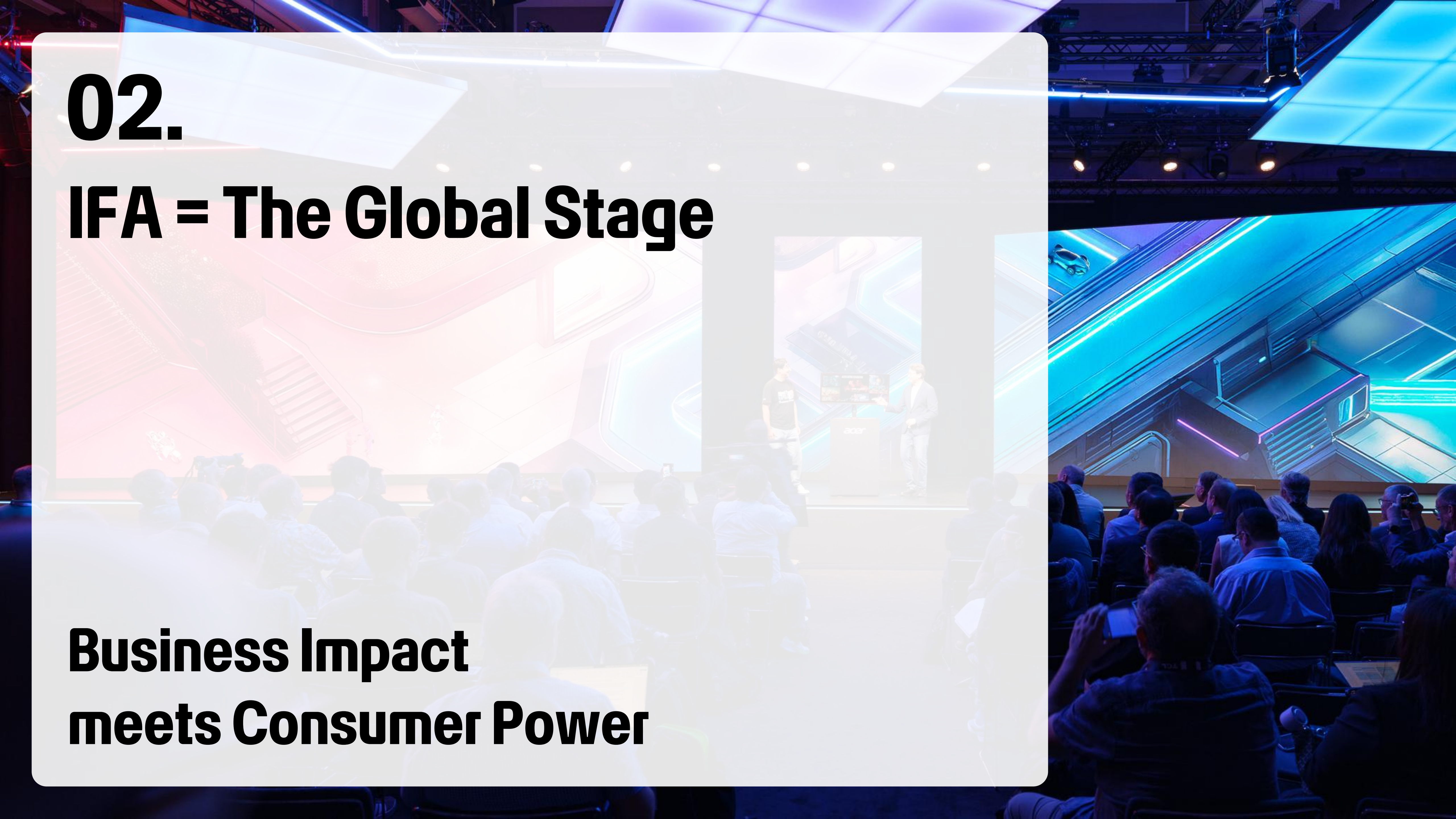
■ Germany



02.

IFA = The Global Stage

**Business Impact
meets Consumer Power**



The Exhibition

Clear angles. Fewer facts. Stronger recall.

Balanced Portfolio

Home Appliances vs Consumer Electronics:
42% vs 58%

Growth Segments

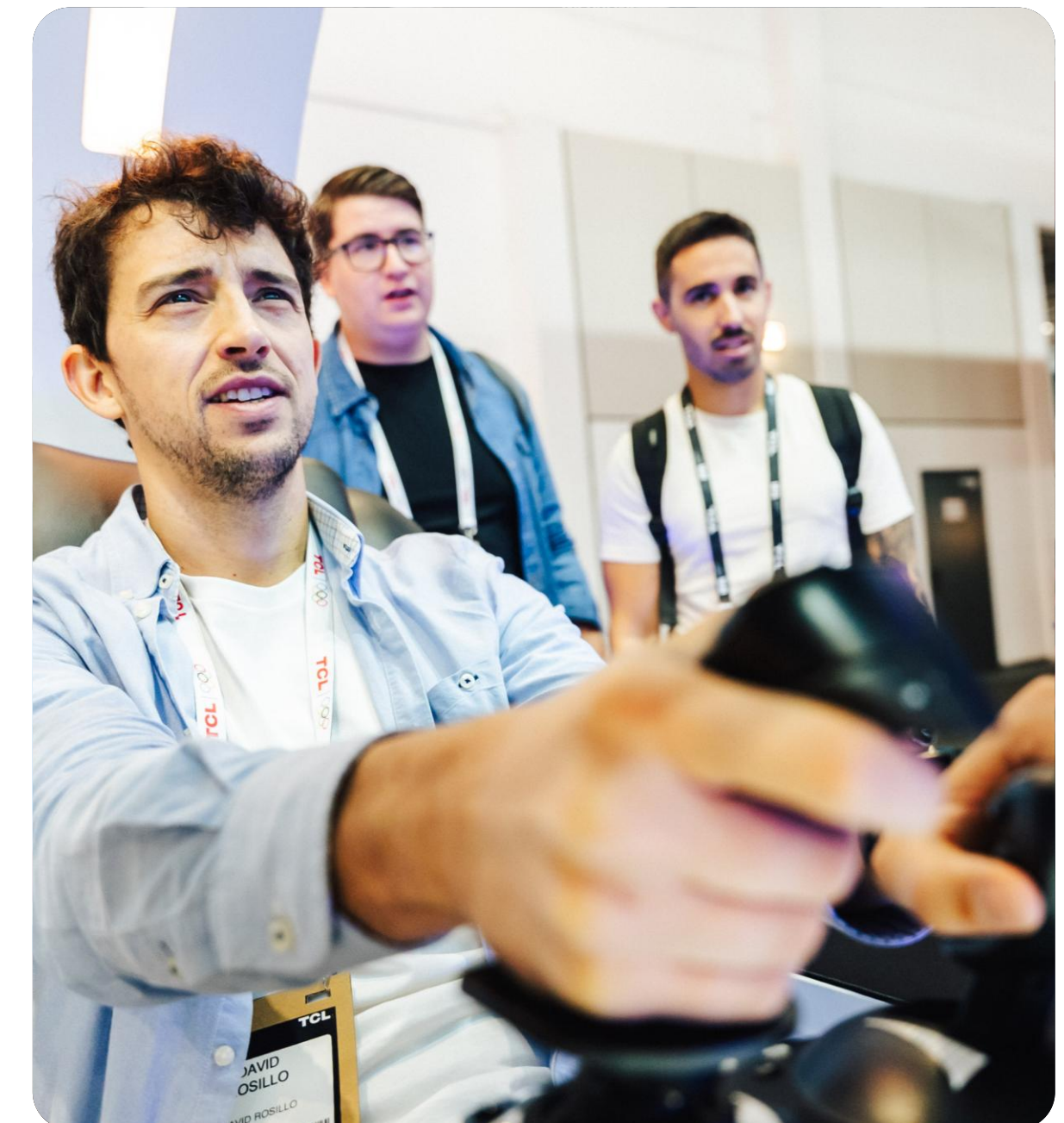
Computing & Gaming • Content Creation •
Beauty Tech & Wellbeing • Smart Home

IFA Next

260 exhibitors from 28 countries
(startup & next-gen innovation)

Top 5 exhibiting countries

China	USA
Korea	The Netherlands
UK	<i>*Excludes Germany</i>



Trusted by Industry Leaders

Based on IFA 2025

acer

AMD

ANKER
Innovations

 **BOSCH**

cecotec

dji

 **Dolby**

DREAME

 **Electrolux
Group**

Haier

Hisense

Insta360
Think bold.

