

IFA Innovation
For All

The future is now.

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



South Korea Press Reception

Seoul, 18th June 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.

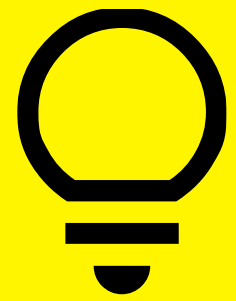
IFA Building Bridges

- 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.

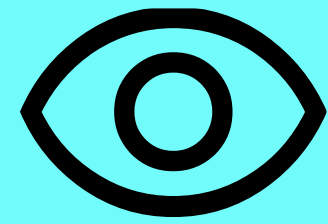
"Trade fairs continue to play an important role in the marketing mix, as evidenced by the 99.5% of respondents who indicated a desire to continue exhibiting at trade fairs as part of their corporate strategy. Two-thirds of companies anticipate that the significance of trade fairs will remain consistent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



Our core values



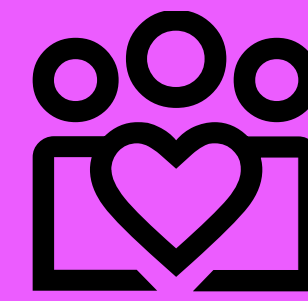
Inspiration:
Ignite your creativity.



Curiosity:
Embrace the unknown.



Trust:
A legacy of reliability.



Community:
A shared journey.

