

IFA Innovation
For All

The future is now.

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



France

Press Reception

Paris, 27th May 2026

Leif Lindner

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.

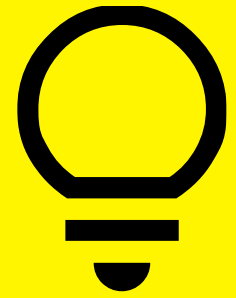
IFA Building Bridges

- IFA is where global brands, retailers, creators, media 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.

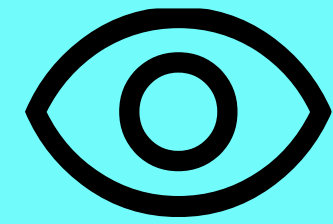
"Trade fairs continue to play an important role in the marketing mix, as evidenced by the 99.5% of respondents who indicated a desire to continue exhibiting at trade fairs as part of their corporate strategy. Two-thirds of companies anticipate that the significance of trade fairs will remain consistent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



Our core values



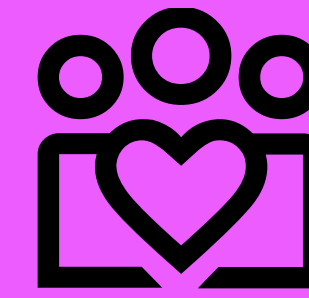
Inspiration:
Ignite your creativity.



Curiosity:
Embrace the unknown.



Trust:
A legacy of reliability.



Community:
A shared journey.

Leading Tech Hub

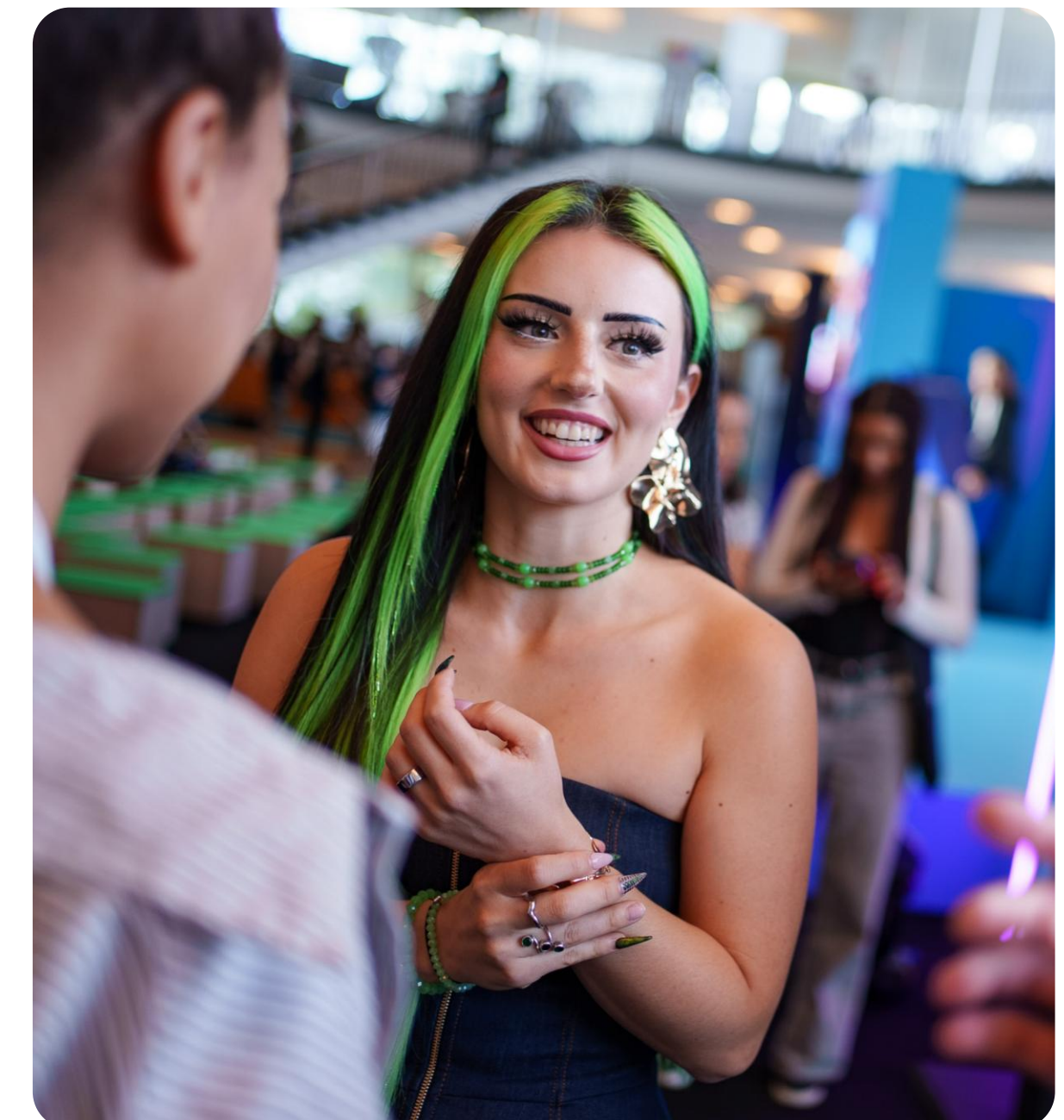
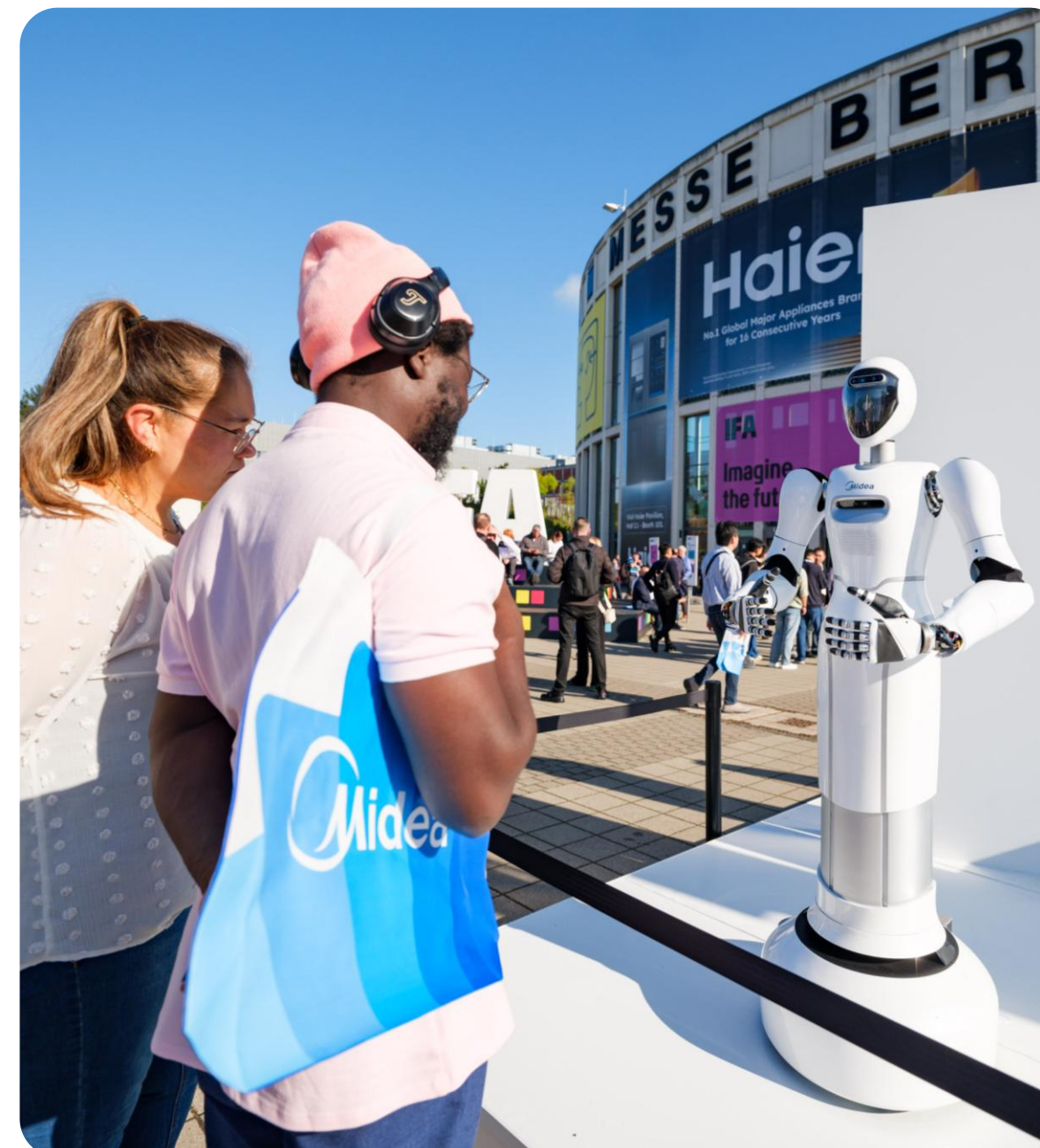
One show. Two worlds:
consumer attention and
business momentum