 **LG**

LIEBHERR





Panasonic

PHILIPS


roborock

SAMSUNG

 **sbs**

SHARP

SIEMENS

SONY

TCL

VESTEL

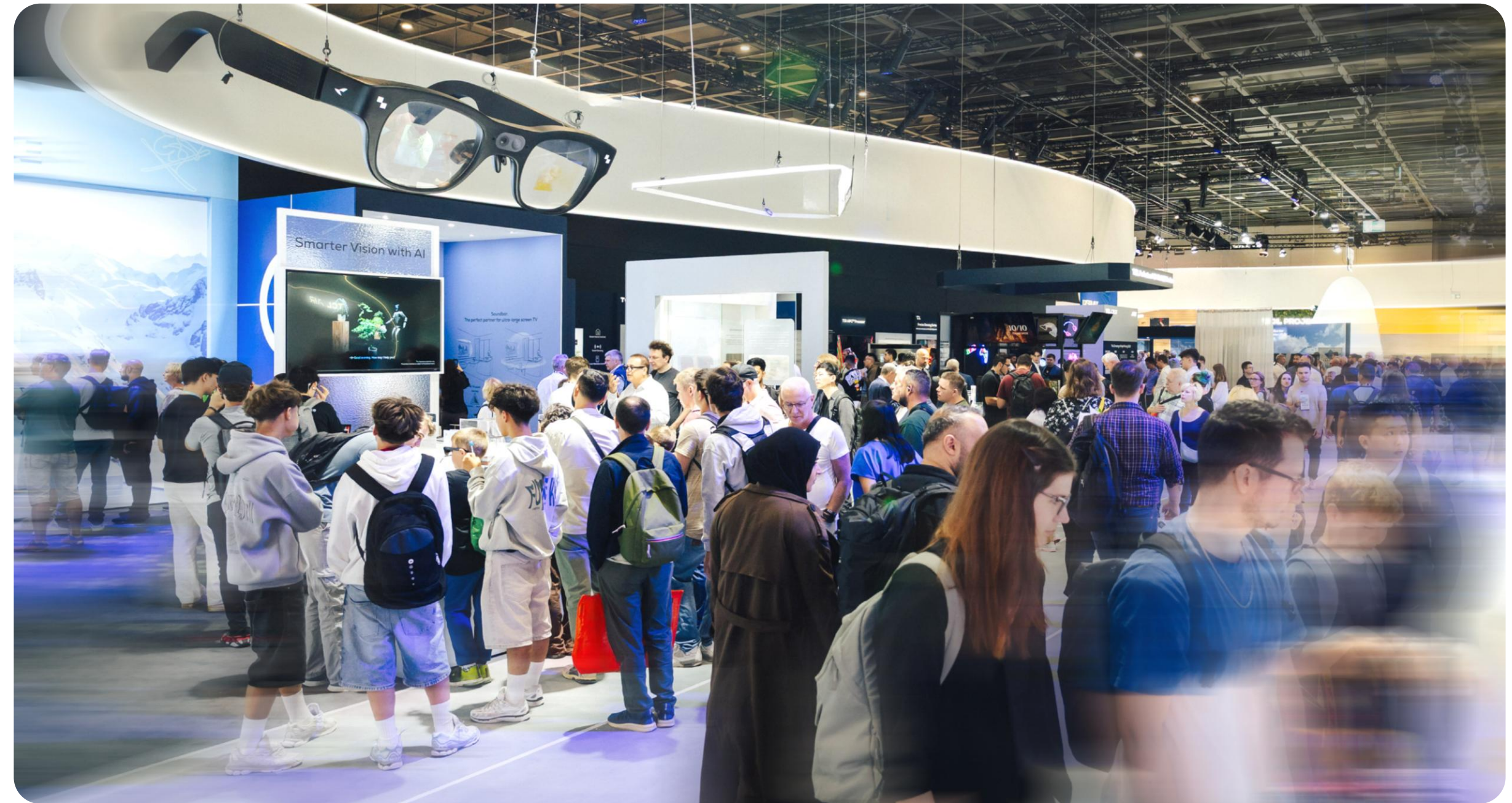
WHOOP®

WITHINGS

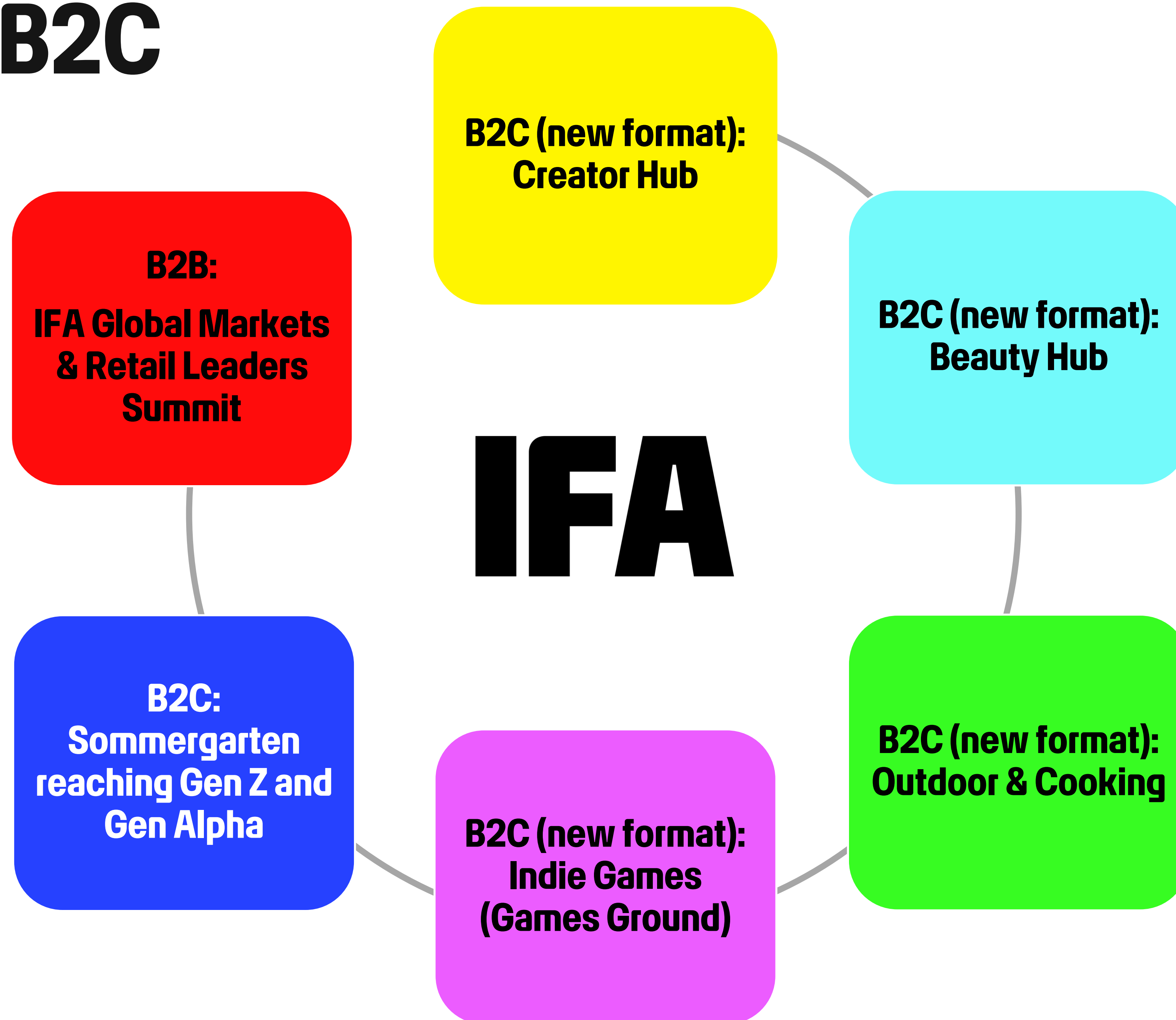
Driving Market Growth

- **Driving Business Growth**
136,000 trade visitors in total
67% international retailers
+10% YoY Retail Leaders Summit: 150 top global retailers
- **Driving Influence & Demand**
80,000 consumers reached
- **B2B, the next Generation**
60% trade visitors vs. 40% private visitors,
48% of the B2B visitors were younger than 40 years old
- **Purchasing behavior and internationalization are changing the market**
Customer journey: User and search behavior is changing due to new AI-supported information channels (LLM).

65% of B2B visitors were international retailers.



B2B and B2C



Global Retailers

Companies:
Top 10 worldwide – listed
by number of participants

- ElectronicPartner
- Euronics
- Expert
- MediaMarktSaturn
- Telering
- Amazon
- EK Retail
- Power
- OTTO
- MEDIA EXPERT (Terg S.A.)
- JD.com

Based on IFA 2025



03.

IFA = The Global Platform for Innovation

- **Thought Leadership**
- **Industry Insights**
- **Product Innovations**

IFA = The Global Platform for Innovation

Thought Leadership · Industry Insights · Product Innovations

- **Thought Leadership**

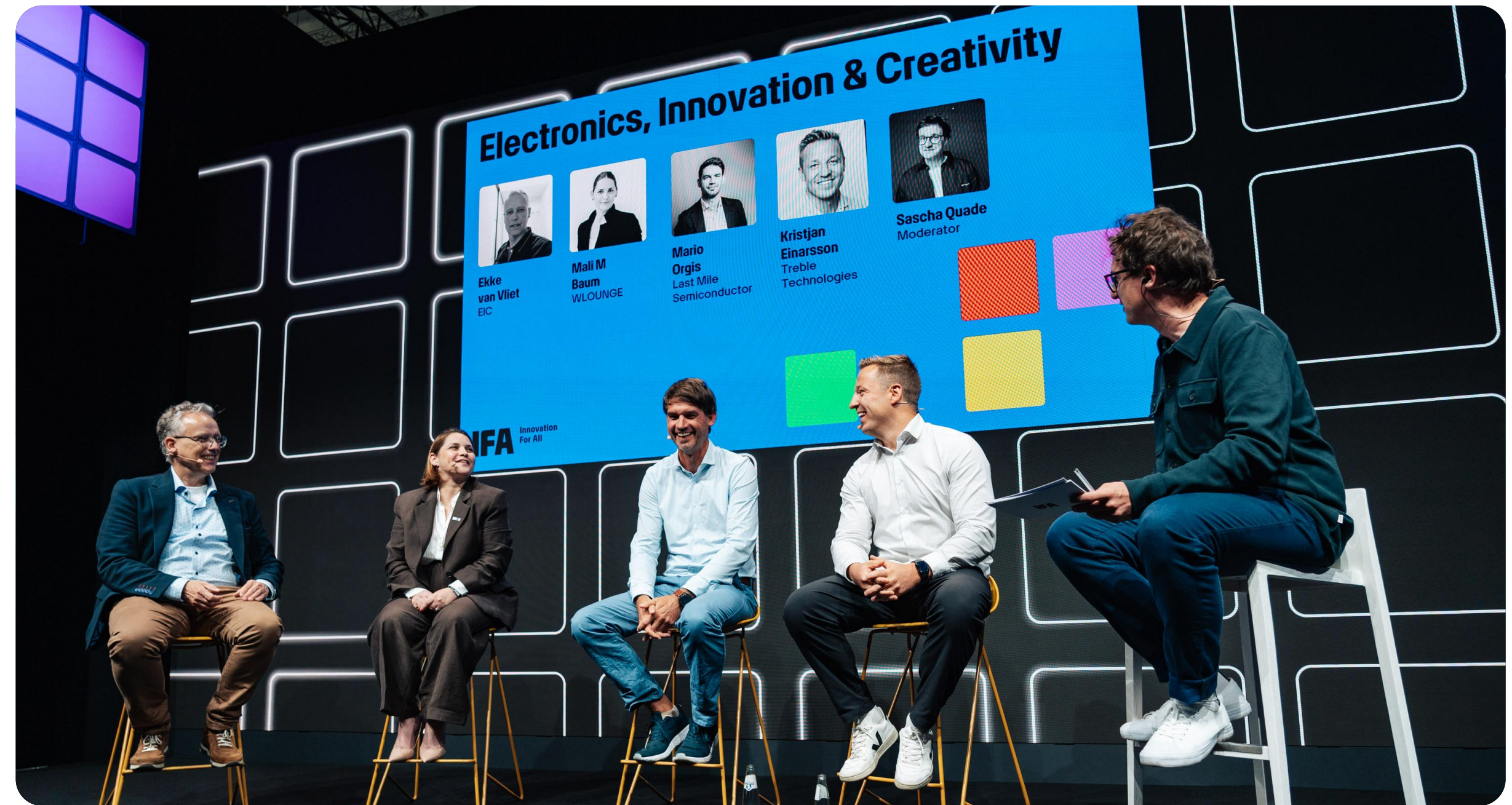
*270 speakers, 3 stages, 125 sessions
3 IFA Papers*

- **Product Announcements with Momentum**

+32% more product and service announcements

- **IFA Innovation Awards**

*+500 submissions,
10 categories,
3 special awards*



Our new content architecture

Five tracks for more diverse and new audience

Tracks	World of AI & Future of Tech	Retail & Future of Commerce	Marketing & Creativity	Culture & Lifestyle	Smart & Sustainable living
Example of topics	<ul style="list-style-type: none"> Human intelligence × AI Robotics Wearables Quantum computing Spatial computing Frontier tech Data governance Smart & connected home ecosystems 	<ul style="list-style-type: none"> AI & Smart Retail Customer behaviour Data & insights Omnichannel Social commerce Physical / digital experience Delivery, logistics and fulfilment. 	<ul style="list-style-type: none"> Digital marketing Creators landscape from creation to economy. Generated Design Virtual production Next-gen brand storytelling 	<ul style="list-style-type: none"> Entertainment Gaming Berlin culture Future of diversity and inclusion Worklife 	<ul style="list-style-type: none"> Regenerative tech Circularity Right to repair Ecodesign for sustainable products Raw materials Supply chains Delivery chains
New target audiences	Industry, Retail, Tech, Engineering, Innovation, R&D.	Retail ops, Marketing, Tech, Logistics, Fulfilment.	Creators, Brand, Influencer, Social Media Leaders, Apps, Tech and Platforms.	Press / Media, Creators, Bloggers, B2C, GenZ	Tech, Engineering, Innovation, R&D.