Leading Tech Hub

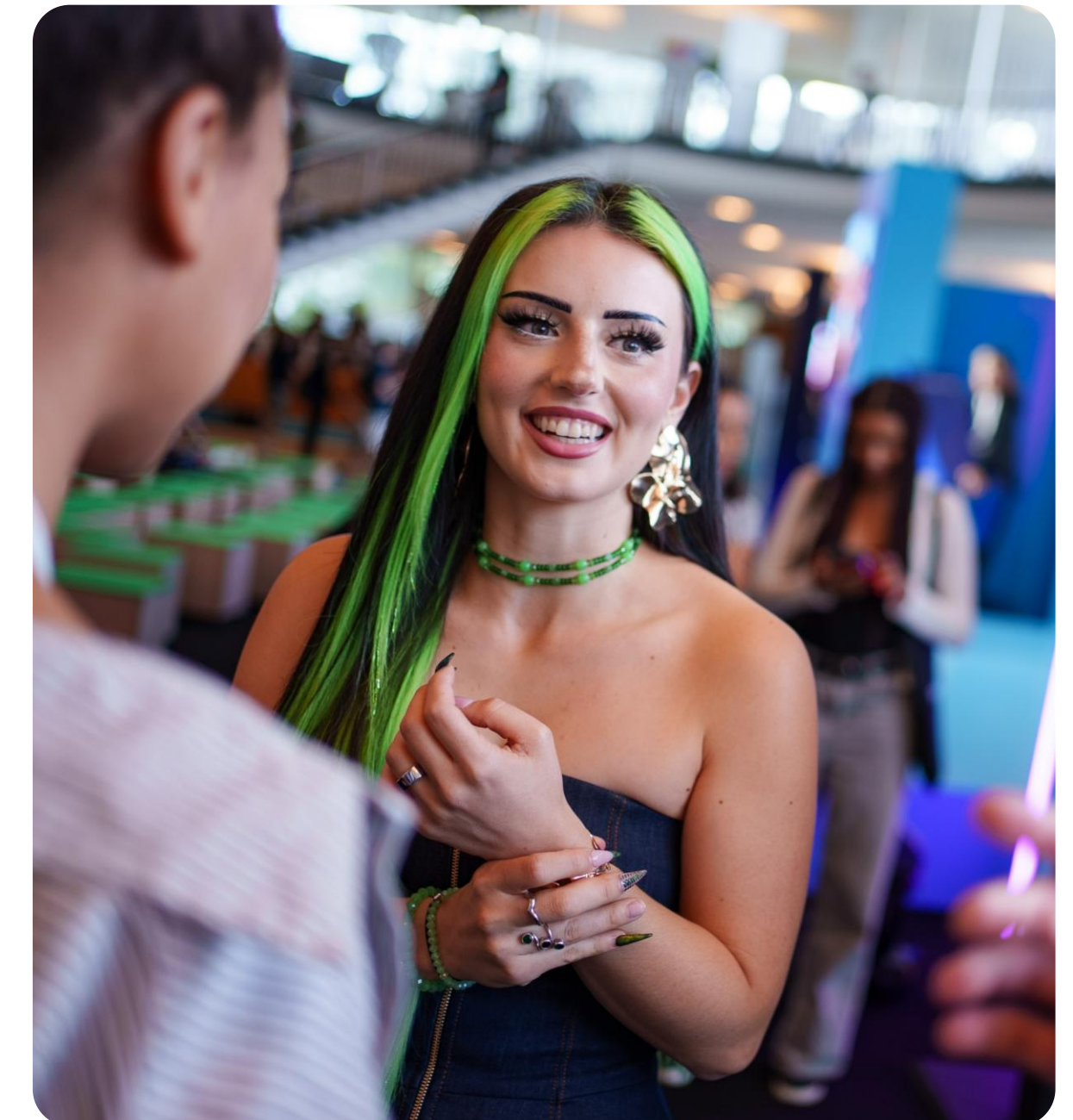
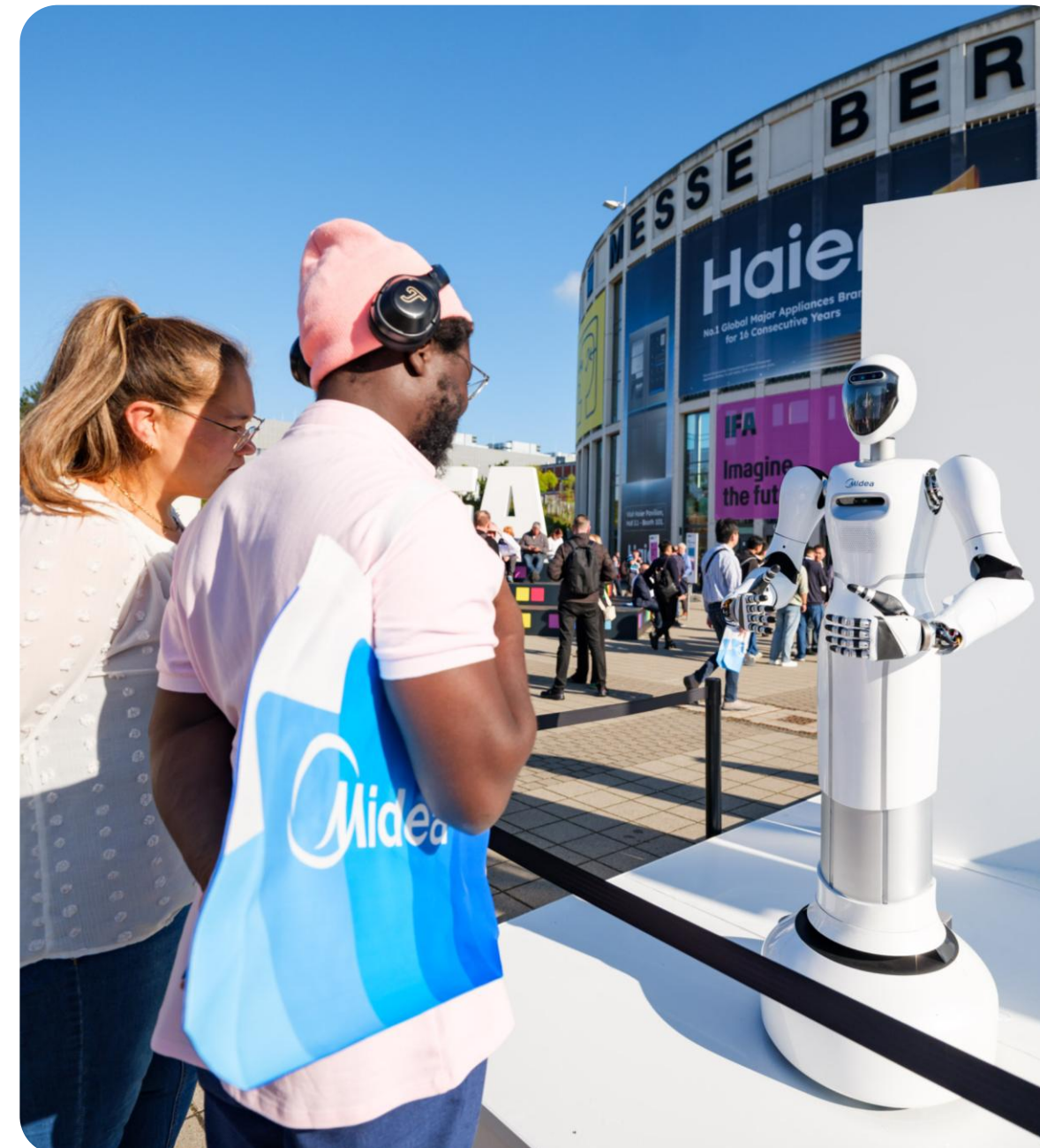
One show. Two worlds:
consumer attention and
business momentum