IFA Innovation Platform

4 Strategic Pillars:

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



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

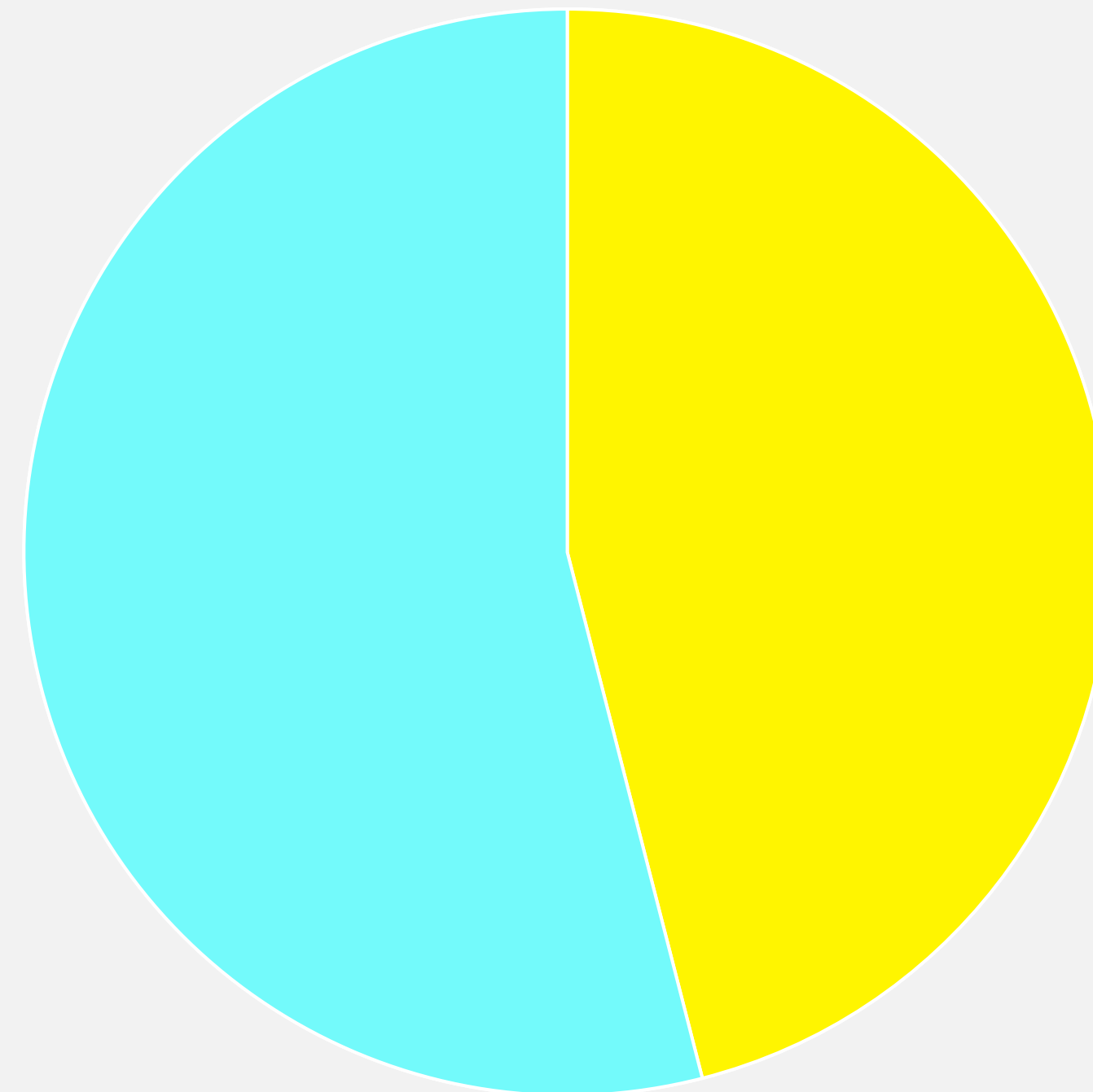
67% (+10% YOY)