04.

IFA = The Global Hotspot



Content & Experiences



IFA = The Global Hotspot

Influencer & Consumer Activation

- **Influencer & Consumer Activation**

+1.200 registered influencers, brand ambassadors, and key highlight partners

- **Cultural Integration with Berlin**

IFA events and activations ahead of the showe.g. Home Again Festival, Berlin Pride, Fotografiska, and more...

- **Partnerships**

Cradle to Cradle, Lebenshilfe, NIQ, Mobility Partner, etc.

- **IFA Moments: Experiences at the Core**

114 IFA Moments, 1,37 M Impressions, +1.140% YoY Growth in Social Media Reach

- **Extended Digital Reach & Partnerships**

Find Your Next Tech program with Webedia: 1M+ views across all platforms

- **Sommergarten**

*20,000+ visitors in 2025
Fully sold-out concert*

Global Tech and Durables

Key takeaways

T&D global

- Market still grows strong at 4.8%, but Q4 slows down and volume gains are much more moderate.
- Strong growth in USD in Q2 to Q4 due to weak USD fx rate
- China subsidy program drives the market until September 2025 – Q4 declined significantly in China for home appliances, while Telco thrived with new launches
- 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

Resilience amid fragility

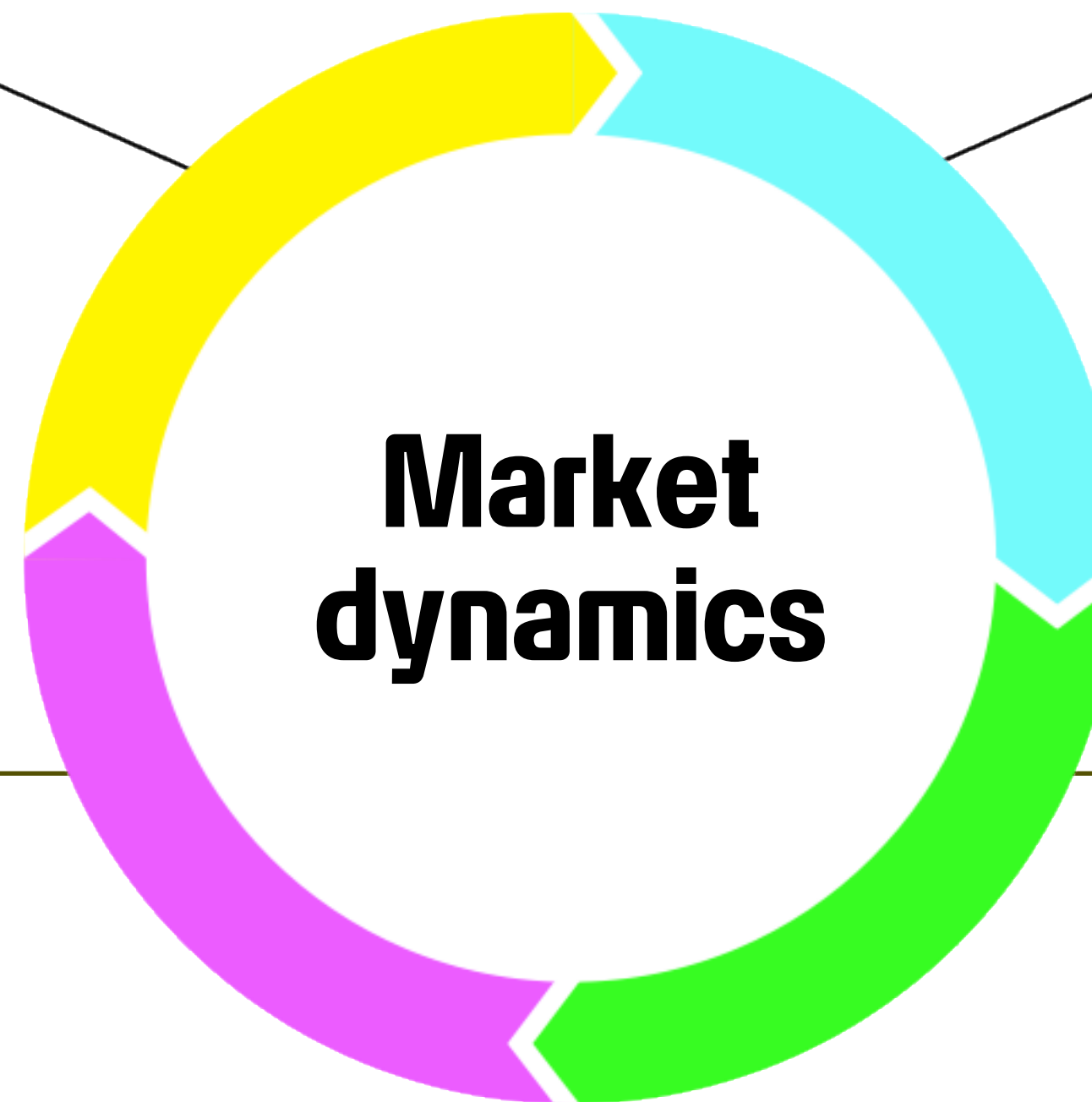
A global economy powered by AI expectations but exposed to risks. Major themes underpin market growth and inject further uncertainty.

Diverging economic momentum

- **Global growth remains resilient but uneven**, with 3.3% projected for 2026 (+0.2pp vs. October).
- **Inflation normalizes** at different speeds.

AI-driven investment surge

- **A surge in AI-related investment**, drives upward correction of GDP growth (US/China). But growth base is **narrow and vulnerable**: a reassessment of AI productivity may trigger investment pullbacks.



Trade policy & supply chain risk

- **Trade tensions have eased**, e.g U.S. - China truce and tariff exemptions.
- **Tariff effects** continue to work through supply chains.
- **Geopolitical risks**, esp. in the Middle East, Ukraine, and Asia

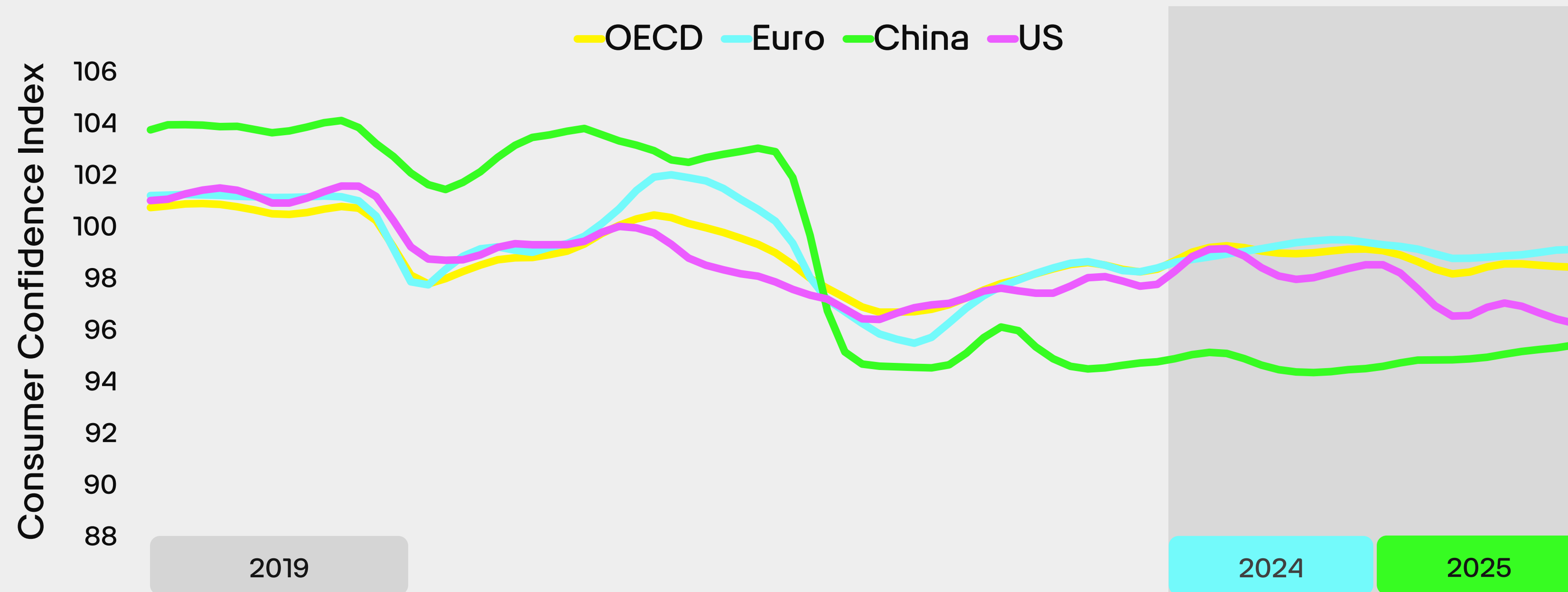
Elevated financial fragility

- **High public debt** increased risk of liquidity crisis
- **Stretched AI-linked equity valuations** heighten global financial fragility.
- **Lack of investment** remains as risk.

