

**IFA** Innovation  
For All

# The future is now.

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



# Italy

# Press Reception

Milan, 28<sup>th</sup> 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.

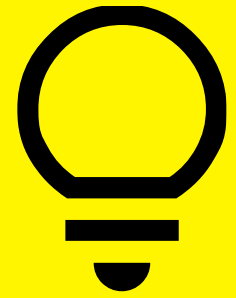
## IFA Building Bridges

- 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.

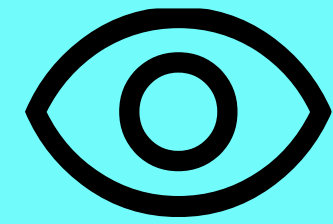
"Trade fairs continue to play an important role in the marketing mix, as evidenced by the 99.5% of respondents who indicated a desire to continue exhibiting at trade fairs as part of their corporate strategy. Two-thirds of companies anticipate that the significance of trade fairs will remain consistent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



# Our core values



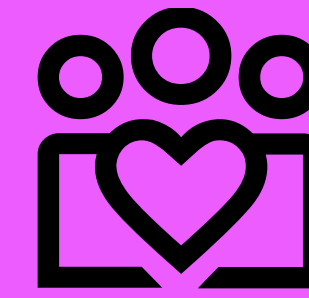
**Inspiration:**  
**Ignite your creativity.**



**Curiosity:**  
**Embrace the unknown.**



**Trust:**  
**A legacy of reliability.**



**Community:**  
**A shared journey.**

# Leading Tech Hub

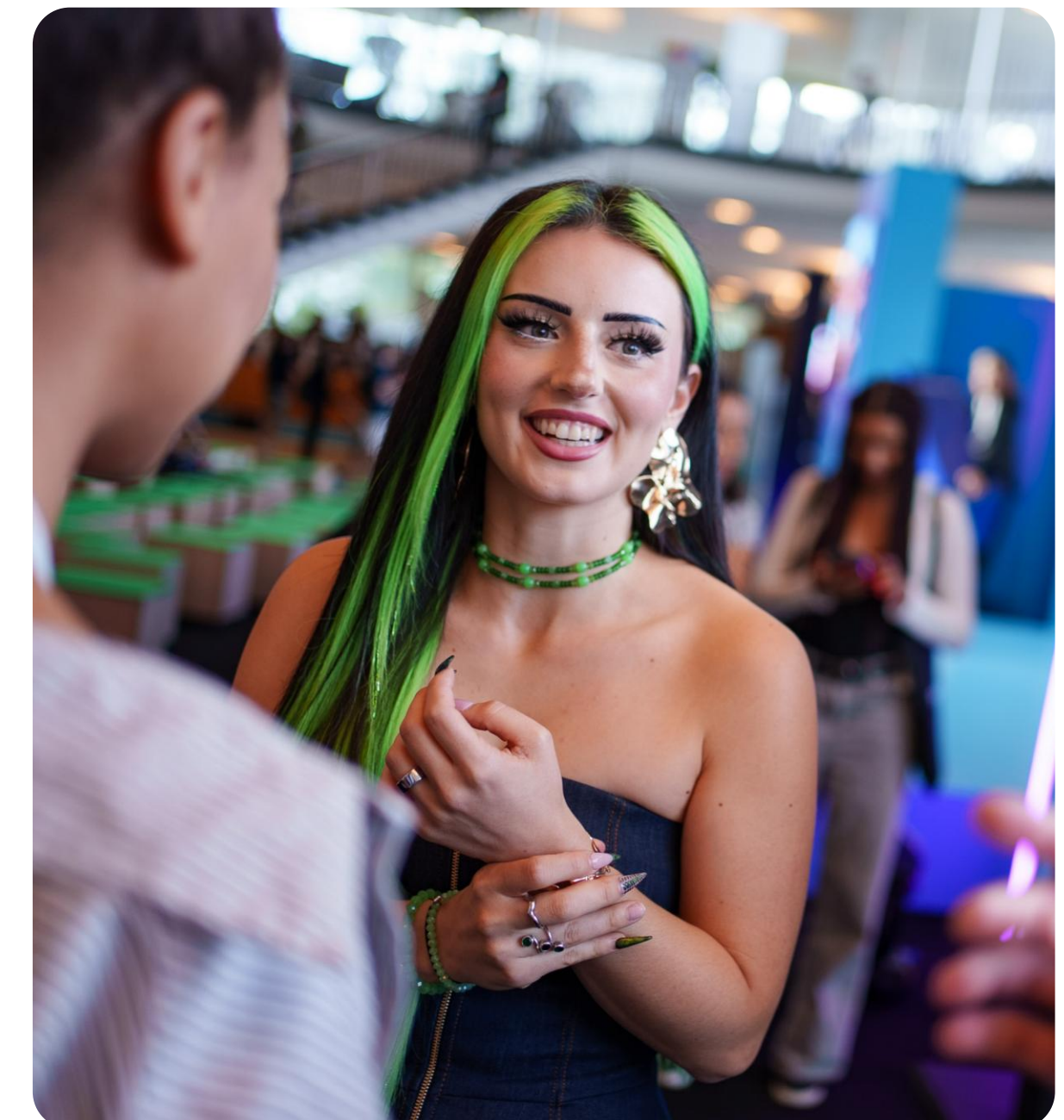
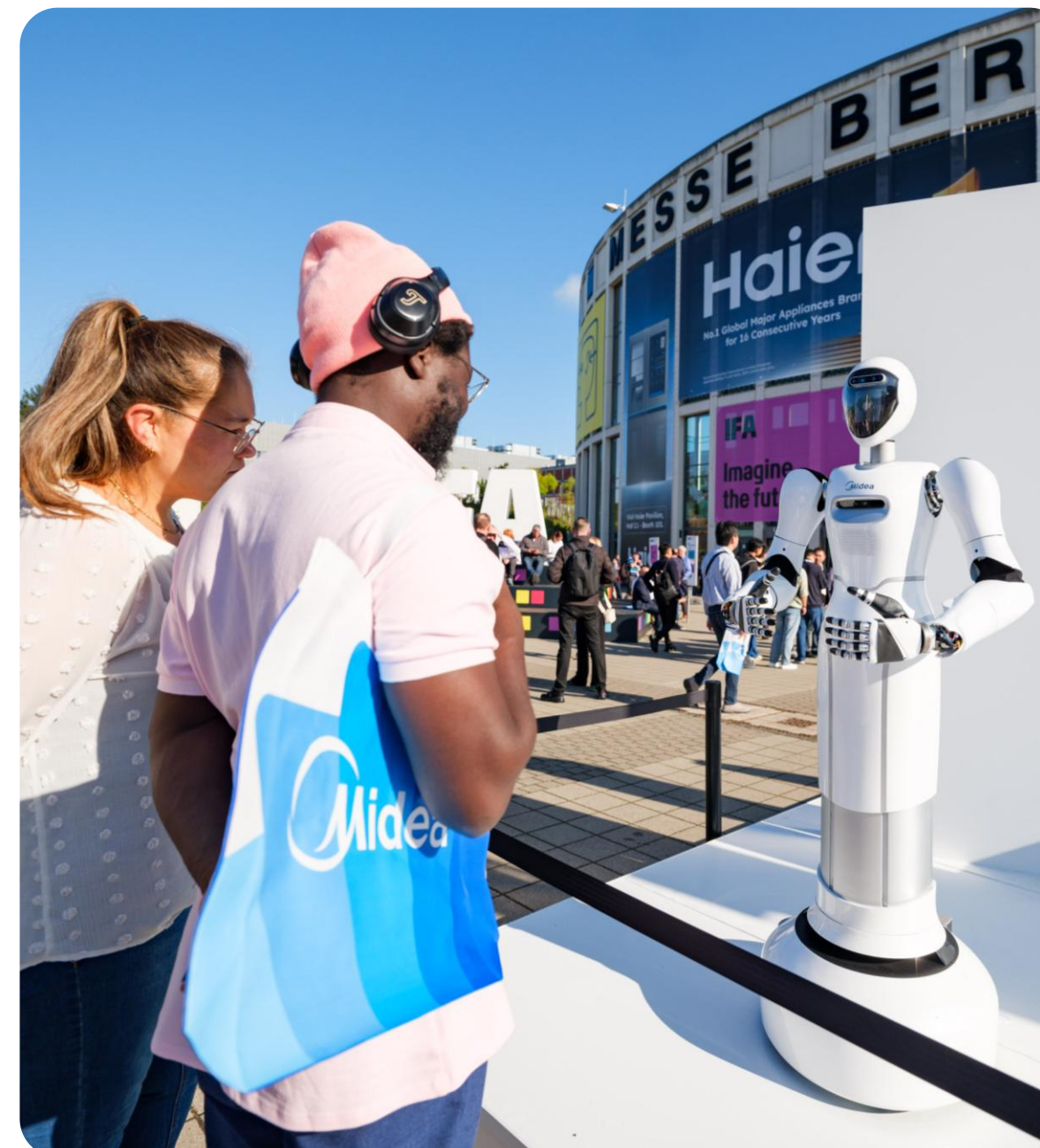
One show. Two worlds:  
consumer attention and  
business momentum