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

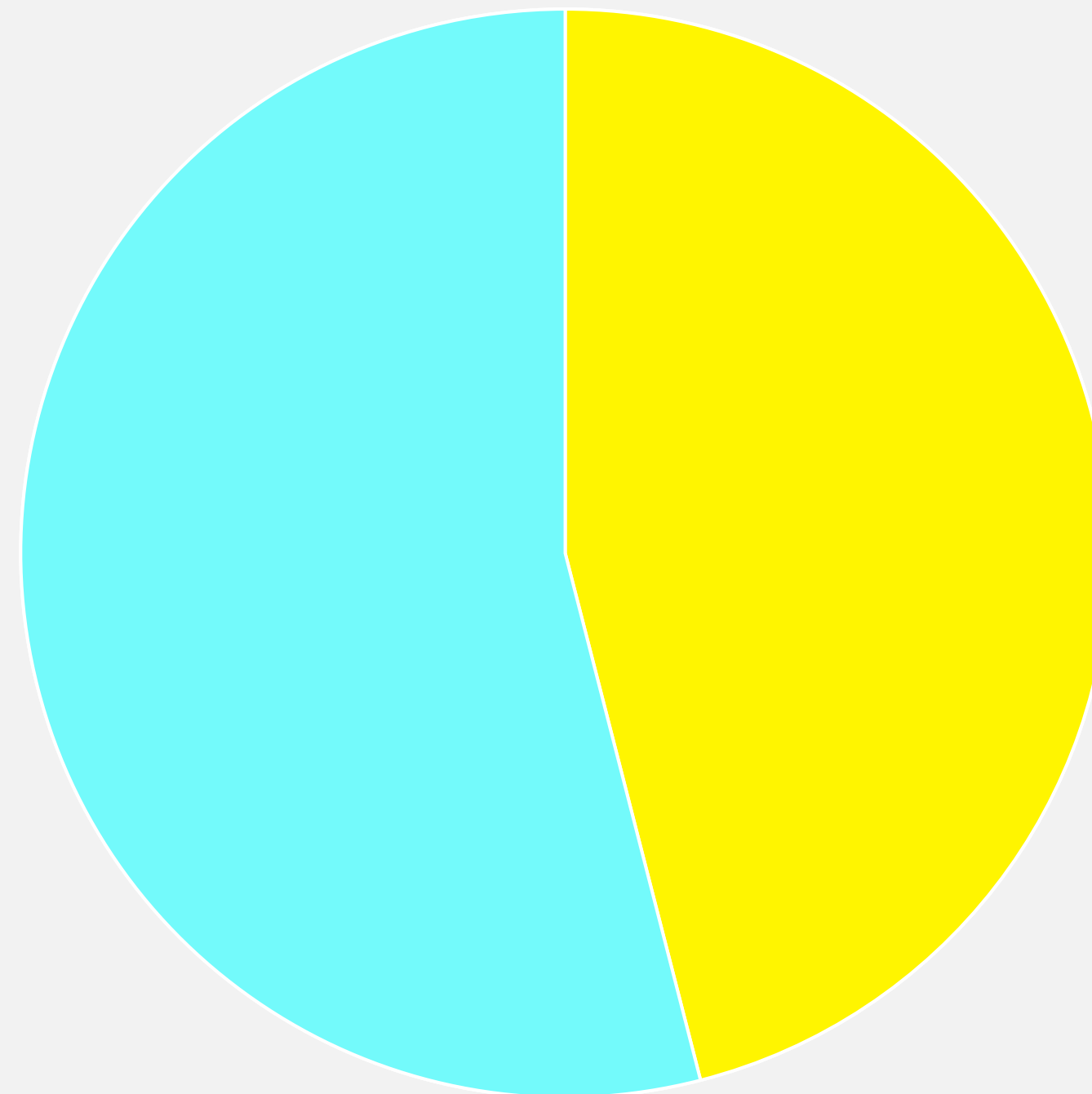
67% (+10% YOY)

