



Press release

IFA 2026: New impulses and exclusive formats for the specialist retail sector

Berlin, 7 May 2026 – IFA Berlin, the world’s leading platform for home and consumer tech, is systematically expanding its commitment to the specialist retail sector in 2026. With new formats, curated experience zones and exclusive services, IFA is creating an expanded offering for specialist retailers from around the world – with a clear focus on innovation, exchange and concrete business opportunities.

“The specialist retail sector is and remains a VIP for IFA and an indispensable part of our ecosystem,” says Leif Linder, CEO of IFA Management GmbH. “At IFA, we are specifically creating space for exchange, networking and new business models that strengthen the specialist retail sector. For example, with the Retail Leaders Summit or the new Retail Innovation Zone format.”

These offerings will be available to the specialist retail sector at IFA 2026:

Retail Innovation Zone

With the new Retail Innovation Zone, IFA is creating a central hub for all retail groups and IFA trade visitors. Interactive experience zones and practical use cases offer visitors concrete insights into forward-looking store concepts, omnichannel strategies and new business models. The programme is complemented by expert talks, workshops, masterclasses and targeted networking formats. The integration of Europe’s leading specialist retail cooperatives further strengthens relevance and networking within the industry.

IFA Retail Lounge & Services

As in previous years, all trade visitors and specialist retail partners within the Retail Innovation Zone will have access to the IFA Retail Lounge, the central hub offering enhanced visibility and exclusive services, such as breakfast for trade visitors (from 8:00 am to 10:00 am). Retail partners with IFA Retail Member status will also continue to benefit from exclusive perks, such as free meeting spaces and a daily lunch offer. The range of services for all trade visitors is complemented by comprehensive [travel benefits](#) for rail, hotel and air travel.

Smart Living Forum

With the Smart Living Forum on 7 September, IFA is also launching a new, forward-looking initiative for the retail sector. Here, IFA is establishing an economic policy forum specifically designed to bring together C-level executives from industry and retail, research and development, and political decision-makers from Germany and Europe. In keynotes, panels and fireside chats, executives from industry and retail will discuss developments over the next ten years – from smart living through kitchens and home interiors to wellness. The focus will be on global challenges, Europe’s competitiveness and strategic alliances. This exclusive half-day event on IFA Monday will begin with round-table discussions and be complemented by high-profile panel discussions.

Retail Leaders Summit

A key highlight will be the second edition of the IFA Retail Leaders Summit, taking place on 3 September at the Palais am Funkturm. Here, IFA brings together selected leading international decision-makers from retail and industry to discuss both current developments and strategically important decisions for the future of the sector. In addition to technology and innovation, the focus will be on marketplaces, omnichannel strategies and key issues along the value chain, such as customer service, repairs, logistics and supply chains.

Trade visitor tickets

Trade visitors can now purchase their tickets online at ifa-berlin.com.

IFA 2026 will take place in Berlin from 4 to 8 September 2026.

Journalists can register for accreditation at ifa-berlin.com.

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

Experience IFA with your ears (Innovation For All – The IFA Podcast): open.spotify.com

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