OECD Consumer Confidence index

Consumer confidence shows gradual improvements in the Euro area and in China, however consumer confidence in the U.S. declined to new lows in 2025

OECD Consumer Confidence index: Amplitude adjusted*
Jan 2019 – Dec 2025



Tech & Durables value growth rebounds

Rebounds to a multi-year high, despite a deceleration in volume. 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 – Dec 2025

Office
-0.5%

Information Technologies
+8.4%

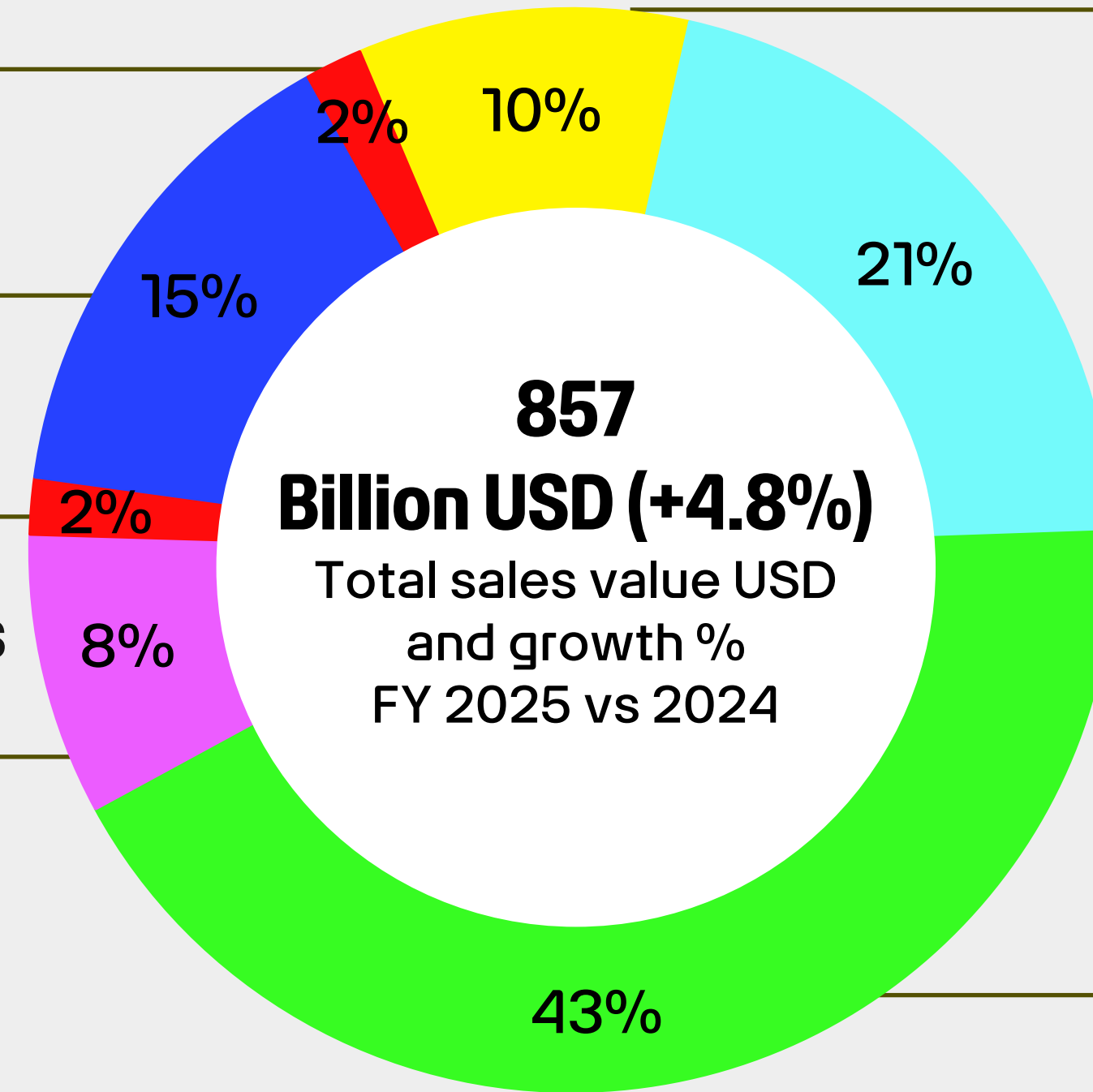
Photo
+9.6%

Small Domestic Appliances
+6.3%

Consumer Electronics
+0.2%

Major Domestic Appliances incl. Aircon
+1.4%

Telecom
+6.2%



2024
Val +2.2%
Vol: 2.6%

2025
Val +4.8%
Vol: 0.5%

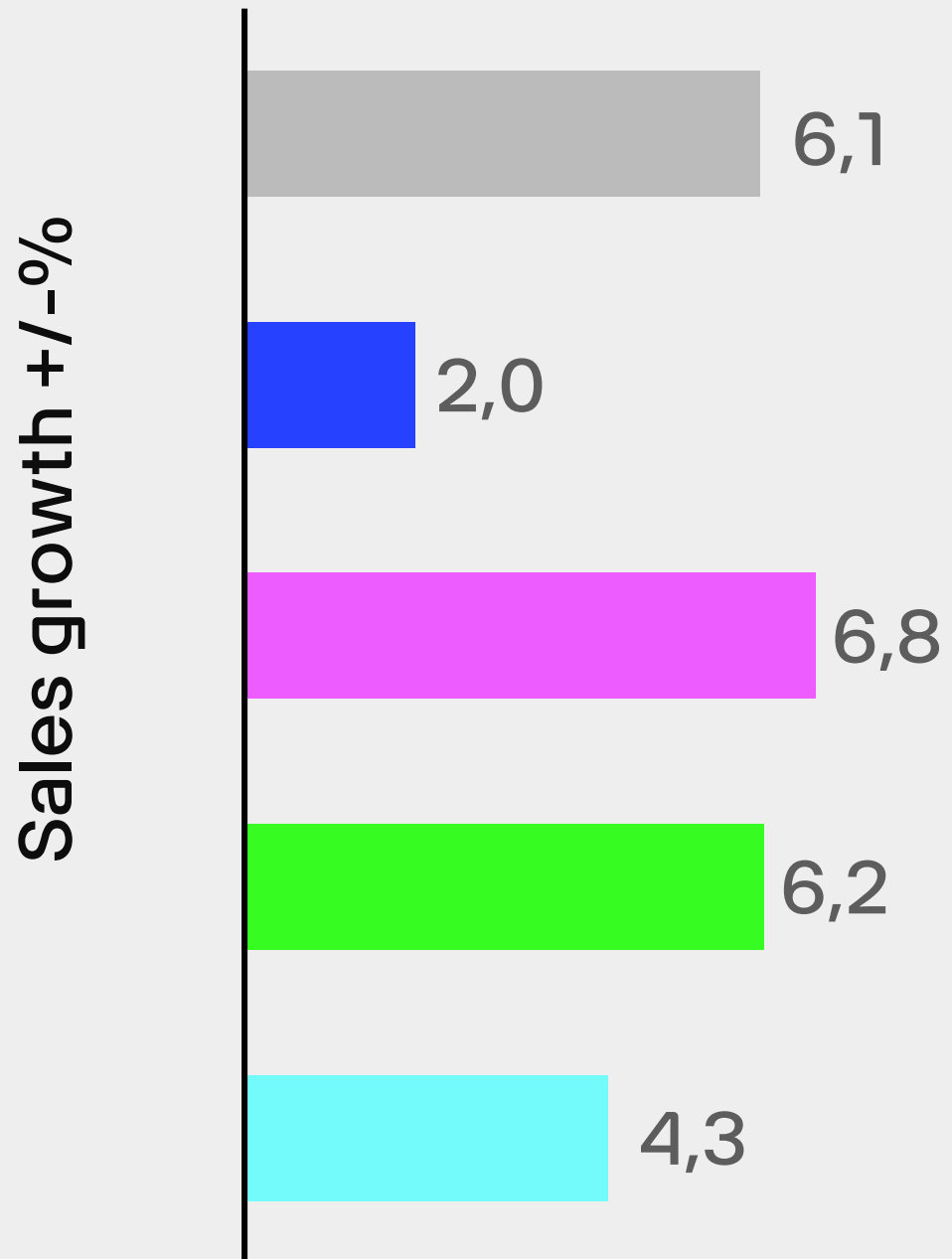
Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth YTD 2025 vs 2024; Channel Coverage: Retail . CE includes Multifunctional Technical Devices and SDA includes Personal Diagnostics. Global T&D Trends Report Q4 2025 – Global Strategic Insights

On quarter-by-quarter basis, the deceleration is evident, especially in volume demand

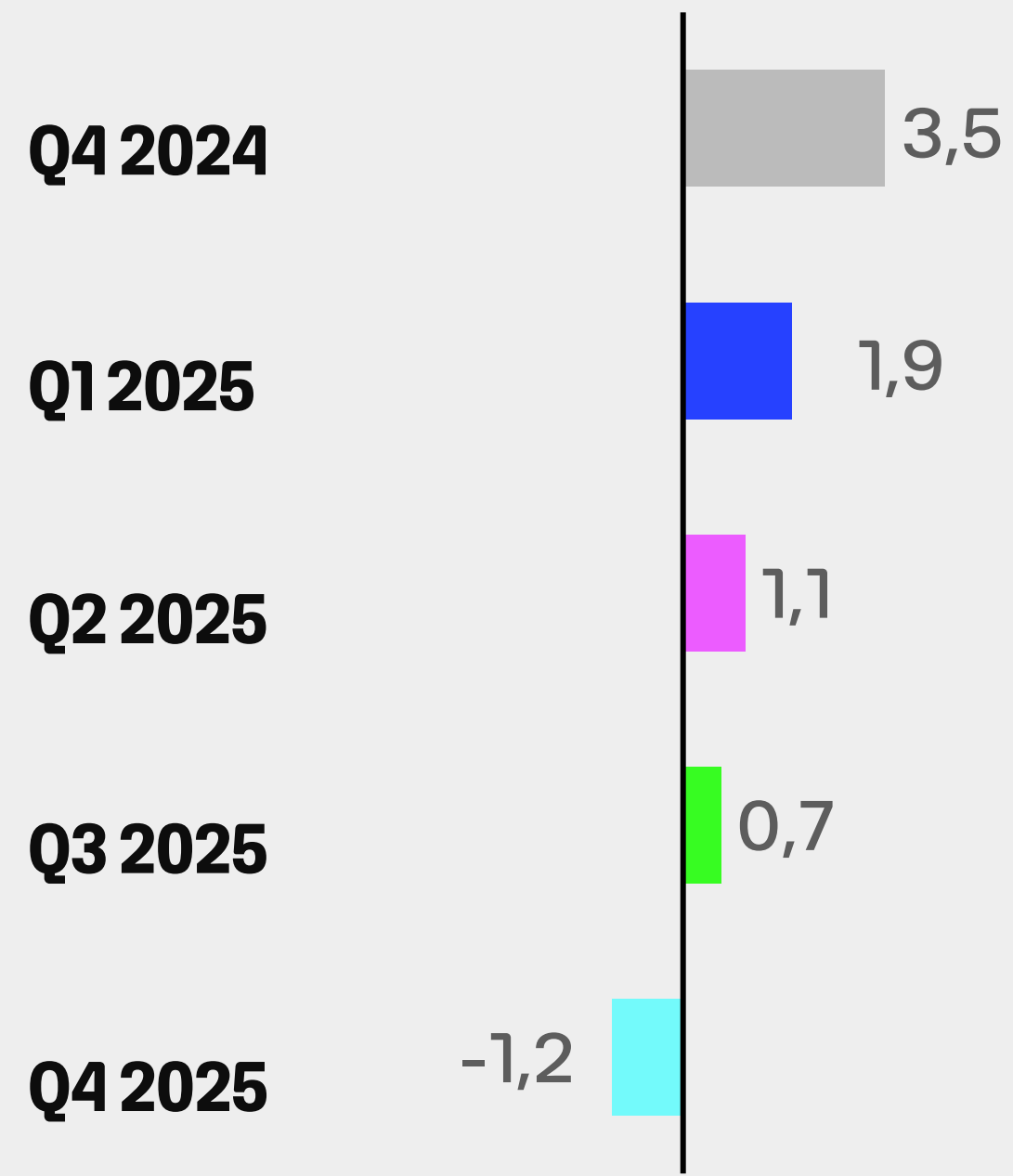
Global (ex. NA, RU) Tech and Durables
 Sales Value USD (NSP) & Sales Units
 Growth rate YoY (%) 2024 – 2025