international retailers

IFA 2025 Media Countrysplit

3,219
registered media

80
countries

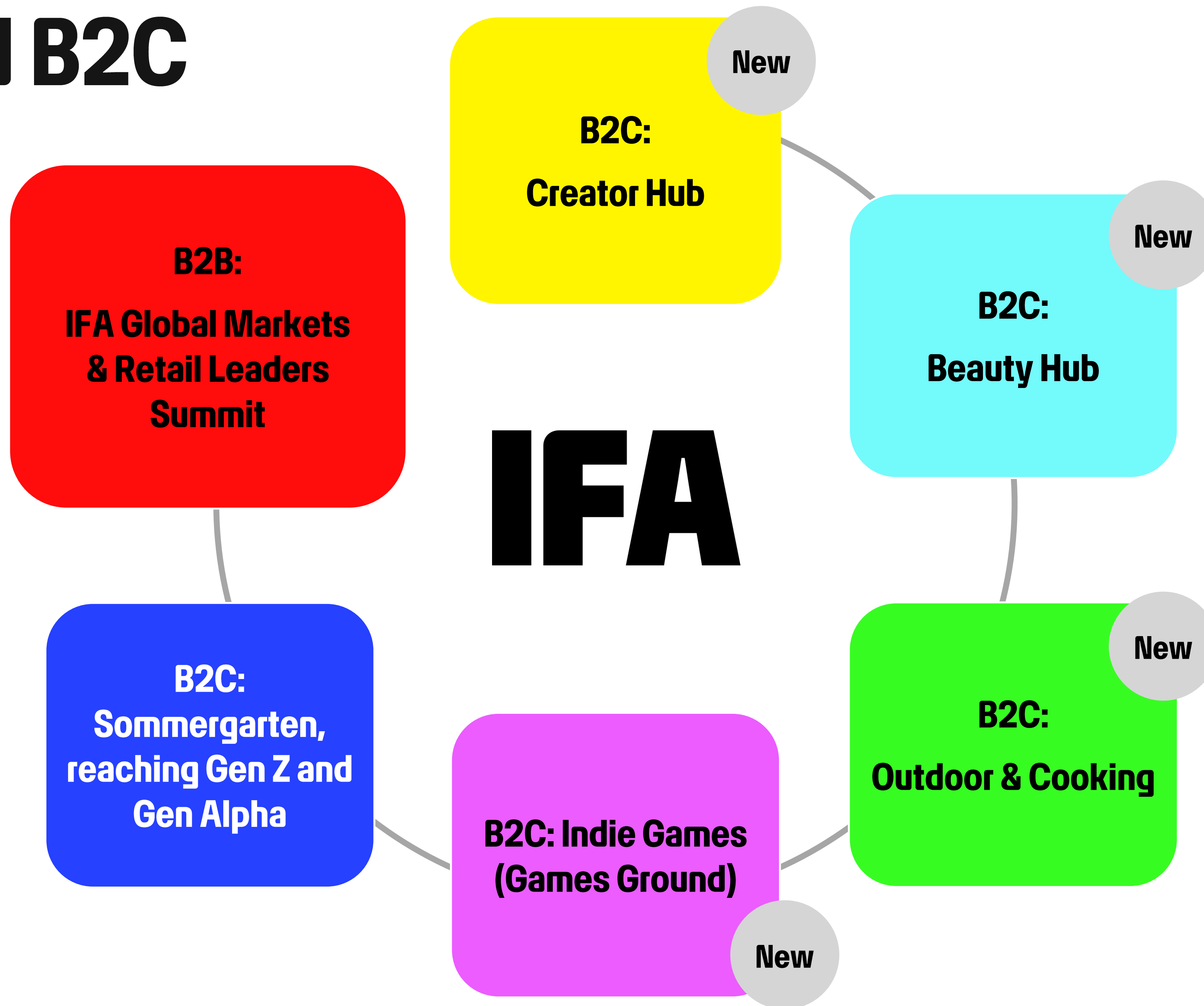


■ International

■ Germany



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



Global Tech and Durables

Key takeaways

T&D global

- Global Tech & Durables returns to strong value growth (+8.9% USD), driven by pricing, mix and currency tailwinds, despite softer unit demand.
 - Value in USD growth is at an all time high, while local-currency growth stays positive, highlighting continued market expansion rather than contraction.
 - Volume moderation reflects continued consumer rationalization, not a pullback but the spend is shifting toward higher-value for money and priority categories.
 - Premiumization remains a key growth lever, with Telecom, IT and SDA benefiting from innovation cycles, replacement demand and affordable premium offers.
- Emerging regions are now driving stronger growth, supported by improving performance also in local currencies.
 - China continues to grow in value on the back of premium mix, even as volume growth normalizes off elevated levels.
 - Consumer confidence is declining due to geopolitical events & rising inflation and will limit willing to purchase tech & durables in 2026

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

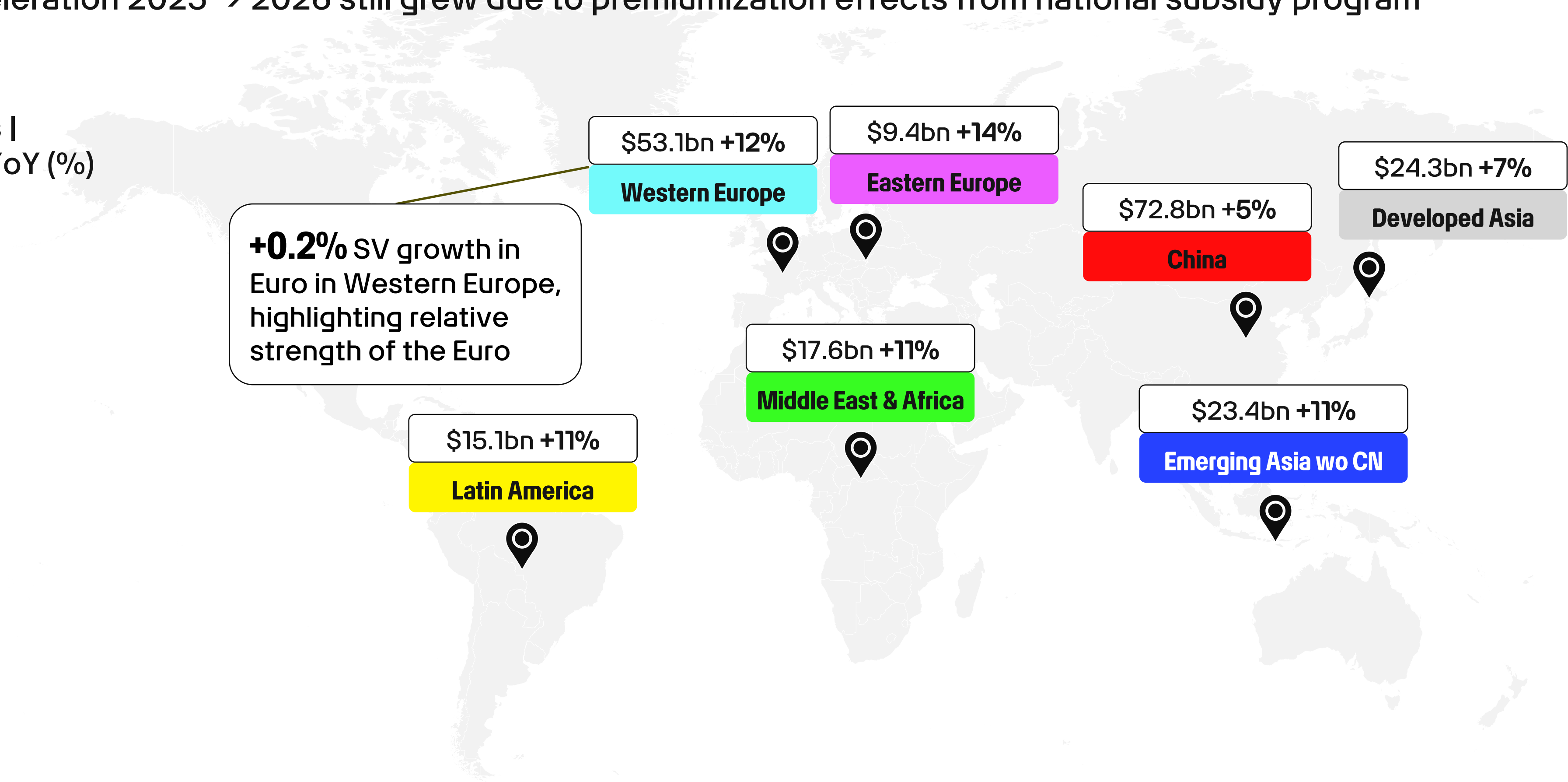
China despite volume growth deceleration 2025 → 2026 still grew due to premiumization effects from national subsidy program

Global (ex. NA, RU) Tech and Durables | Sales Value USD (NSP) | Growth rate YoY (%)
Jan 2026 – Mar 2026

Global (excl. NA)

Turnover	\$216 bn
Growth Rate	+8.9%

+0.2% SV growth in Euro in Western Europe, highlighting relative strength of the Euro