# 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

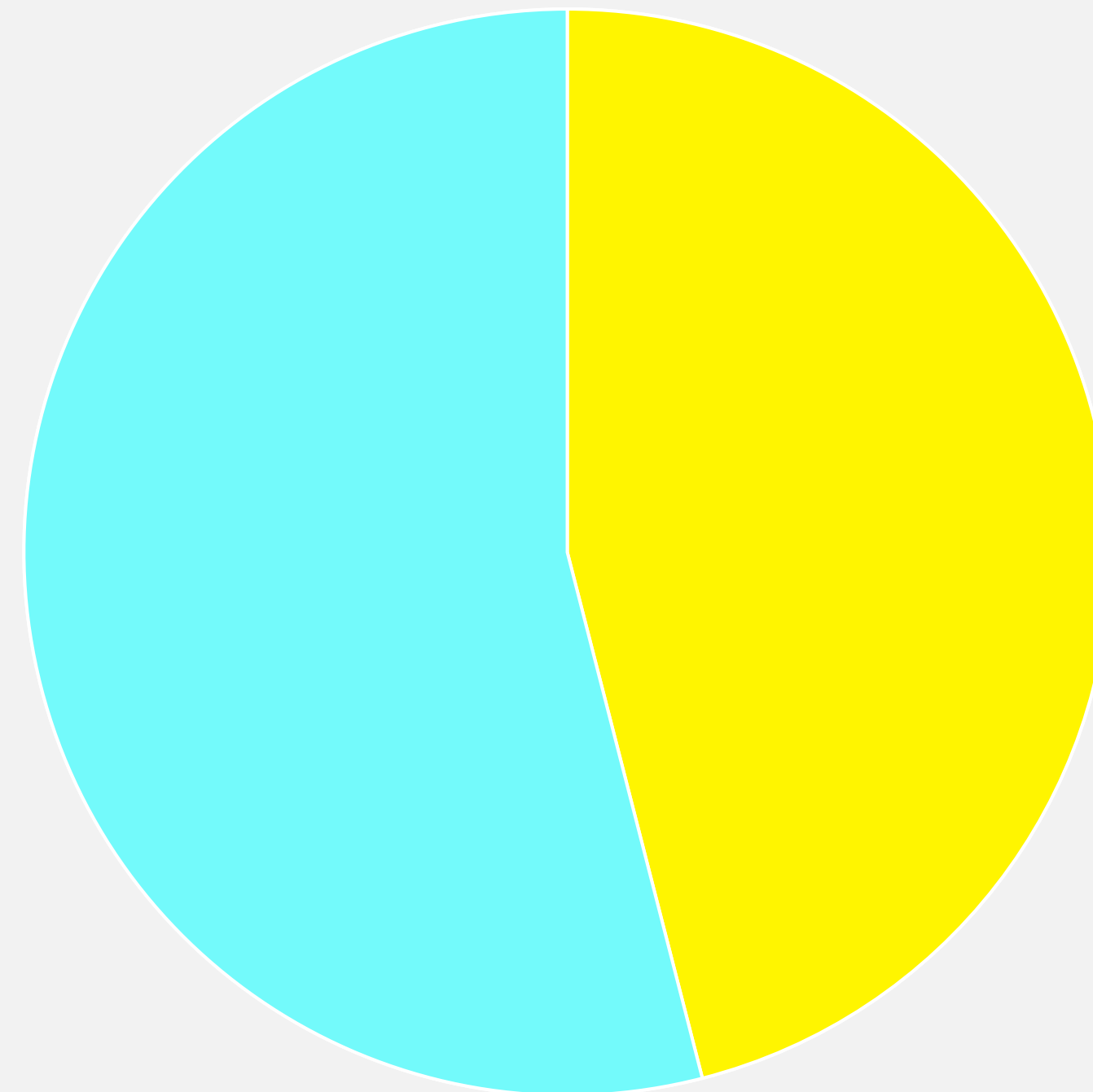
**67%** (+10% YOY)