Global (excl. NA)
 2024: \$818bn
 2025: \$857bn

Value growth +/-%



Units growth +/-%



Emerging markets lead growth

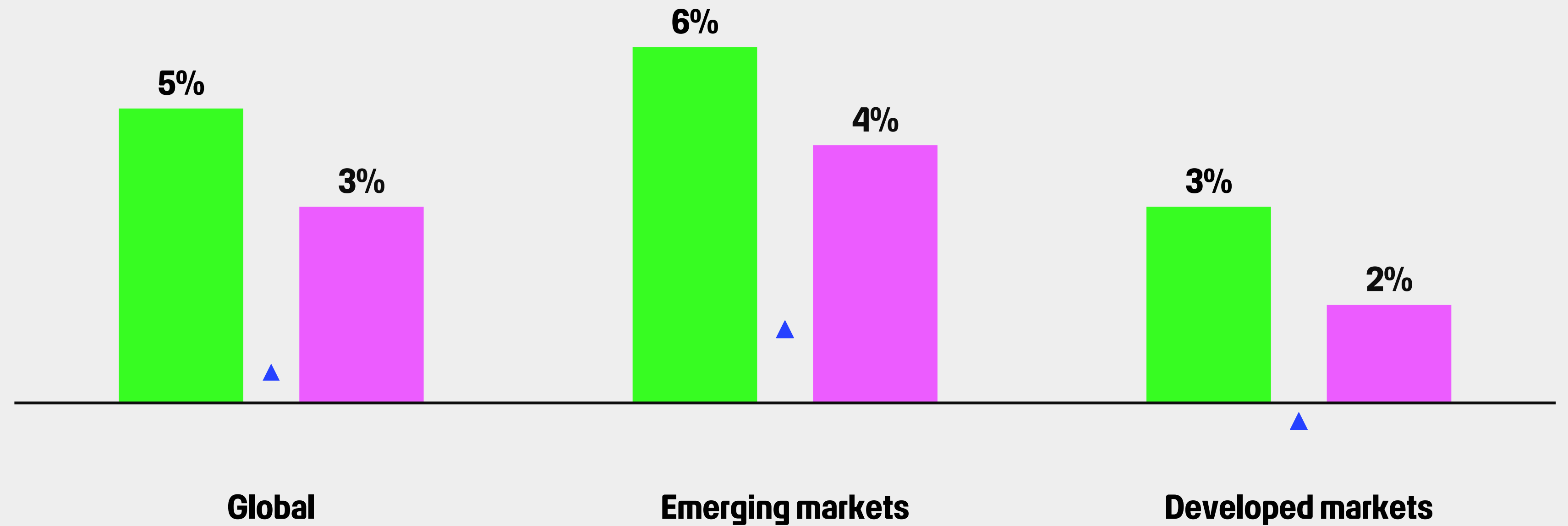
In both value and volume, mirroring economic growth patterns. Developed markets face saturation; growth coming from replacements or upgrades vs. penetration.

Global (ex. NA, RU)
Tech and Durables (T&D)
International Monetary Fund (IMF)
Jan – Dec 2025

 **T&D – Sales Value (\$USD)**
YoY growth%

 **Sales Units**
YoY growth %

 **IMF 2025**
Real GDP growth %



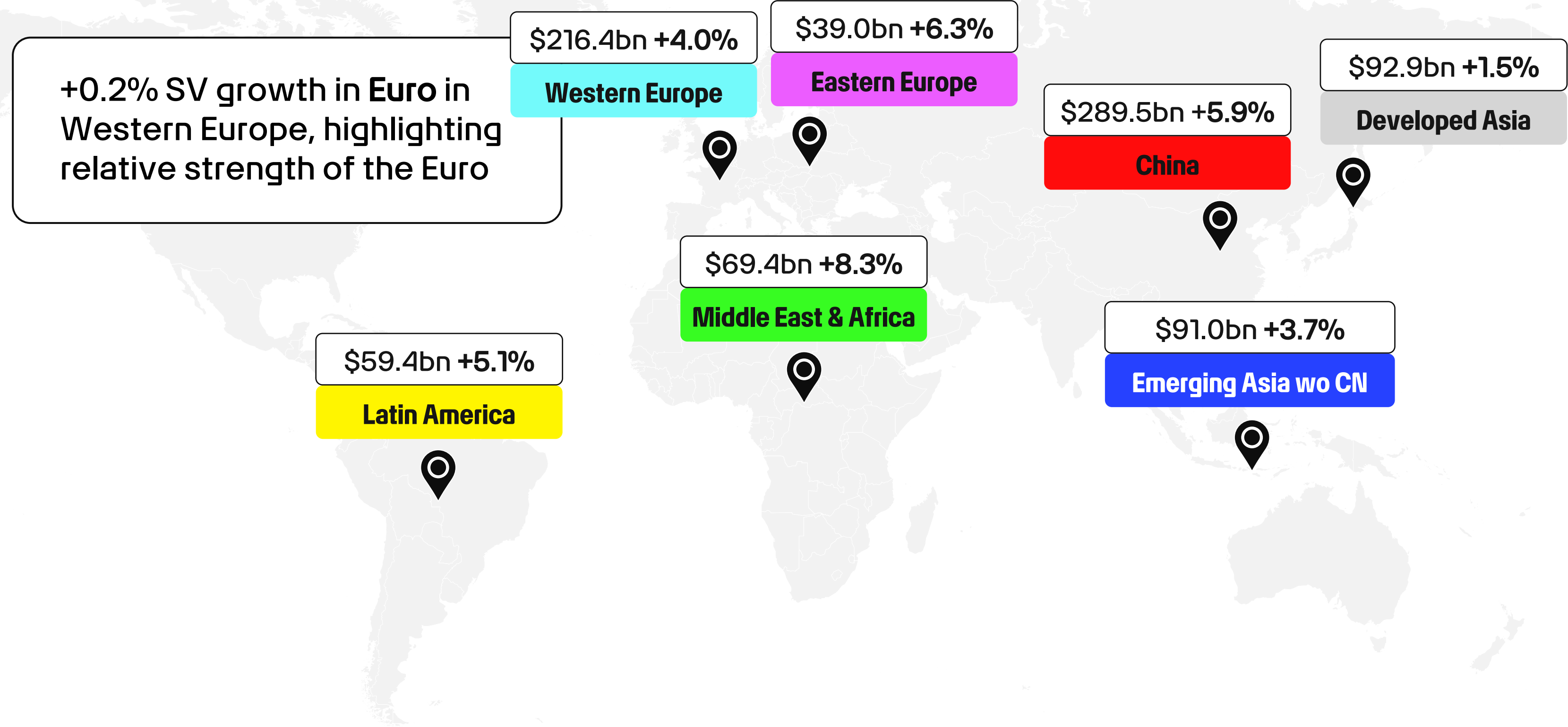
All regions are experiencing value growth, bolstered by the US dollar

China despite volume growth deceleration 2024 → 2025 still grew 6% in value, due to premiumization effects from national subsidy program

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

Global (excl. NA)