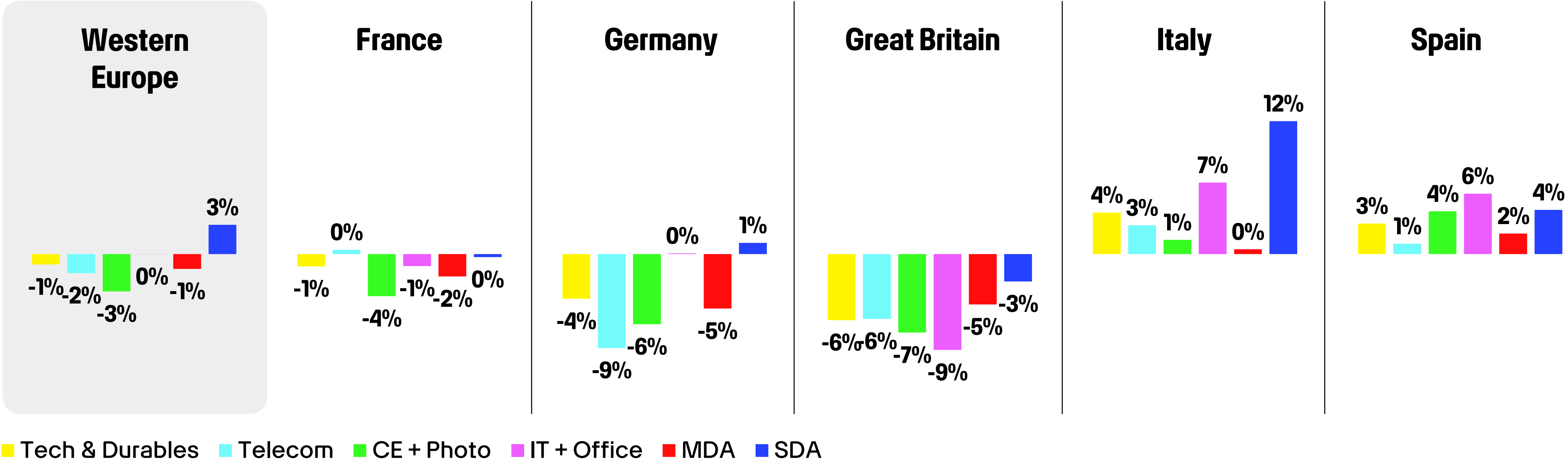
Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2025 vs. 2024; Channel Coverage: Retail

France Tech and Durables

Local contact: Chrystelle.Comparato@nielseniq.com

Western Europe showed continued resilient Q1 performance, with growth led by IT and SDA amid continued pressure in CE and Telecom

EUR growth % YoY Q1/2026

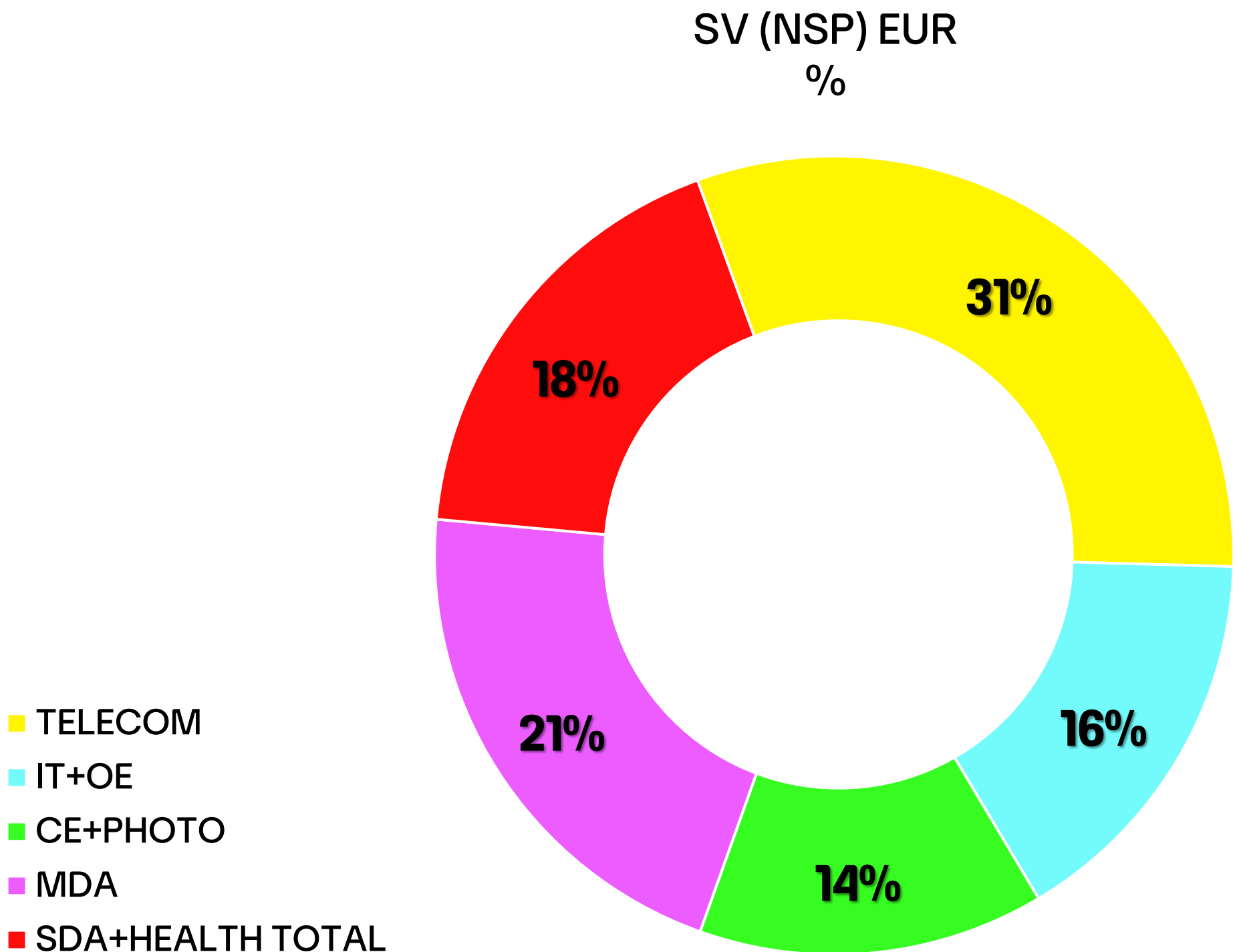
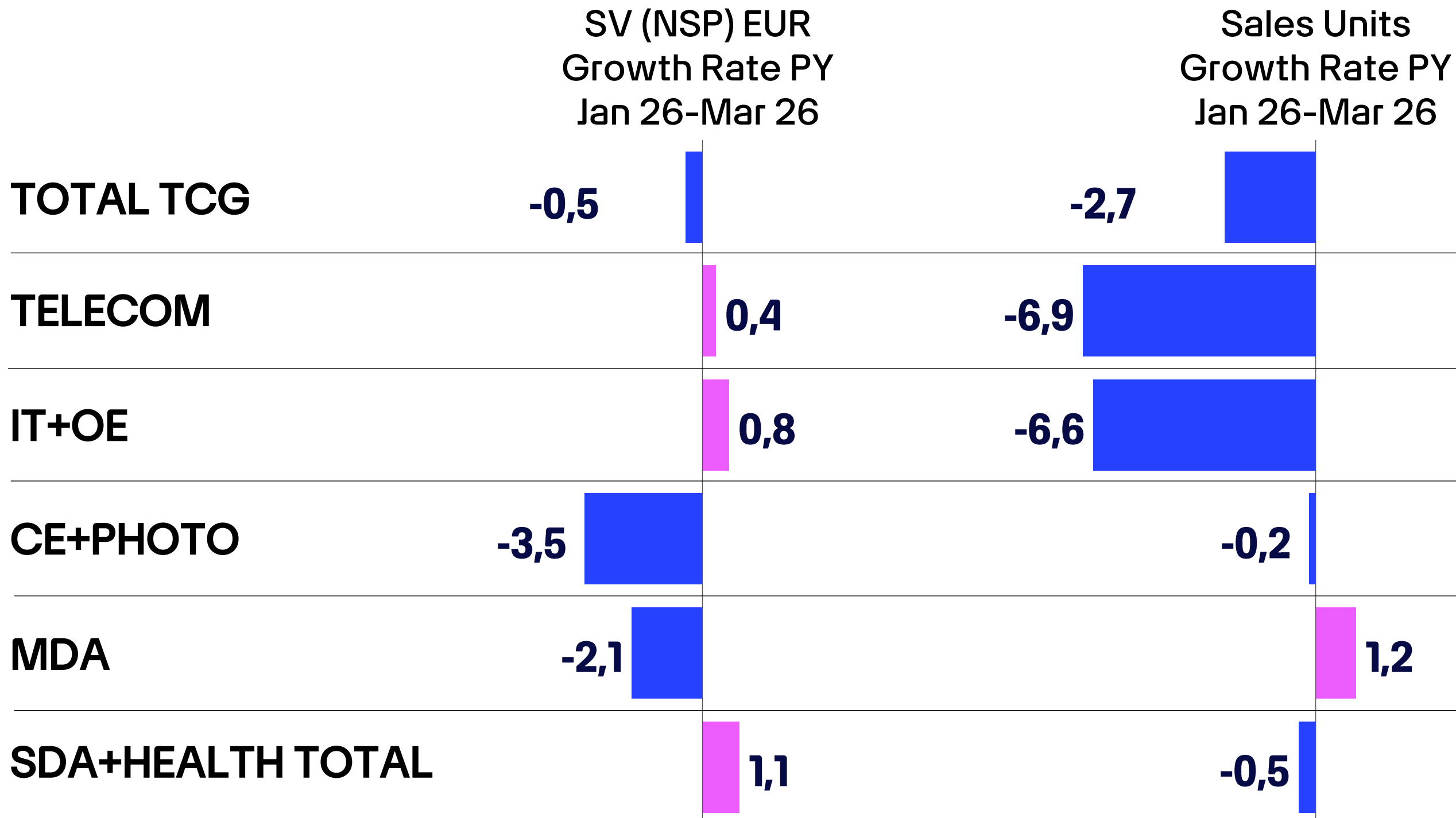