international retailers

# IFA 2025 Media Countrysplit

**3,219**  
registered media

**80**  
countries

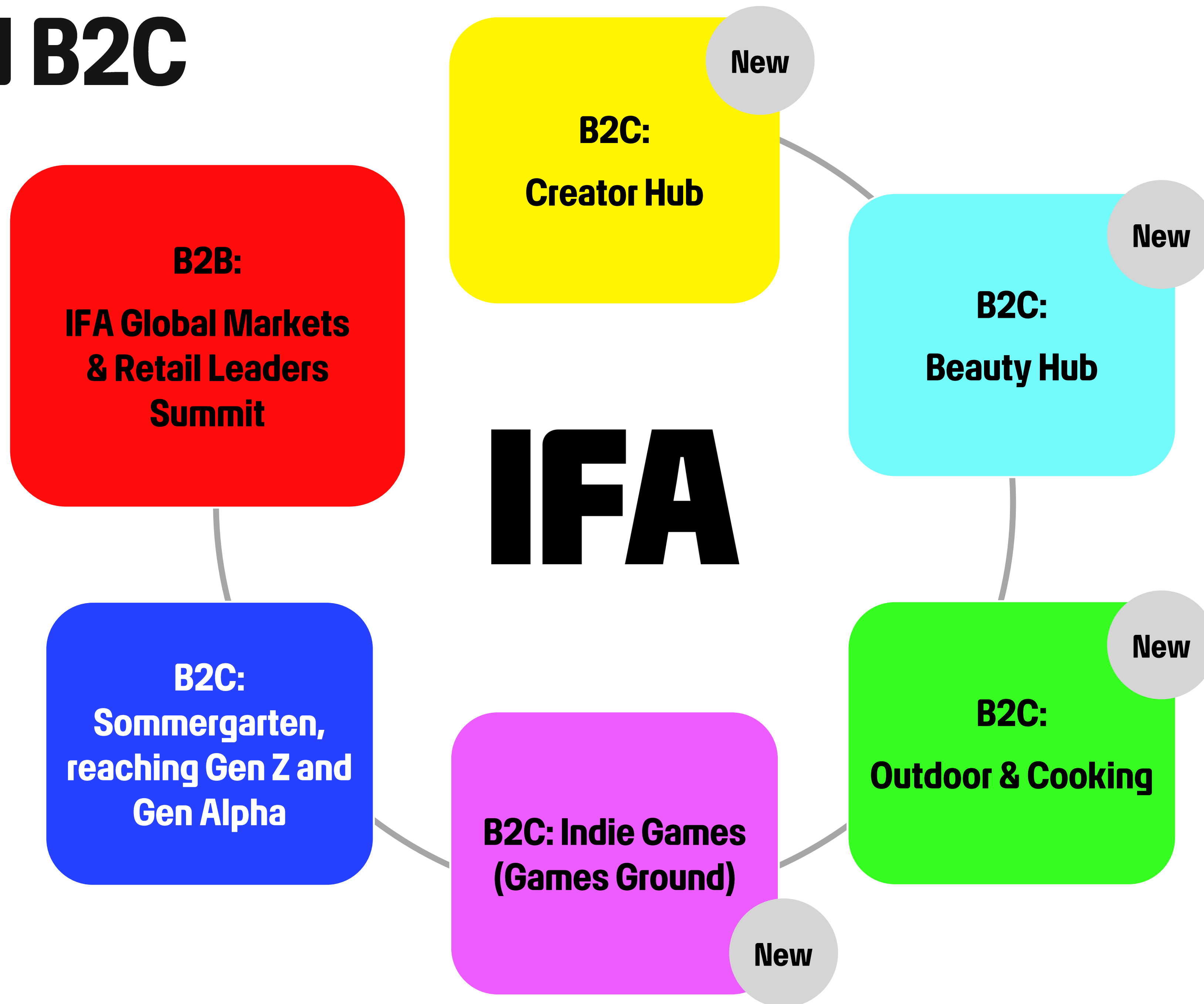


■ International

■ 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

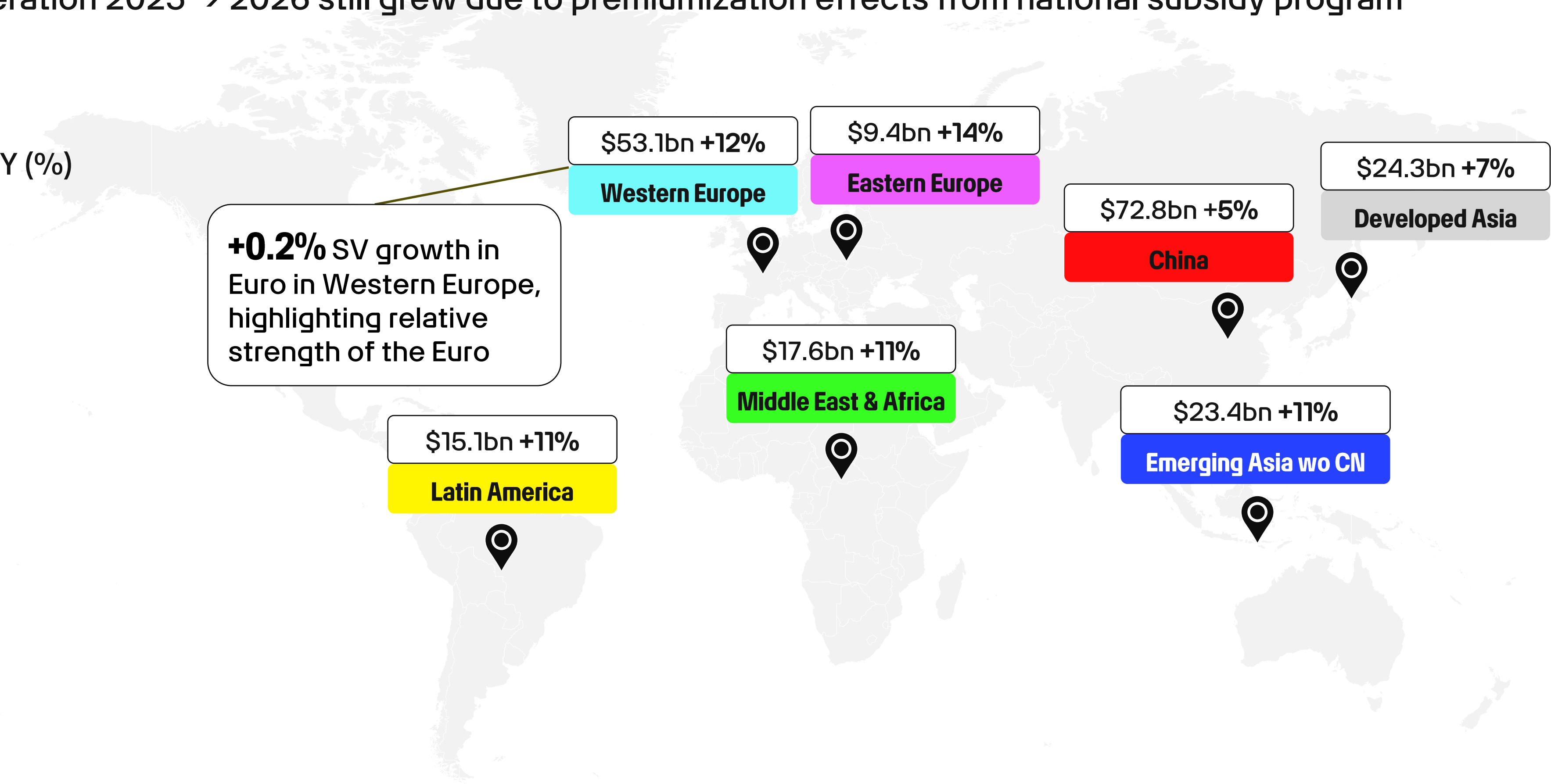
China despite volume growth deceleration 2025 → 2026 still grew due to premiumization effects from national subsidy program

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