Turnover	\$858 bn
Growth Rate	+4.8%



China Tech and Durables

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

China's economy remains stable

The China-U.S. trade tensions have temporarily eased



**25GDP
Growth rate**

+5.0%

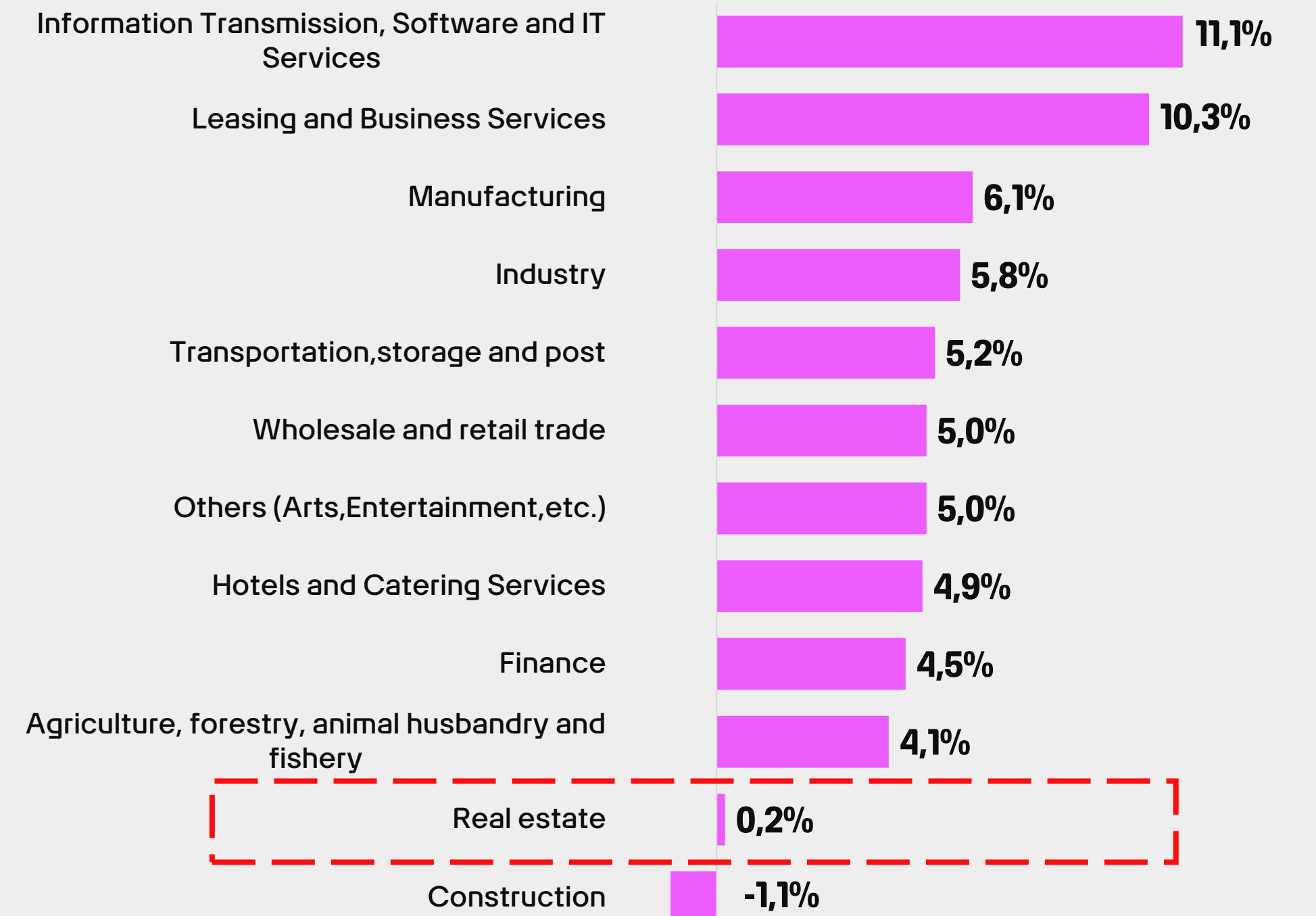
2025Q4 vs. 24Q4 +4.5%



**China-U.S.
Trade**

- The U.S. lowered the tariffs on fentanyl imported from China to 10%, and maintained its suspension of heightened 24% reciprocal tariffs until Nov 10, 2026. The current 10% reciprocal tariff will remain in effect during this suspension period.
- The U.S. further extended the expiration of certain Section 301 tariff exclusions until Nov 10, 2026, including 178 key products such as certain industrial equipment, solar cells, semiconductors.
- China also suspended 24% reciprocal tariffs until Nov 10, 2026, and retain 10% reciprocal tariffs.

2025 GDP Growth Rate by Sector



Consumers remain cautious

Consumption faces challenges as policy support faded



16.5%

Dec 2025
Unemployment rate
(16-24 yrs old)