Source: GfK Market Intelligence: Sales Tracking, Retailer Market, International Coverage (excl. NA/RU), EUR value & growth Q1/2026 vs Q1/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office | WEU: AT BE CH DE DK ES FI FR GR IT LX NL NO PT SE UK

Generalized decrease in volume on Q1 2026, except on MDA (stable on CE / Photo & SDA)

France PM excl. SH/OER/CSP/AVSpec

Jan 26-Mar 26



Helicopter View France

Key Insights



The market continued to decline in Q1.

Very few sectors continued to grow, supported by high-value products in floorcare, such as robots and washing specified items, and the start of a renewal cycle, bringing growth for IT for the second consecutive quarter.

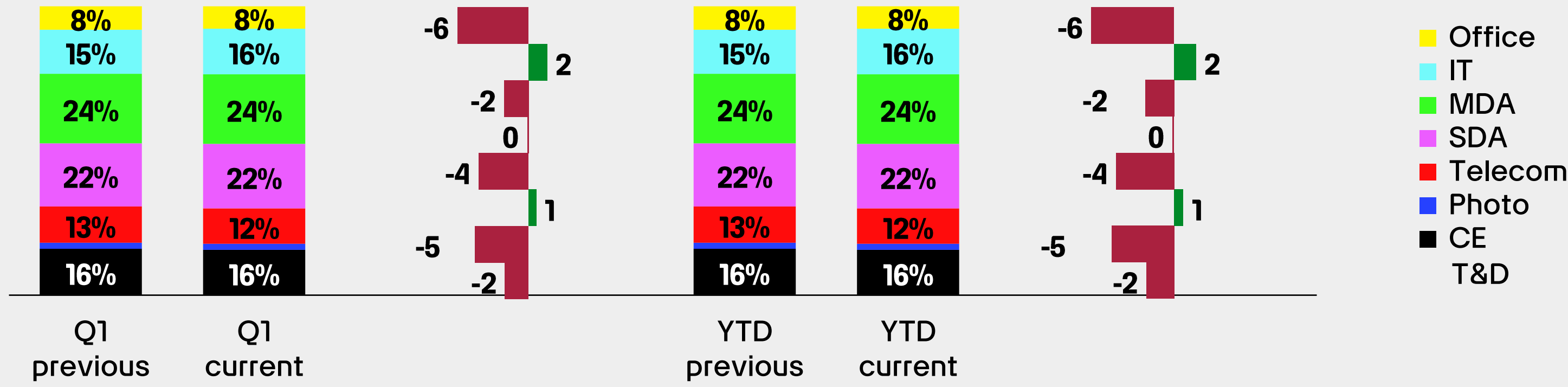
Channel Dynamics



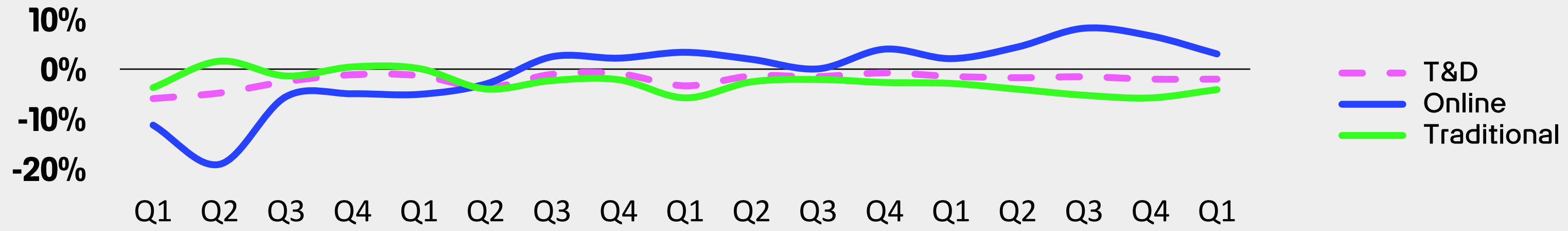
Traditional sales, which is key in France, continued to decline, penalizing the whole market trend.

The trend into online remained dynamic but did not compensate the loss of offline.

Consumer basket and spending (value local currency) for tech & durable goods (T&D), YoY growth %



Retail sales (value local currency) for tech & durable goods (T&D), YoY growth % (from Q1/2022)



Source: GfK Market Intelligence: Sales Tracking, Panelmarket excl. SH/TCR, International Coverage (excl. NA/RU), local currency value & growth Q1/2026 vs Q1/2025, CE/PowSup/Cab, Photo, SDA/PersDiag/HCC ex AC, MDA/AC, Telecom, IT, Office

Helicopter View France

Growing & declining product segments

MDA volume started to grow which was true for almost all categories thanks to a better real estate market and some replacement from the COVID boom. However, the market continued to suffer from falling average prices, mainly due to price erosion.

The positive performance of SDA was driven by the floor care products, especially robots and machines with washing functions. Hot air fryers continued to decline in Q1.