# Italy Tech and Durables

Local contact: Vincenzo Mastrolillo  
([vincenzo.mastrolillo@nielseniq.com](mailto:vincenzo.mastrolillo@nielseniq.com))

# The structure of Italian families is changing

The age of the population is a structural fact.

In less than 10 years:

56-70 → +1.9M (+16%)

+70 → +1.1M (+11%)

Families (.000)

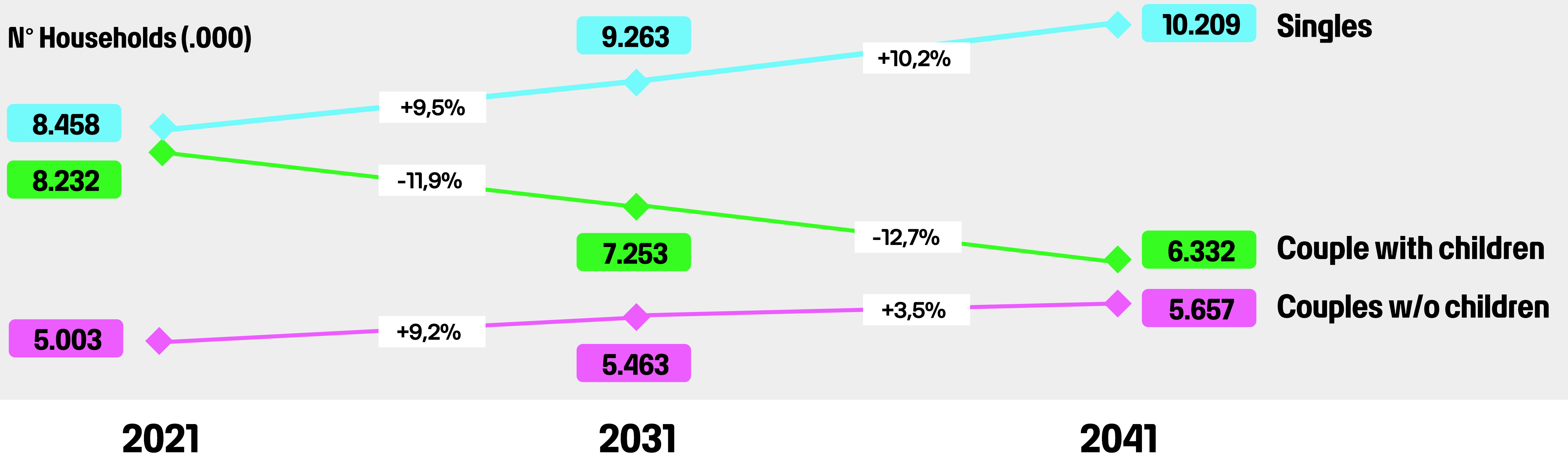
Declining and increasingly elderly population