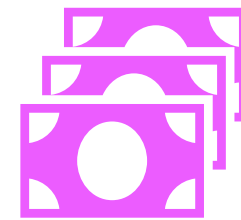
90.3%

Nov 2025
Consumer Confidence
Index



+0.8%

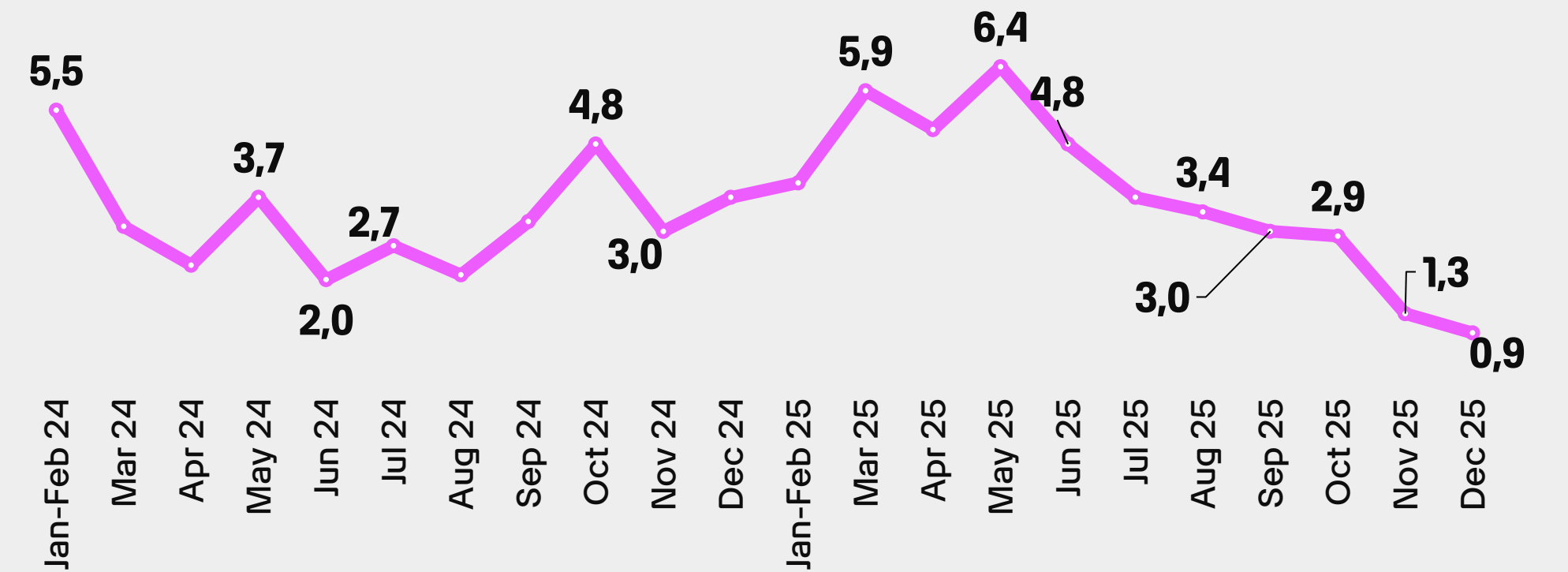
Dec 2025
Consumer Price Index



+5%

2025
Disposable income of
residents per capita

Growth rate of total retail sales of social consumer goods



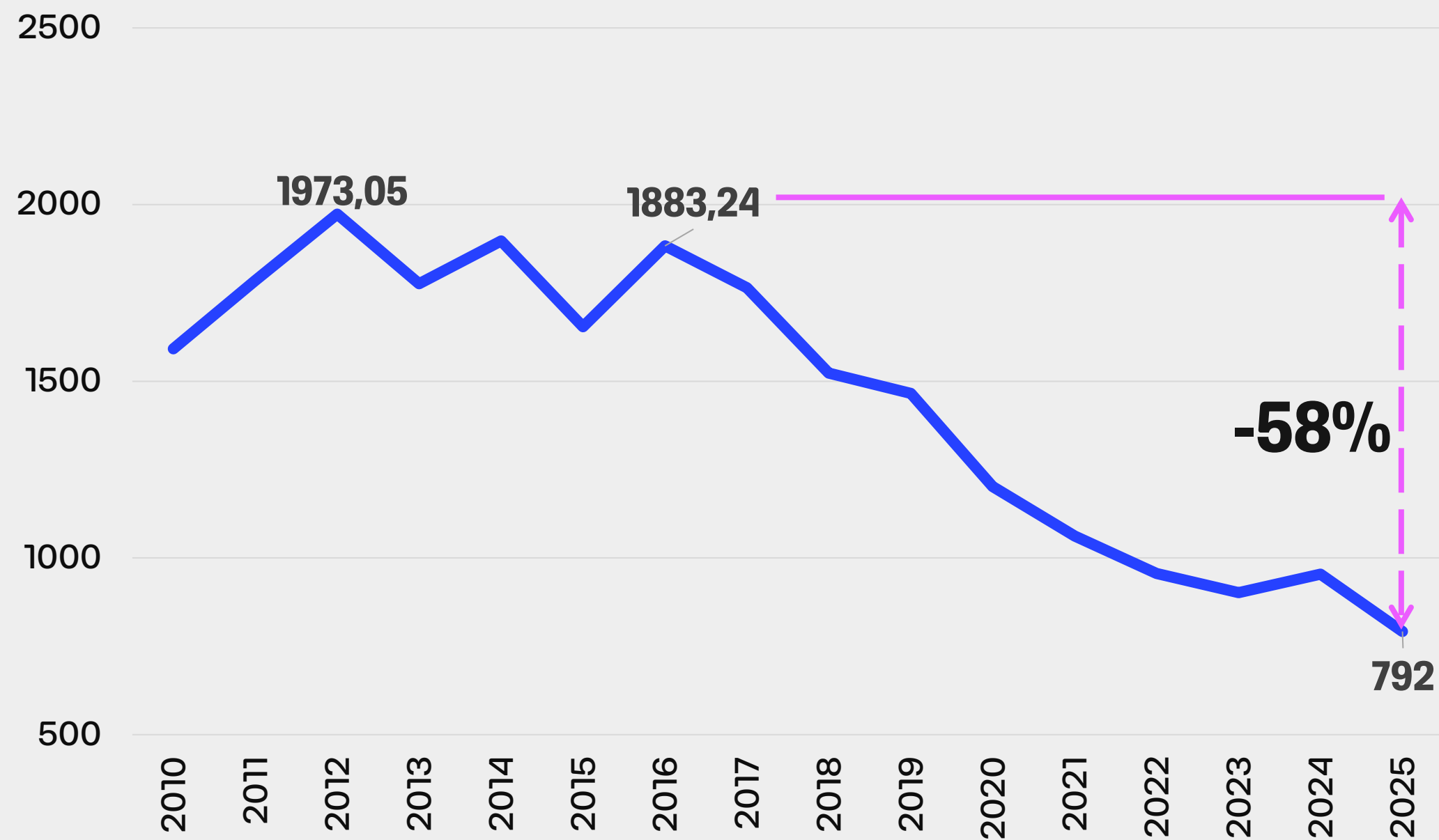
+3.7%

2025. Total retail sales of
social consumer goods

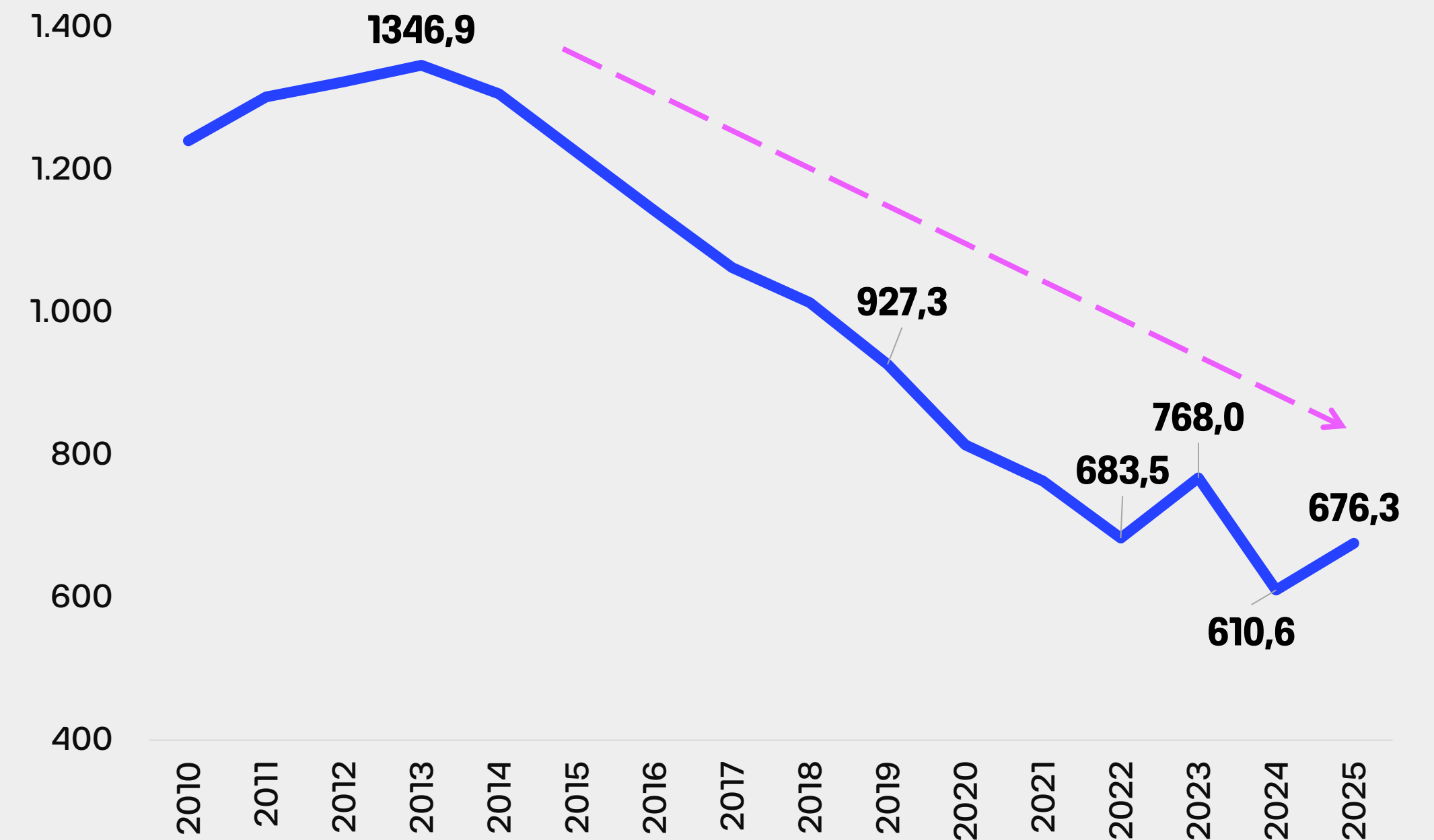
Population development drives the market

The home appliance market is mainly driven by replacement demand, with new demand declining year by year.

Number of births in China (10,000 persons)



Number of marriages registered in China (10,000 pairs)