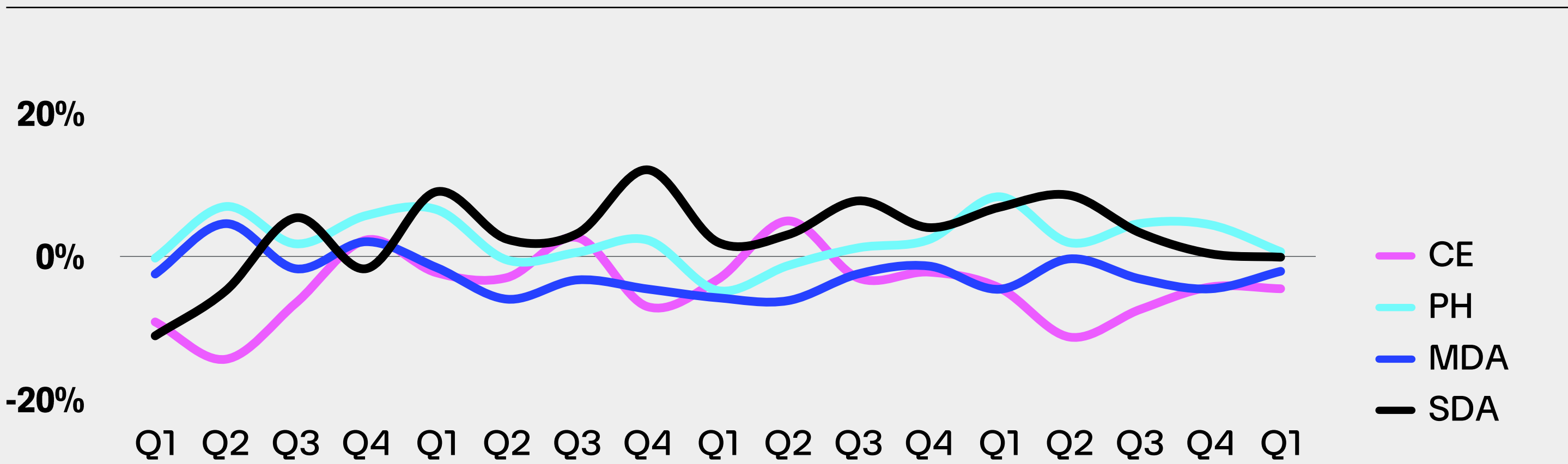
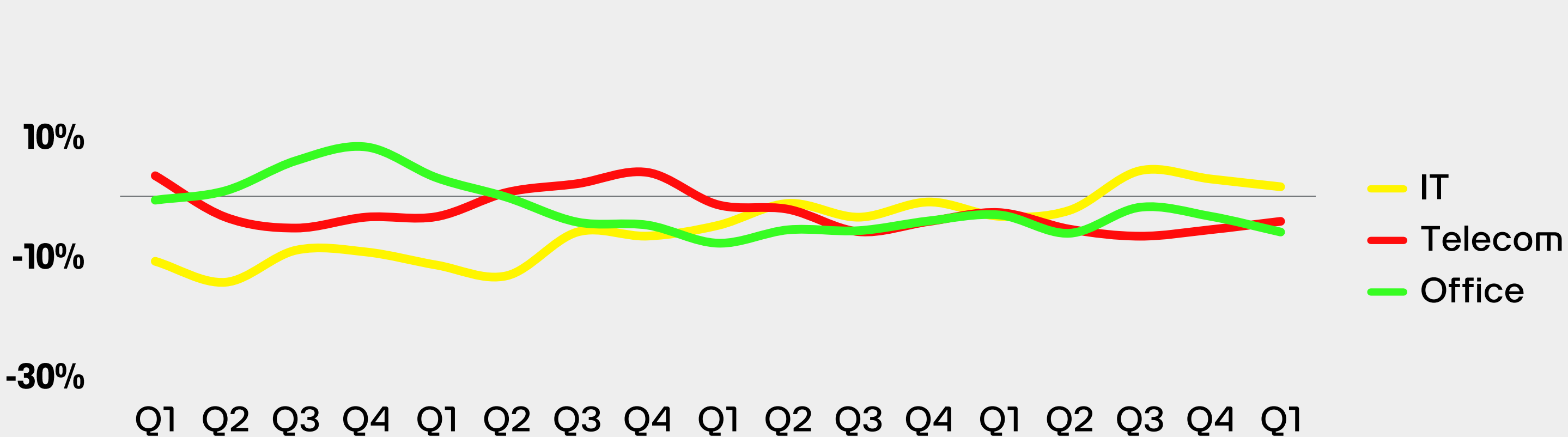
The IT market increased due to online channels. Portable PCs and media tablets contributed to growth. Overall, prices increased in the IT sector in this quarter, especially online.

The OE sector declined due to a drop in offline channels, primarily driven by lower sales of inkjet cartridges.

Despite a positive quarter for photo, the CE segment declined with a flat quarter for its biggest segment PTV, and a recoil in audio segments.

Smartphone volumes declined despite Q1 launches. Core wearables experienced a significant brand disinvestment, leading to a substantial decline in Q1.

YoY growth of turnover in local currency (from Q1/2022)



Consumer concerns remain high

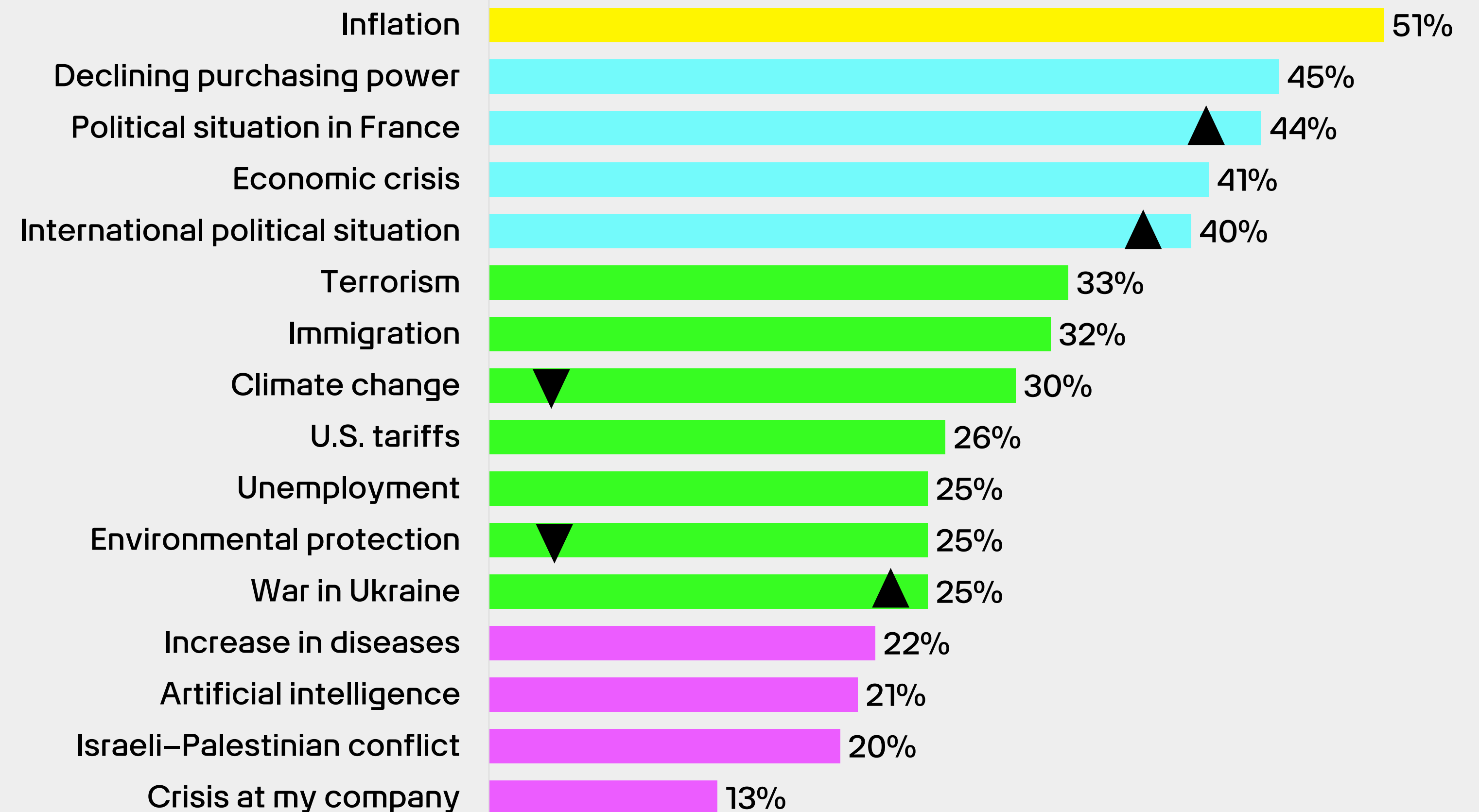
+10/11pts

Concerns related to the French and international political situation vs May 2025

-6/9pts

Concerns related to the environment vs January 2025

Topics of concern – France base “Very worried”