Smaller and smaller households

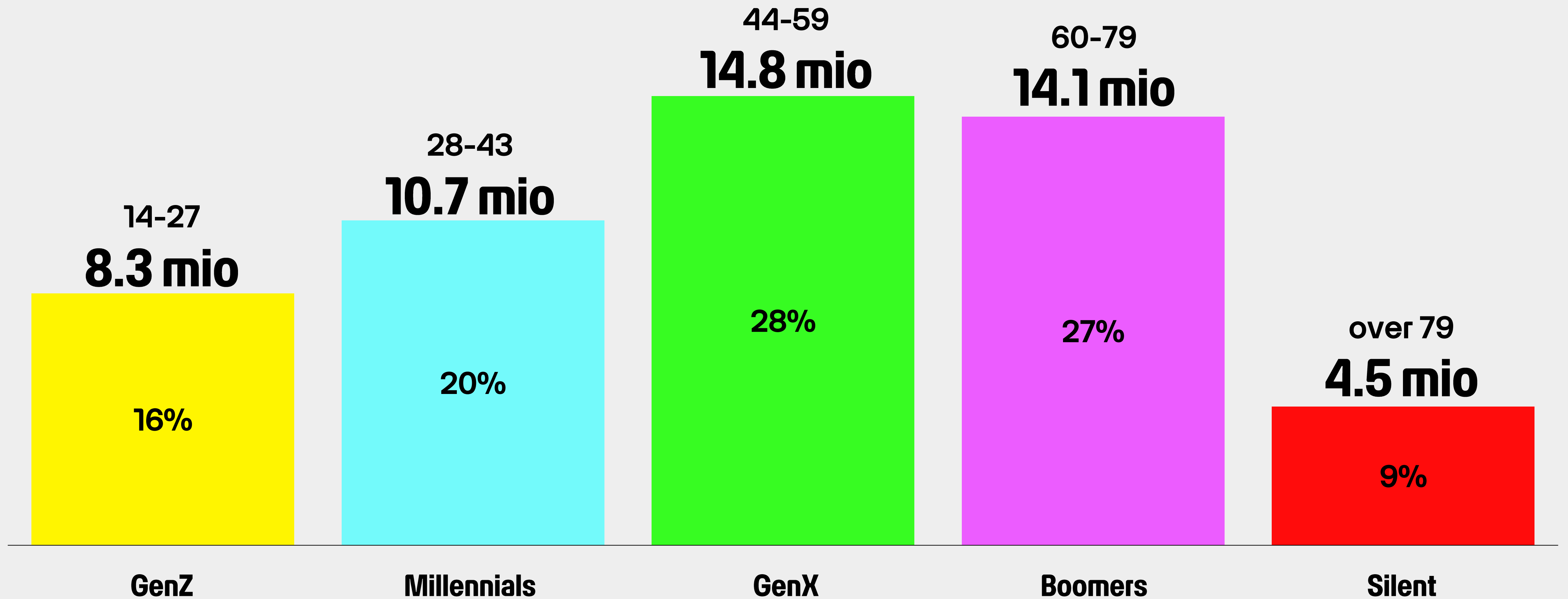
Increasingly fragmented moments of consumption

Real wages are below pre-pandemic levels

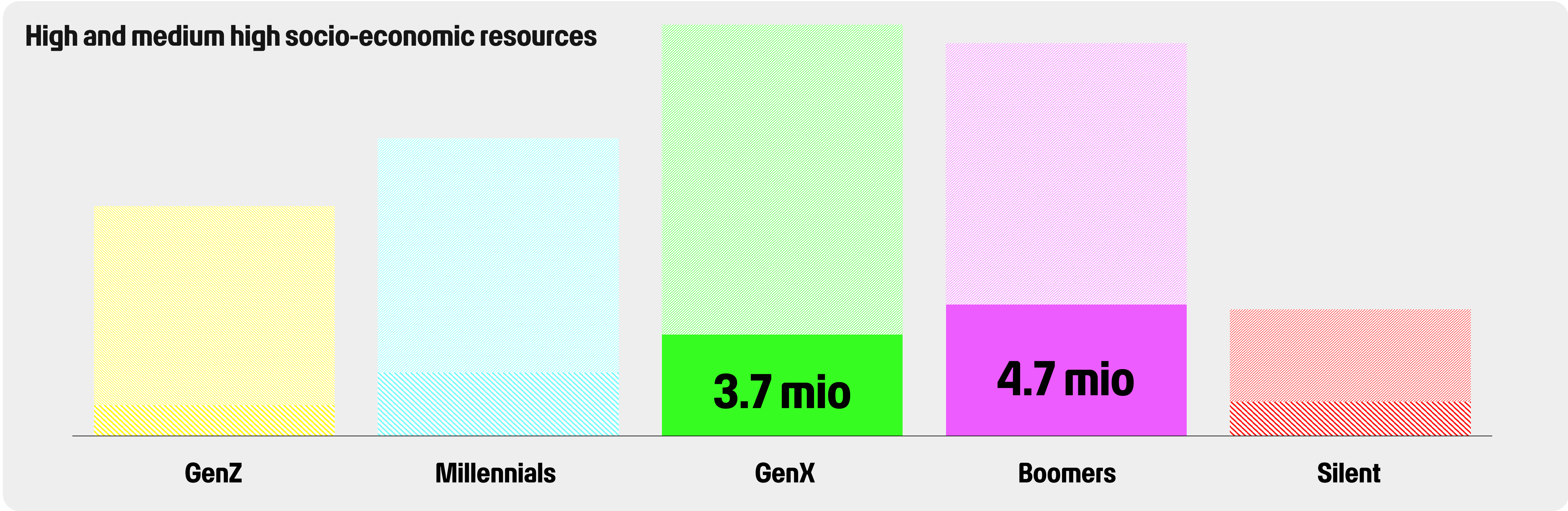
N° Households (.000)