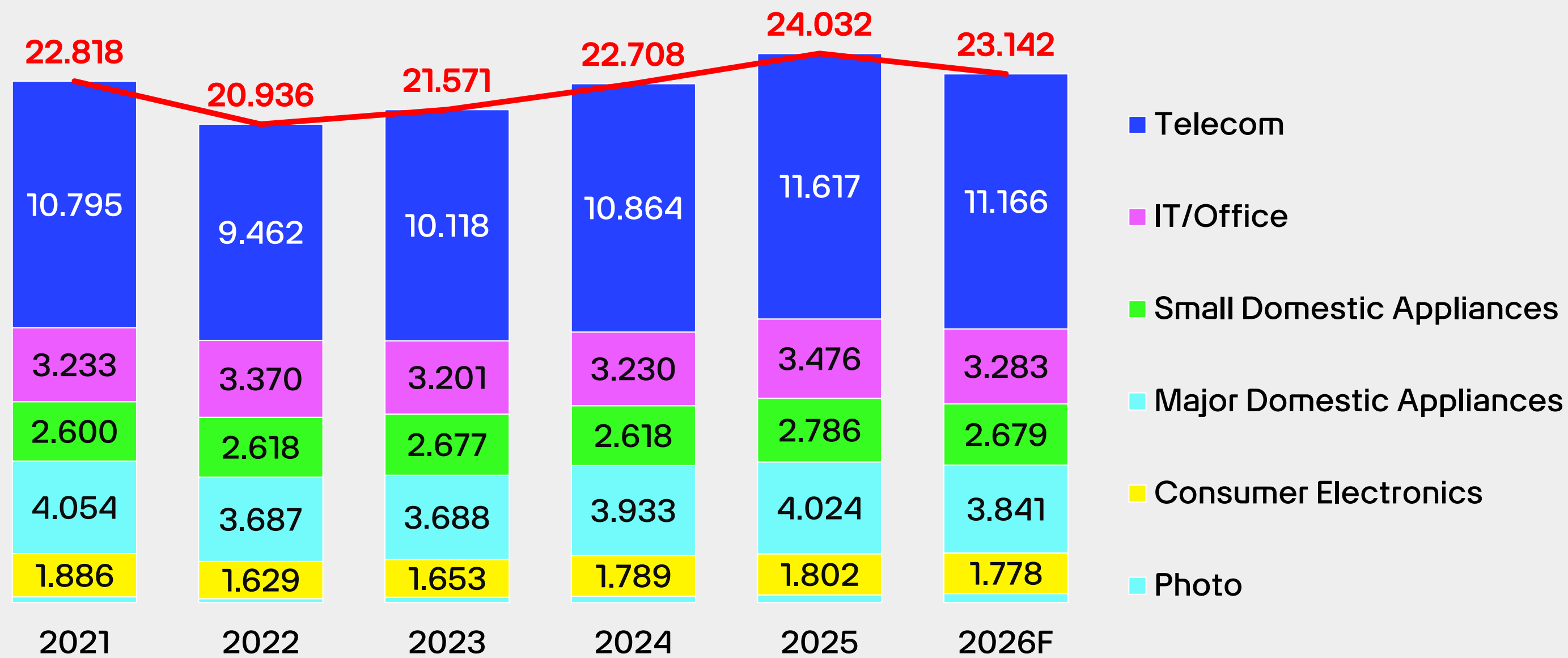


China TCG market expected to decrease in 2026

Online + Offline

Market Size

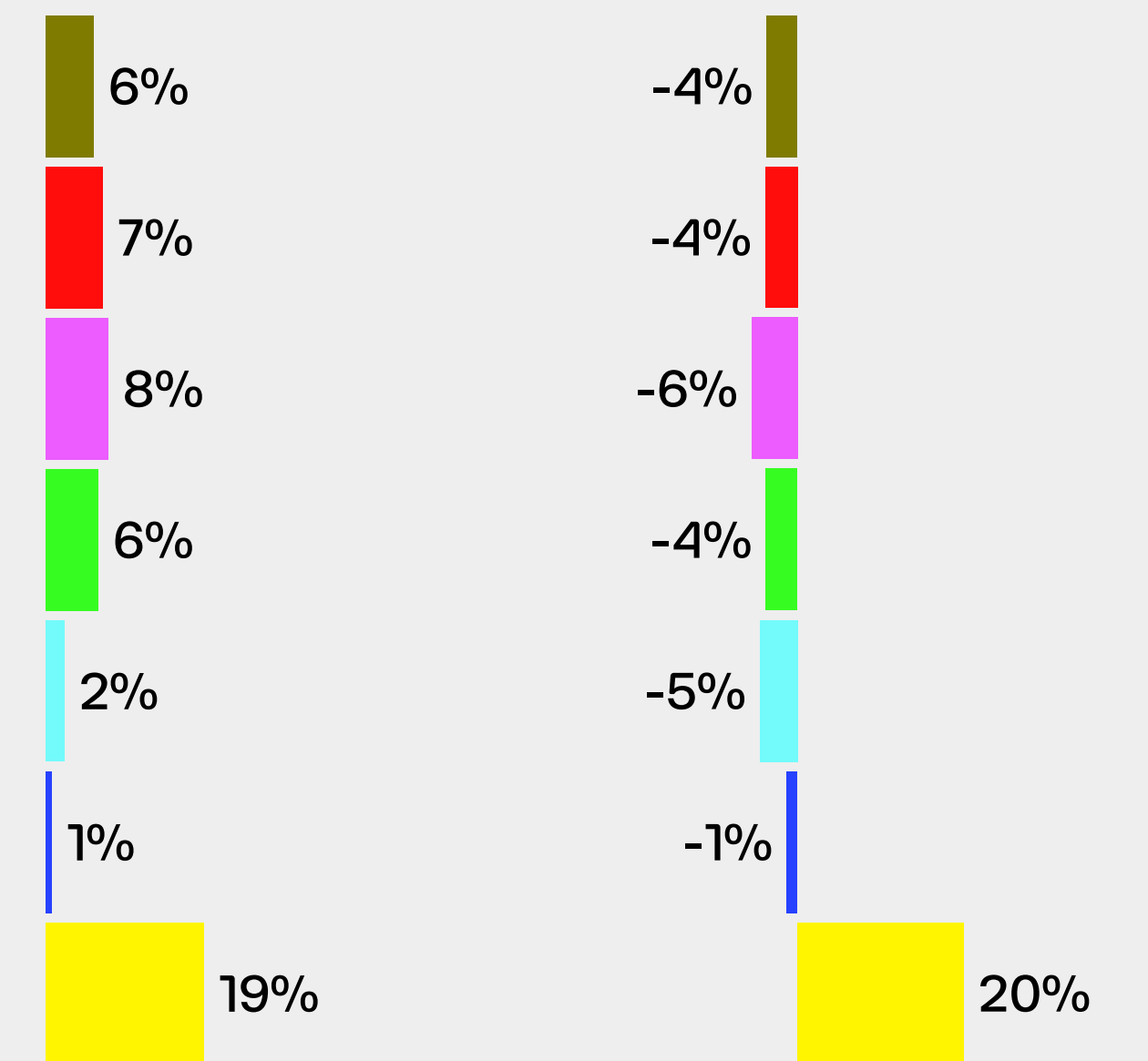
Online + Offline
CNY 100Million



Sales Value Growth Rate YoY%

2025 VS. 2024

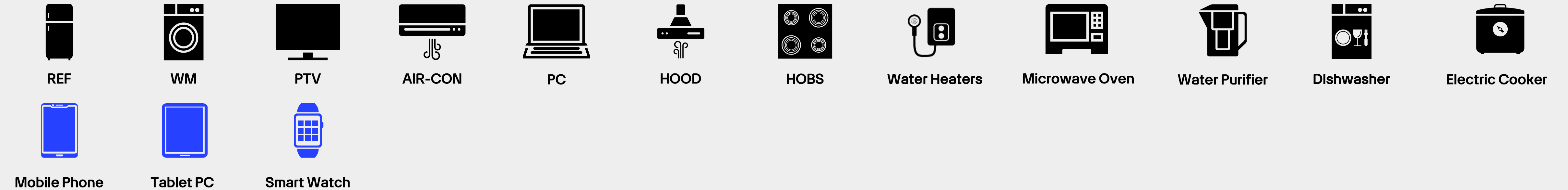
2026F VS. 2025



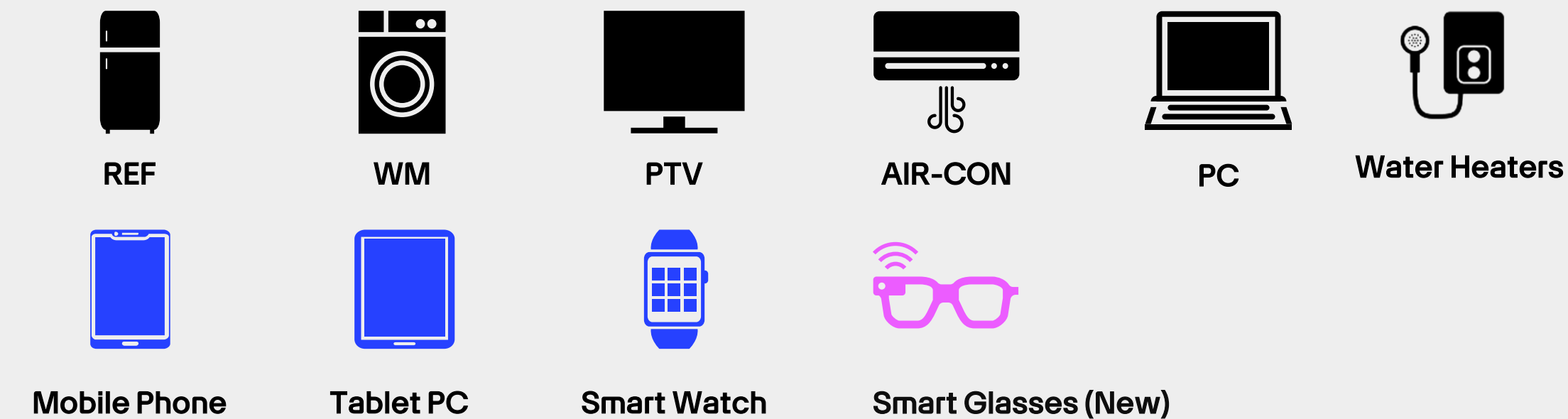
Trade-in policy continues in 2026

Some adjustments to the implementation details compared to 2025

2025: 12 Major Appliances + 3 Tech



2026: 6 Major Appliances + 4 Tech



2026 China Trade-in Policy Changes

Category	Division	2025 Policy	2026 Policy
Home Appliances	Scope	12 categories	6 categories
	Energy/ Water Efficiency Standards	Level 1&2	Only Level 1
	Subsidy Proportion	Level 1 20% ; Level 2 15%	15%
	Subsidy Cap (per unit)	≤2000CNY per unit (Air-Con for up to 3 units)	≤1500CNY per unit
Tech	Subsidy Limit	1 unit per category (Air-Con for up to 3 units)	1 unit per category
	Scope	3 categories	4 categories
	Subsidy Proportion	Under 6000CNY: 15%, up to 500CNY per unit (unchanged)	

2026

What's Next...

- **The IFA Itself**

Marketing and communications platform
High-quality speakers and panels
Continuous improvement of the website and app

- **Internationalization**

Focus on key international markets
10 years of Global Markets

- **Retail**

Retail Leaders Summit
Retail Innovation Zone

- **Outlook & Continuity**

Long-term agreement with
Messe Berlin until 2034

- **New Target Audiences**

Including Distribution, Retail, Lifestyle,
Marketing, Gaming, Logistics

- **Culture & City Integration**

IFA Moments, Sommergarten, Podcast
Day, Fotografiska Cooperation with Berlin
Partner and visitBerlin

- **Inclusion & Sustainability**

Cradle to Cradle, Lebenshilfe



2026

What's Next...

Unique in 2026

The ICC as part of the show for one day.

IFA is opening up the legendary ICC Berlin in an unprecedented move.

A protected architectural landmark from 1979 that's been closed for a decade, with over 1,000 feet of aluminum facade and the capacity to host 20,000 people, built as West Berlin's statement of innovation during the Cold War.



2026

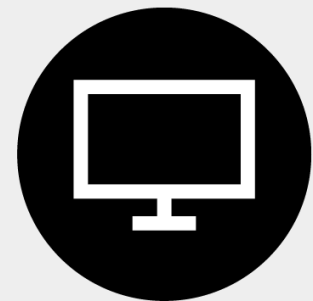
What's Next...

- **Innovation For All**
All age groups in focus
- **Sommergarten**
Confirmed acts include Luciano and BUNT
- **IFA Moments**
A top opportunity for brands and consumers IFA is not limited to one place or one moment
- **360° Approach**
Podcasts, IFA Moments, press conferences, activations, Press releases, global participation in events and industry gatherings



Show Areas

AI as the New Infrastructure



**Home &
Entertainment**



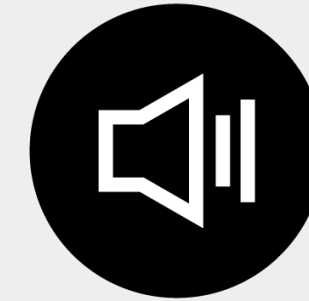
Home Appliances



Smart Home



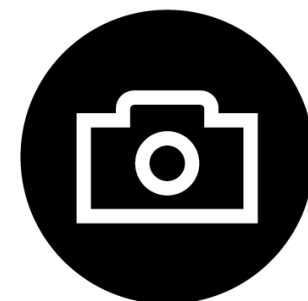
**Communication &
Connectivity**



Audio



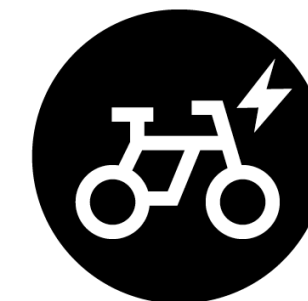
**Computing &
Gaming**



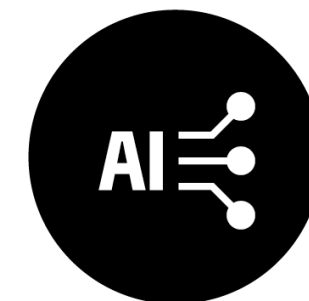
Content Creation



**Beauty Tech &
Wellbeing**



Mobility



IFA Next

Why you should come to IFA

IFA is where innovation becomes market reality.

For media

- First access to launches, demos and innovation storylines
- Citable executive perspectives on trends, market shifts and what's next
- Content-ready formats (interviews, visuals, showfloor moments) built for fast turnaround
- Human, cultural angles where tech meets everyday life (home, design, entertainment)

For industry

- A proven platform for innovation launches, where brands unveil products and set industry agendas
- High-impact visibility at the moment decisions are made
- Connect B2C attention with B2B distribution
- Retailer access and deal-making environments
- Global relevance: Europe-based, internationally positioned

Media Feedback – IFA 2025

Survey sent to 3,200 media representatives after IFA 2025

- 84% overall very satisfied / satisfied with IFA 2025
- 89% perceive IFA as a future-oriented trade show
- 59% were very satisfied / satisfied with the content (keynotes)
- 95% plan to return for IFA 2026



Industry voices on IFA

ANKER
Innovations

"IFA 2025 was a resounding success for Anker Innovations. [...] Our large exhibition stand was correspondingly busy. [...] We are looking forward to IFA 2026."

**Gaspar Xie, Managing Director Western Europe,
Anker Innovations**

euronics

"IFA 2025 combines high-tech innovation with clear strategic concepts [...] It is particularly impressive to see how artificial intelligence is now becoming an integral driver in almost every area [...] as Europe's leading trade player, we will of course be back again in 2026."

**Benedict Kober, Spokesperson of the Executive Board,
EURONICS Deutschland eG**

Haier

"Our participation to IFA 2025 has been an important opportunity to demonstrate how Haier Europe is shaping the future of smart living. [...] Being at IFA means being at the heart of dialogue and development in our industry."

**Karim Bruneo, Corporate Communication & Sustainability Director,
Haier Europe**

Hisense

"IFA 2025 has once again demonstrated for Hisense and Gorenje: innovation truly excites when it becomes tangible. [...] We draw a very positive conclusion – with strong demand from retail partners and high-quality media contacts."

**Sühel Semerci, Executive Vice President,
Hisense Gorenje Germany GmbH**

Industry voices on IFA



"IFA 2025 has been a great success for us. [...] The IFA once again demonstrated how important it is to combine innovation and personalization."

**Steve Shin, CEO LG Deutschland,
LG Electronics**



"IFA 2025 was a resounding success for Midea Europe GmbH. [...] The positive response from trade visitors, the media, and partners confirms our decision to consistently pursue our strategy."

**Ralph Kobsik, Managing Director,
Midea Europe GmbH (Midea)**

Panasonic

"IFA 2025 impressively demonstrated that the 100th anniversary was not the end, but rather the beginning of a new era. [...] For Panasonic, the trade show was a complete success."

**Philipp Maurer, Country Manager DACH CE Sales,
Panasonic Consumer Europe**



"With the premiere of the hair styling appliances in our new AIRvive series, we have added another innovative set to our range. [...] The intensive exchange and feedback from so many trade visitors, which is only possible at a large trade fair such as IFA, shows us that we are in tune with the times."

**Jon Arvidsson, Managing Director,
Remington**

Industry voices on IFA



Russell Hobbs

"IFA has once again shown us how important it is as a trade fair for entering into direct dialogue with retailers and demonstrating all the advantages our appliances have to offer. [...] These aspects are what make IFA so important to us."

**Jon Arvidsson, Managing Director,
Russell Hobbs Germany GmbH**

SHARP

"The trade show was the perfect stage for us to exchange ideas, showcase innovations, and meet many of our most important customers and media partners in person. [...] We are already looking forward to being back in 2026."

**Sascha Lange, Vice President,
Sharp Europe**

SAMSUNG

"As a leading trade show for tech innovations with international impact, IFA is an important date in our calendar. [...] The success of this approach is evident in the growing number of content creators on site."

**Mario Winter, Vice President Marketing,
Samsung Electronics GmbH**



"IFA 2025 exceeded our expectations in every way. [...] The response from visitors and media to our newly released VisionMaster Max was overwhelming."

**Andy Zhao, CEO,
Valerion & AWOL Vision**



YAMAHA

"IFA is and remains a wonderful place to meet people; most of our partners and important media representatives from all over Europe were at the trade fair. [...] I am certain that the trade fair will have a positive impact on the entire industry."

**Mathias Krause, Manager Sales &
Marketing Germany/Austria,
Yamaha Music Europe GmbH**

Press Material



See you at IFA: 4-8 September 2026!

Leif Lindner

莱夫·林德纳

CEO

l.lindner@ifa-management.com

Cornelia Schwobe

Executive Director, Strategy & Growth

c.schwobe@ifa-management.com

Dirk Koslowski

Executive Director

d.koslowski@ifa-management.com

Gioia Zoli

Head of International PR

g.zoli@ifa-management.com





IFA Innovation
For All

Discover IFA
The future is now.

Li Zhang

Co-President
Asia Digital Group

Vice Chairperson
Global Digital Economy Committee