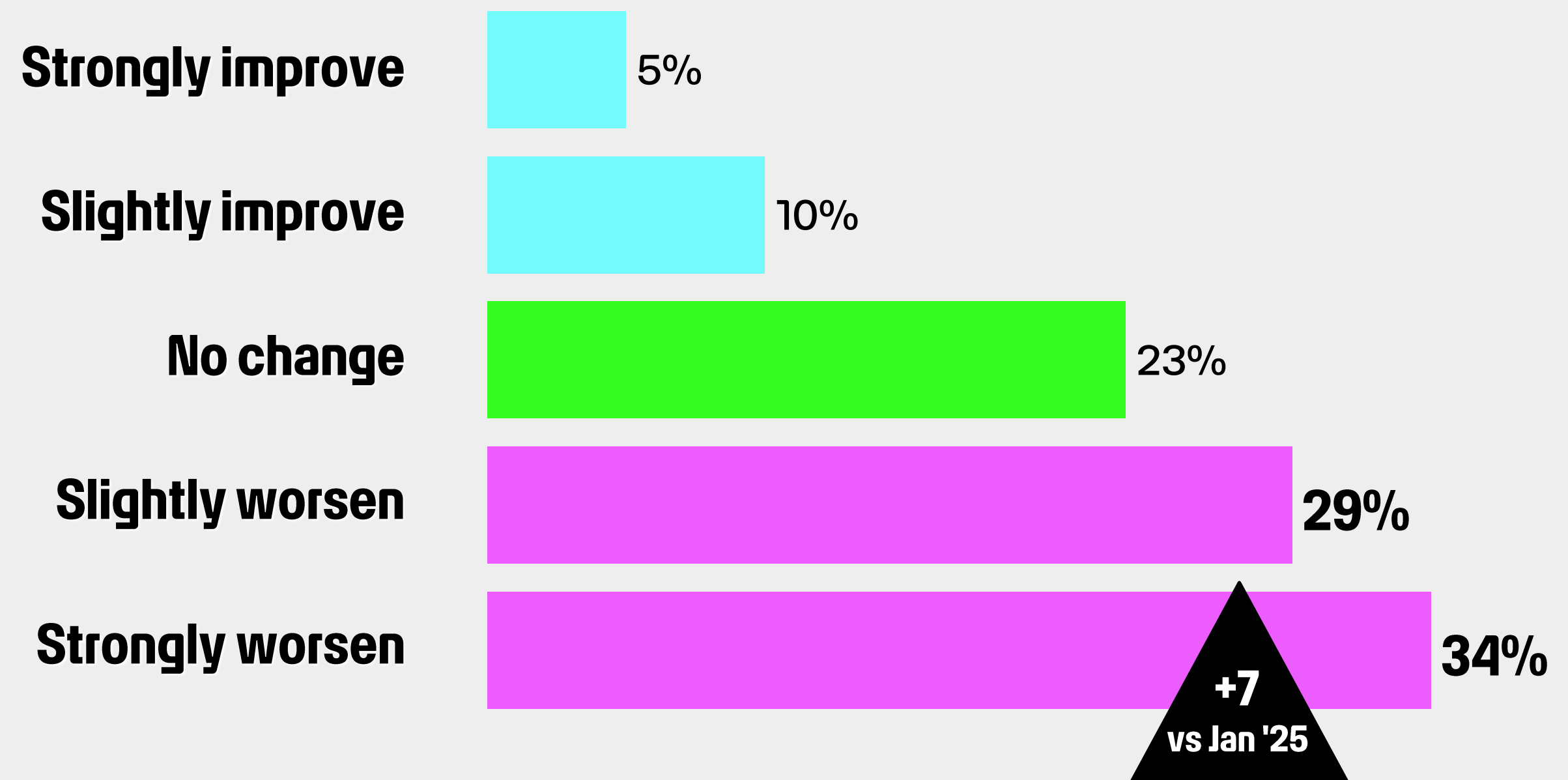


High concern about the future of the economy

2/3

of French people are worried about the negative impact of politics on the economy
+6pts in 1 year

France total | Impact of the political situation on the economy



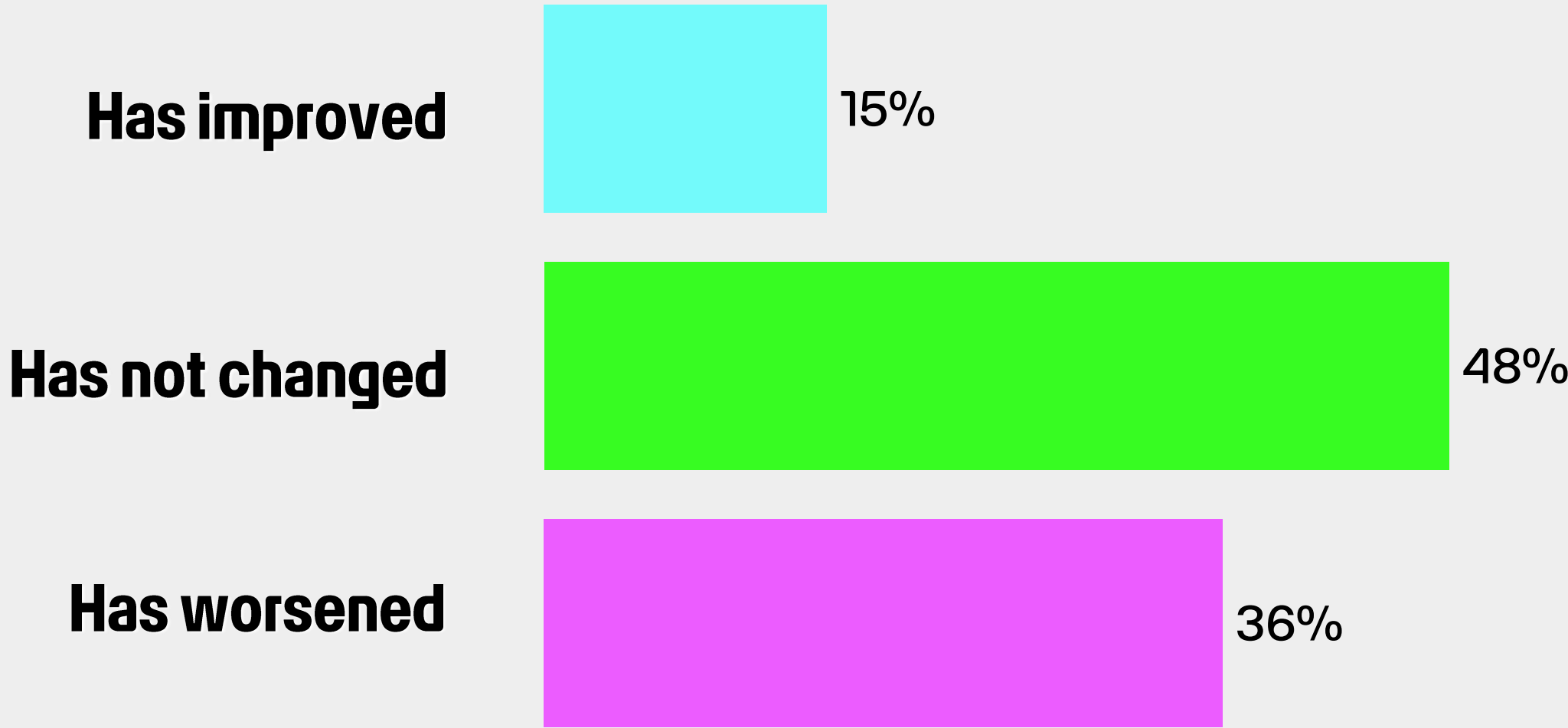
Status quo for 1 in 2 French consumers, but...

Consumer Pulse Jan. 2026 | Change in personal/household situation Jan. 2026

1 in 3

French people perceive a deterioration in their situation

Over the past year, your household situation...