# Italy | Generations



# Despite marketing focus on younger audiences (under 55), the best resources are elsewhere - among the older segments

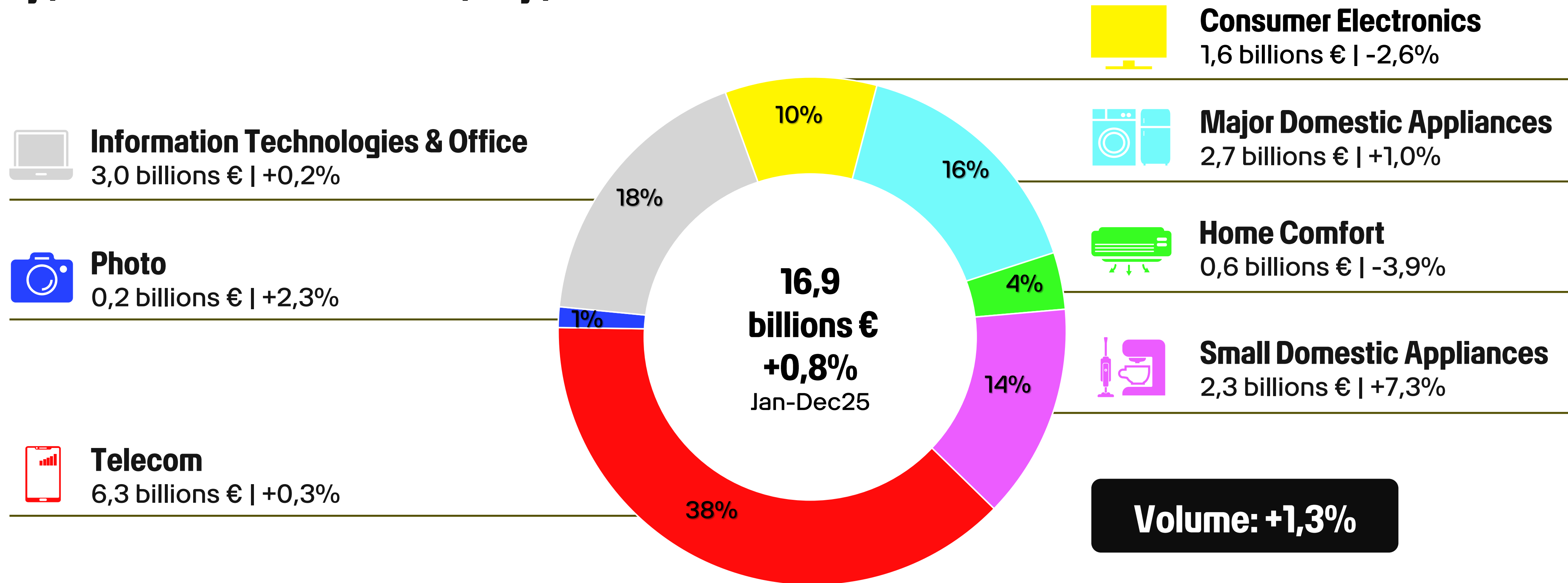


# Slightly positive market in Italy



Strong SDA growth, softer positivity for MDA, IT and Telecom. CE still suffering

## TCG | Italy | Sales Value EUR and Trend % | Italy | Retail Market Jan-Dec25



# MDA | "Bonus Elettrodomestici" Italy 2025

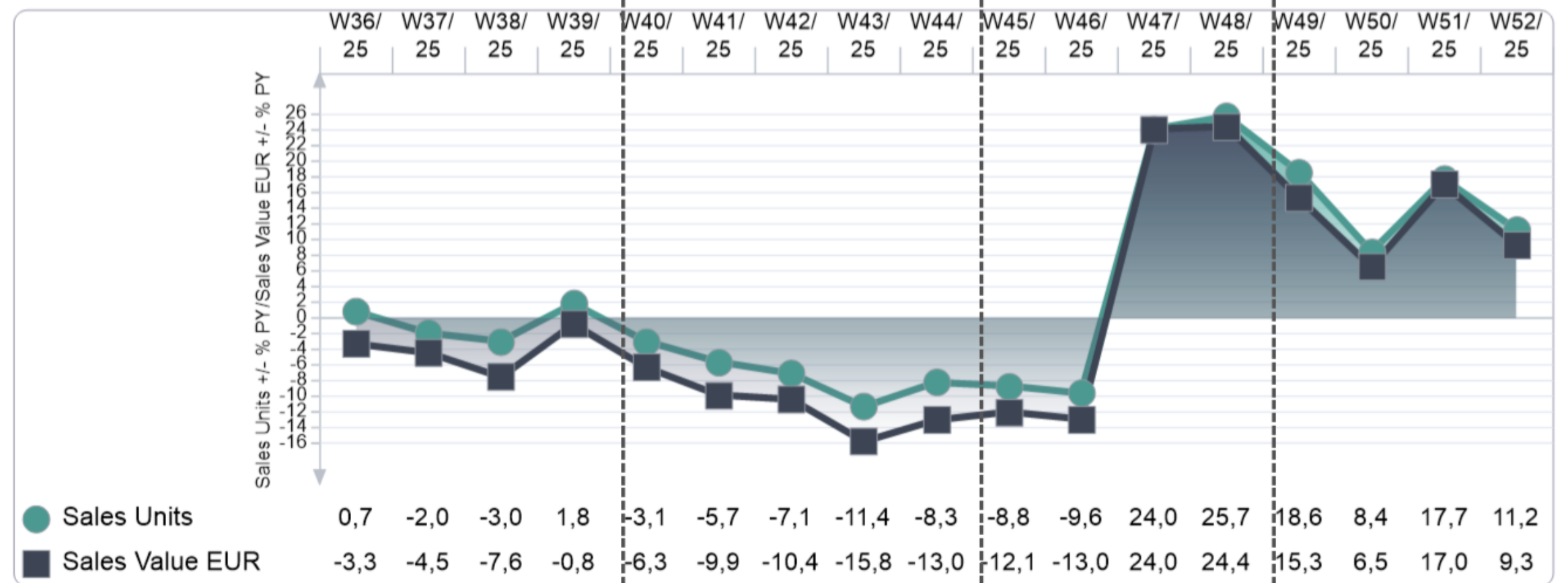
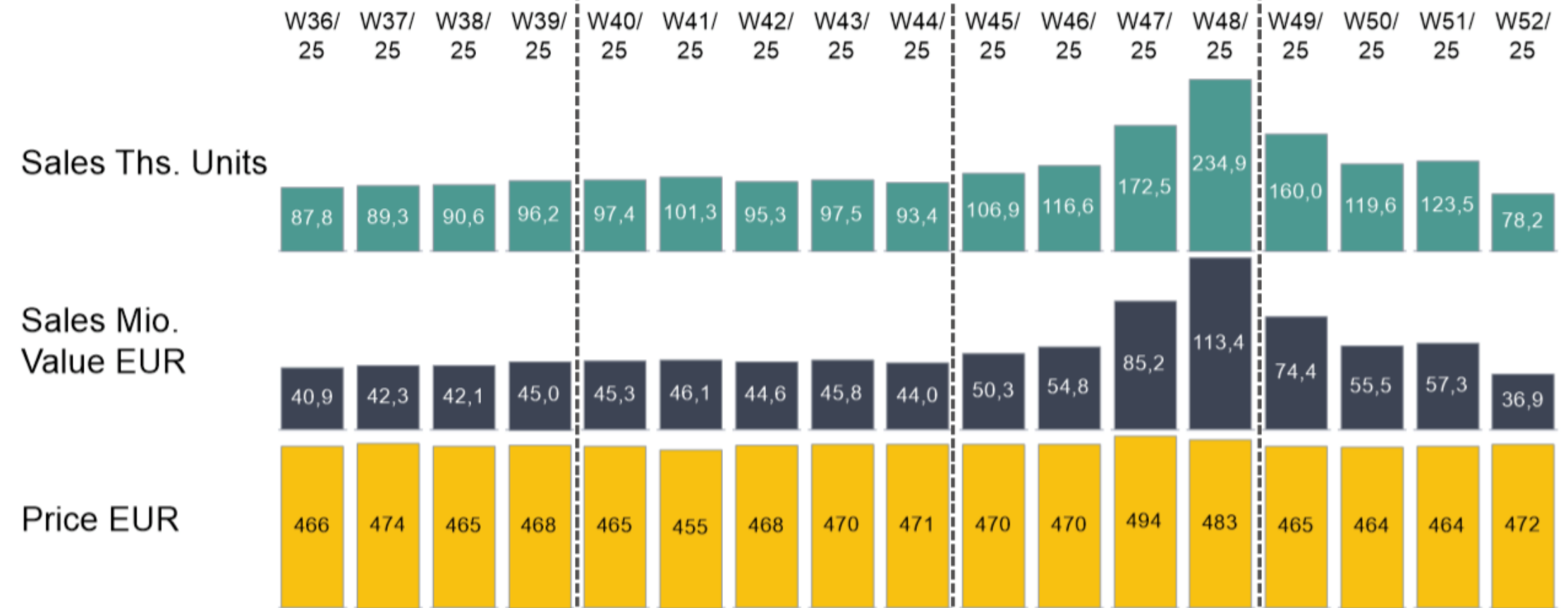
## Subsidy Program Requirements

Up to €200 off on energy-efficient MDA8 appliances made in the EU, with the condition of recycling a less efficient one from the same category.

The program had €50 million in funding, and applications opened in November.

MDA 5  
(WM, TD, DW, RFG, COOK)

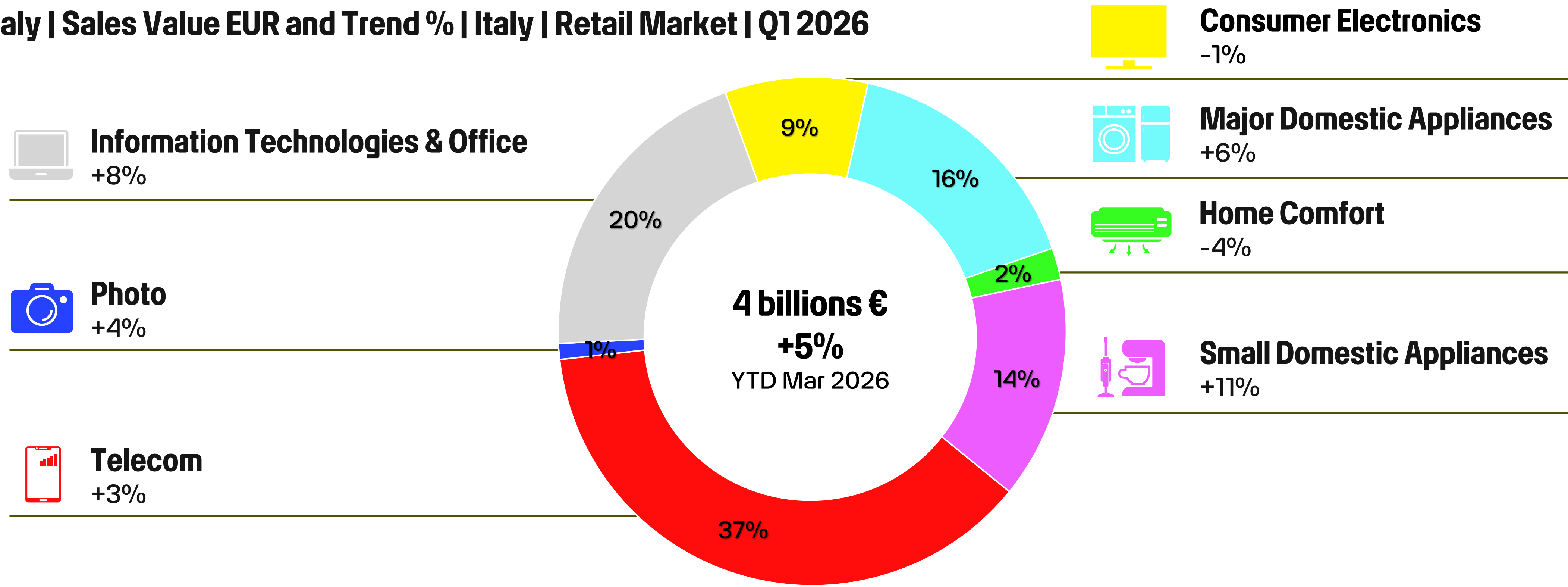
Panelmarket excl. FurnS/KitSp



# Overall Q1 posts +5% growth for Tech & Durables, led by strong March performance

SDA overperforms with a trend of +11% in value. Slight decline for CE in the beginning of the year.