Significantly higher or lower at the 95% level versus Jan '25

Outlook 2026

What's Next...

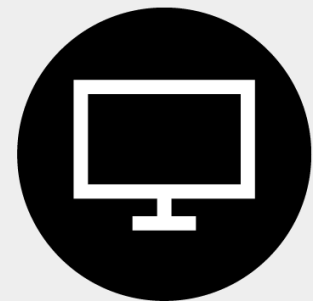
- **The IFA itself**
Marketing and communications platform
High-quality speakers and panels
Continuous improvement of the website and app
- **Outlook & Continuity**
Long-term agreement with Messe Berlin until 2034
- **Internationalization**
Focus on key international markets
10 years of Global Markets
- **Retail exclusive services**
Retail Leaders Summit
New: Retail Innovation Zone
- **New Target Audiences**
...reached by establishing 5 content tracks:
 1. World of AI & Future of Tech
 2. Retail & Future of Commerce
 3. Marketing & Creativity
 4. Culture & Lifestyle
 5. Smart & Sustainable Living
- **Culture & City Integration**
IFA Moments, Sommergarten, Podcast Day, Fotografiska Museum Partnership, Cooperation with Berlin Partner and visitBerlin
- **Inclusion & Sustainability**
Cradle to Cradle and Lebenshilfe

New



Outlook 2026 - Show Areas

AI as the New Infrastructure



**Home &
Entertainment**



Home Appliances



Smart Home



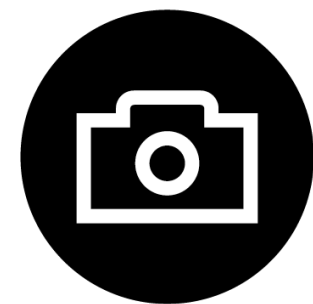
**Communication &
Connectivity**



Audio



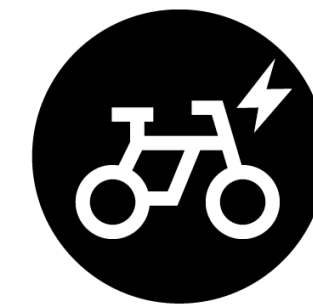
**Computing &
Gaming**



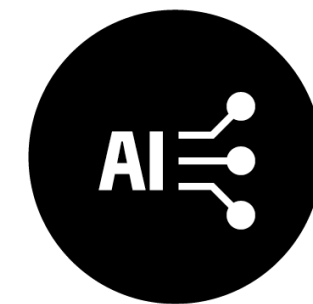
Content Creation



**Beauty Tech &
Wellbeing**



Mobility



IFA Next

Outlook 2026

New

New formats and updated Content Tracks

Robots on the Runway, RoboCup, Indie Game Area, Mobility Track, Beauty Hub, Outdoor Cooking and Gardening, Smart Living Forum, etc.

Innovation For All

IFA promotes inclusion, accessibility and content for all age groups

Sommergarten

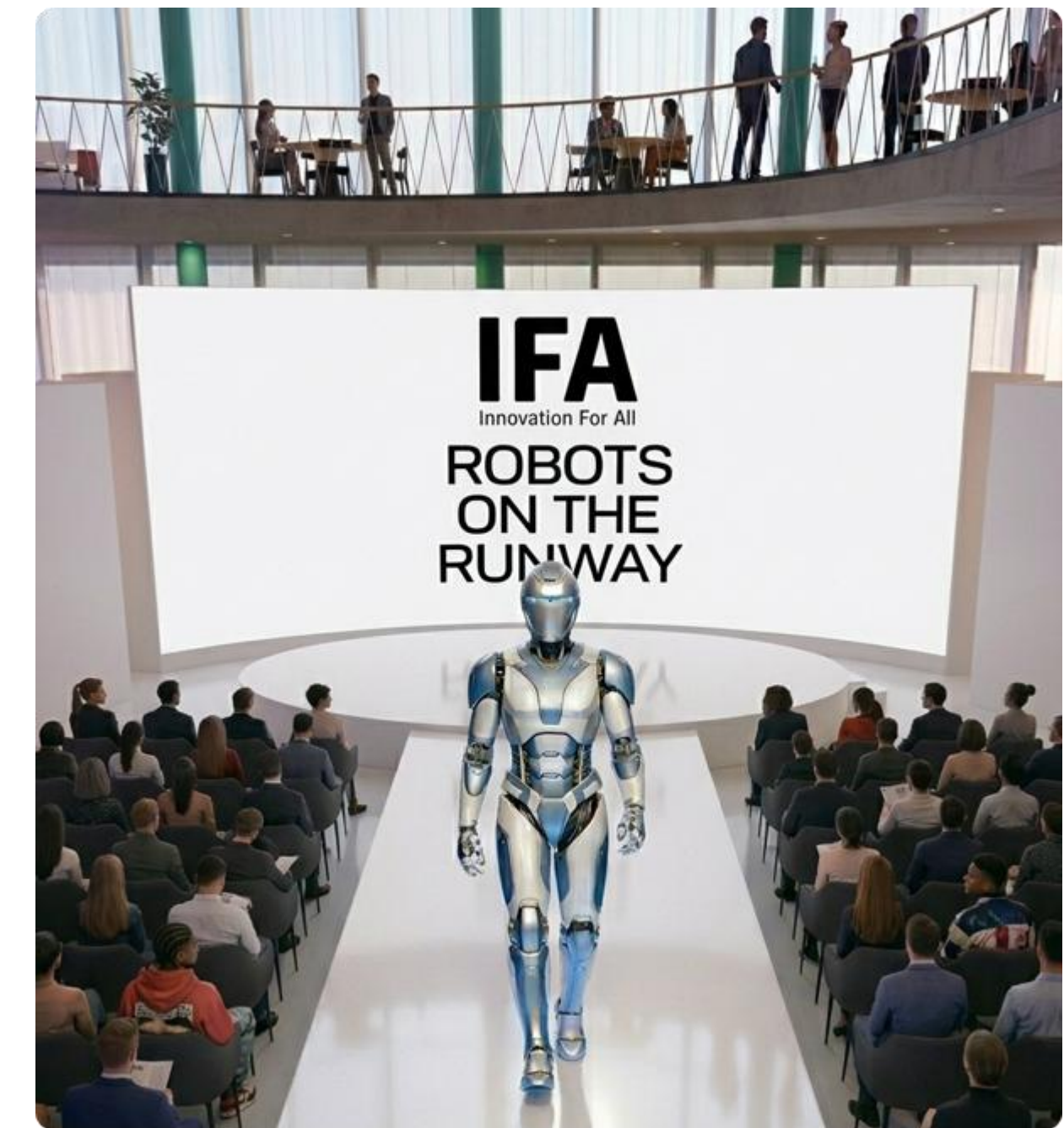
Confirmed music acts include Luciano, DJ BUNT., and Ikkimel

IFA Moments

A top opportunity for brands and consumers - IFA is not limited to one place or one moment

360° Approach

(Live-)Podcasts, press conferences and press releases, stage programme, brand activations, global participation in events and industry gatherings



Outlook 2026

Exclusive Preview – Exhibition Venues

ICC is part of the IFA 2026

IFA is now opening the legendary ICC Berlin, which is a first. The building is a listed architectural landmark dating from 1979 that has been closed for a decade. It has an aluminium façade over 300 metres long and can accommodate 20,000 people. It was built during the Cold War as a symbol of West Berlin's innovative spirit.

New



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, show floor moments) built for fast turnaround
- Human, cultural angles where tech meets everyday life (home, design, entertainment)

For the 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

Press Material



See you at IFA: 4–8 September 2026!

Leif Lindner
CEO
l.lindner@ifa-management.com

Gioia Zoli
Head of International PR
g.zoli@ifa-management.com





IFA Innovation
For All

Discover IFA
The future is now.