## T&D | Italy | Sales Value EUR and Trend % | Italy | Retail Market | Q1 2026



# Outlook 2026

## What's Next...

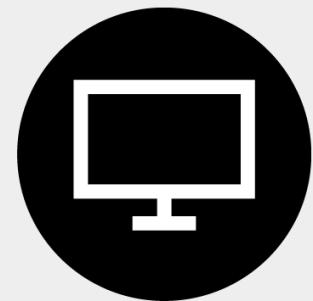
- **The IFA itself**  
Marketing and communications platform  
High-quality speakers and panels  
Continuous improvement of the website and app
- **Outlook & Continuity**  
Long-term agreement with Messe Berlin until 2034
- **Internationalization**  
Focus on key international markets  
10 years of Global 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**



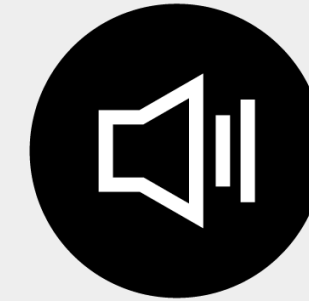
**Home Appliances**



**Smart Home**



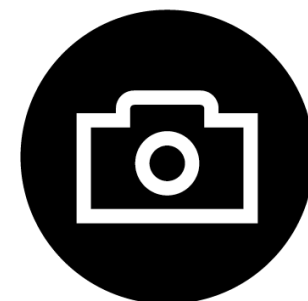
**Communication &  
Connectivity**



**Audio**



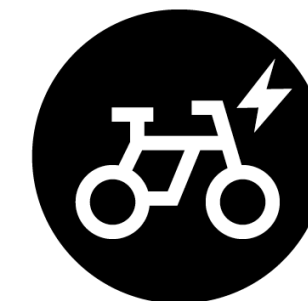
**Computing &  
Gaming**



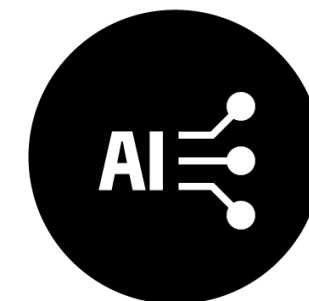
**Content Creation**



**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

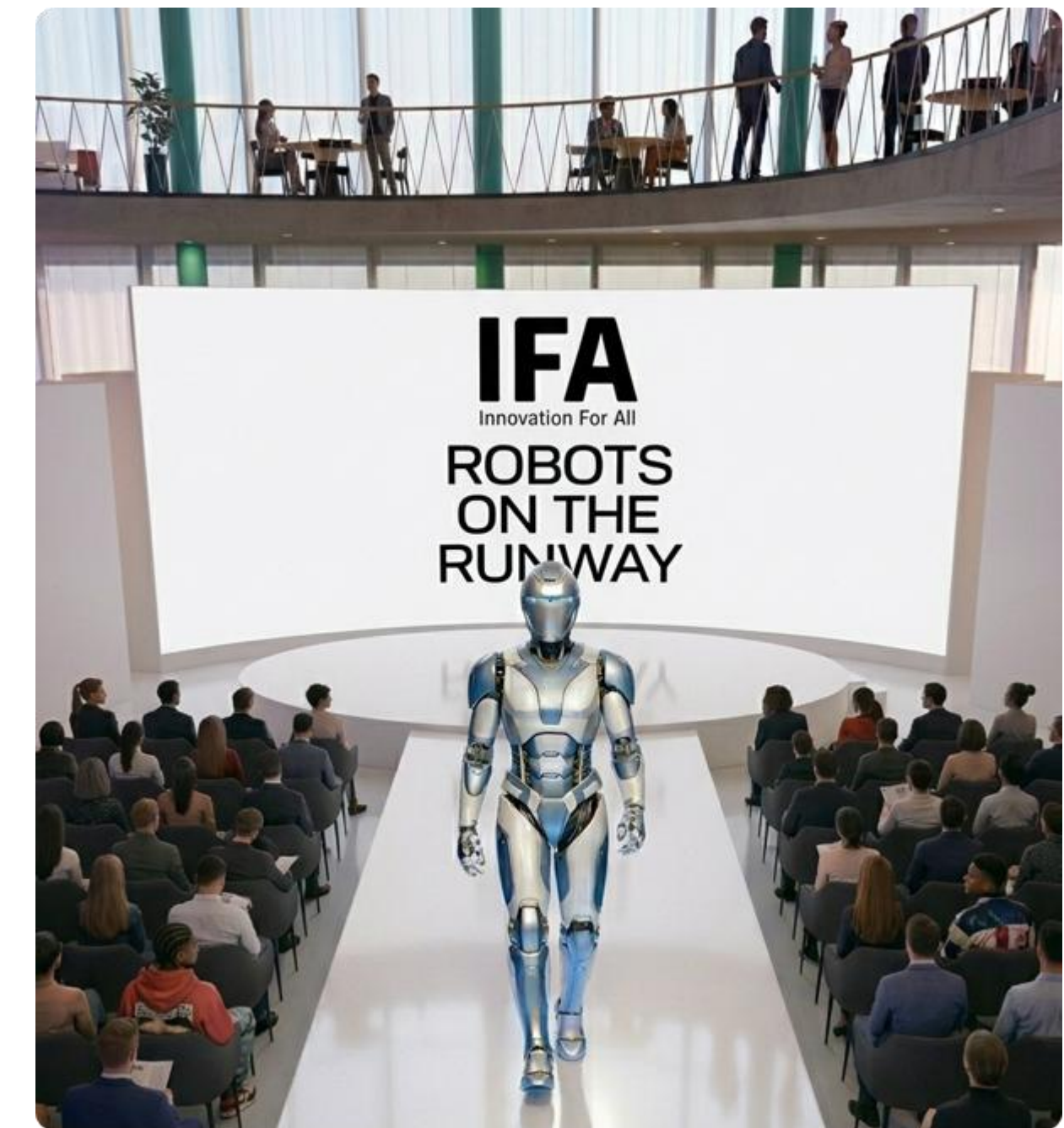
Confirmed music acts include Luciano, DJ BUNT., and Ikkimel

## 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!

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**IFA**

Innovation  
For All

**Discover IFA**  
**The future is now.**