international retailers

IFA 2025 Media Countrysplit

3,219

80
countries



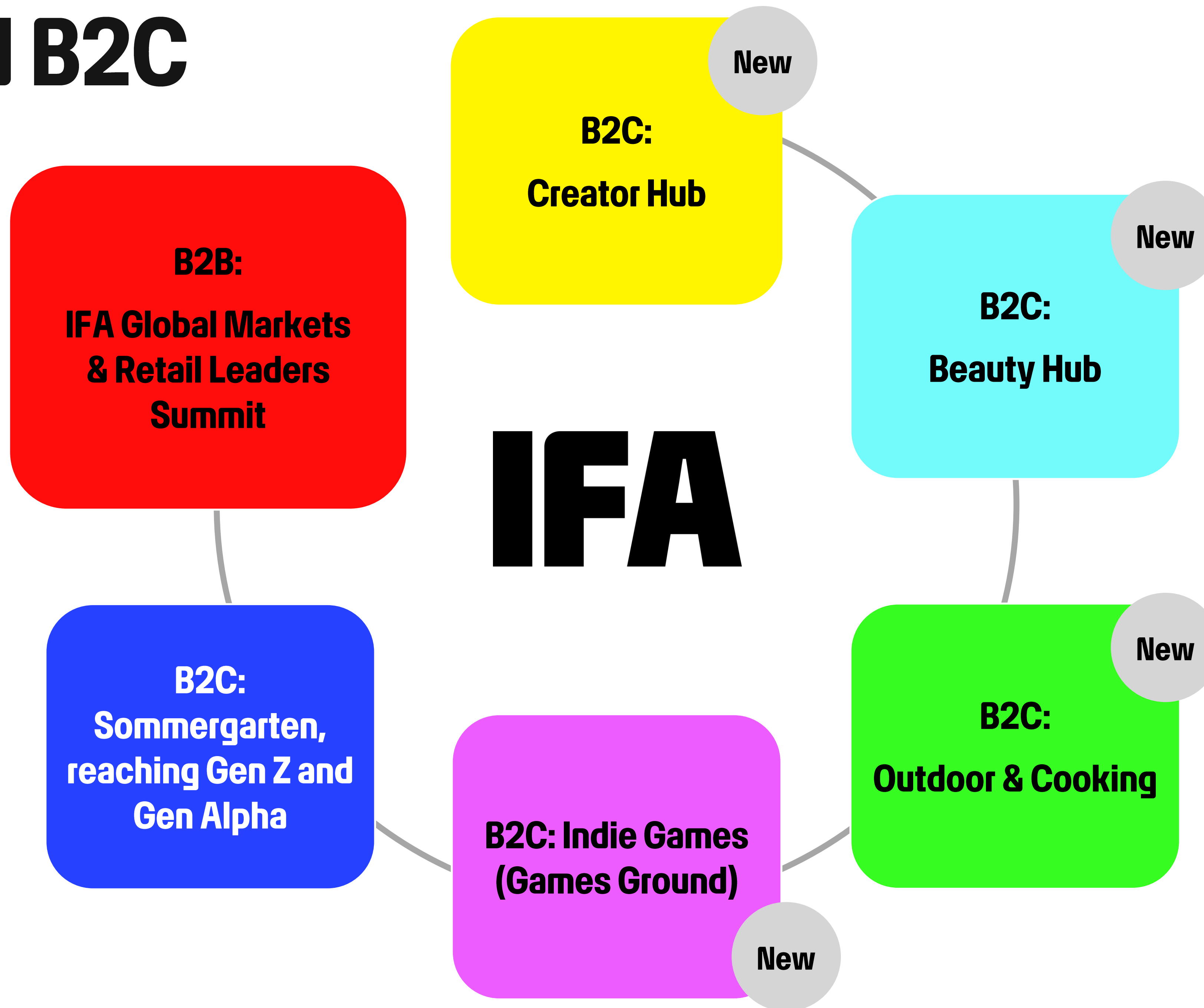
■ International

■ Germany



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

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

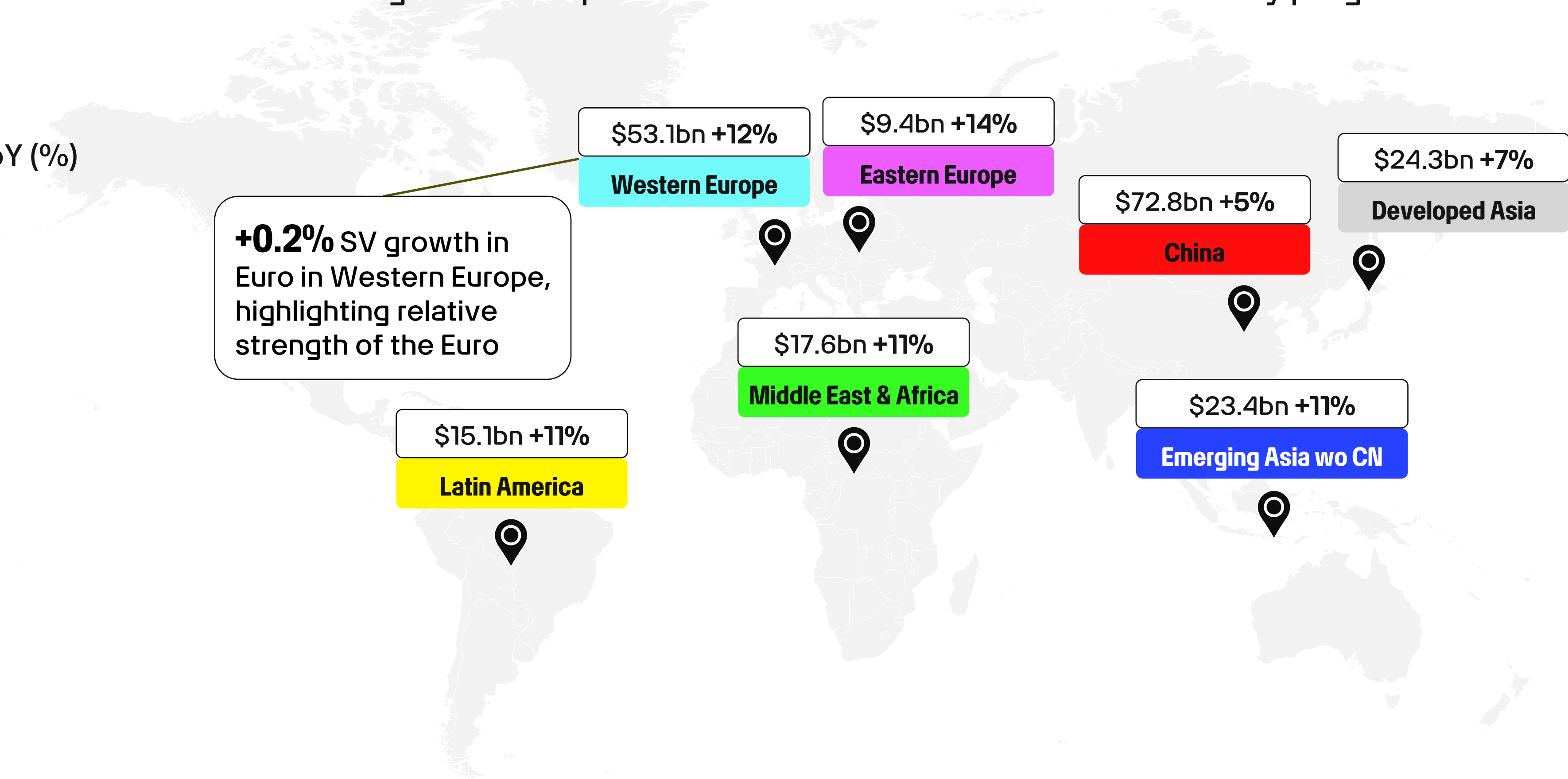
- Global Tech & Durables returns to strong value growth (+8.9% USD), driven by pricing, mix and currency tailwinds, despite softer unit demand.
 - Value in USD growth is at an all time high, while local-currency growth stays positive, highlighting continued market expansion rather than contraction.
 - 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%



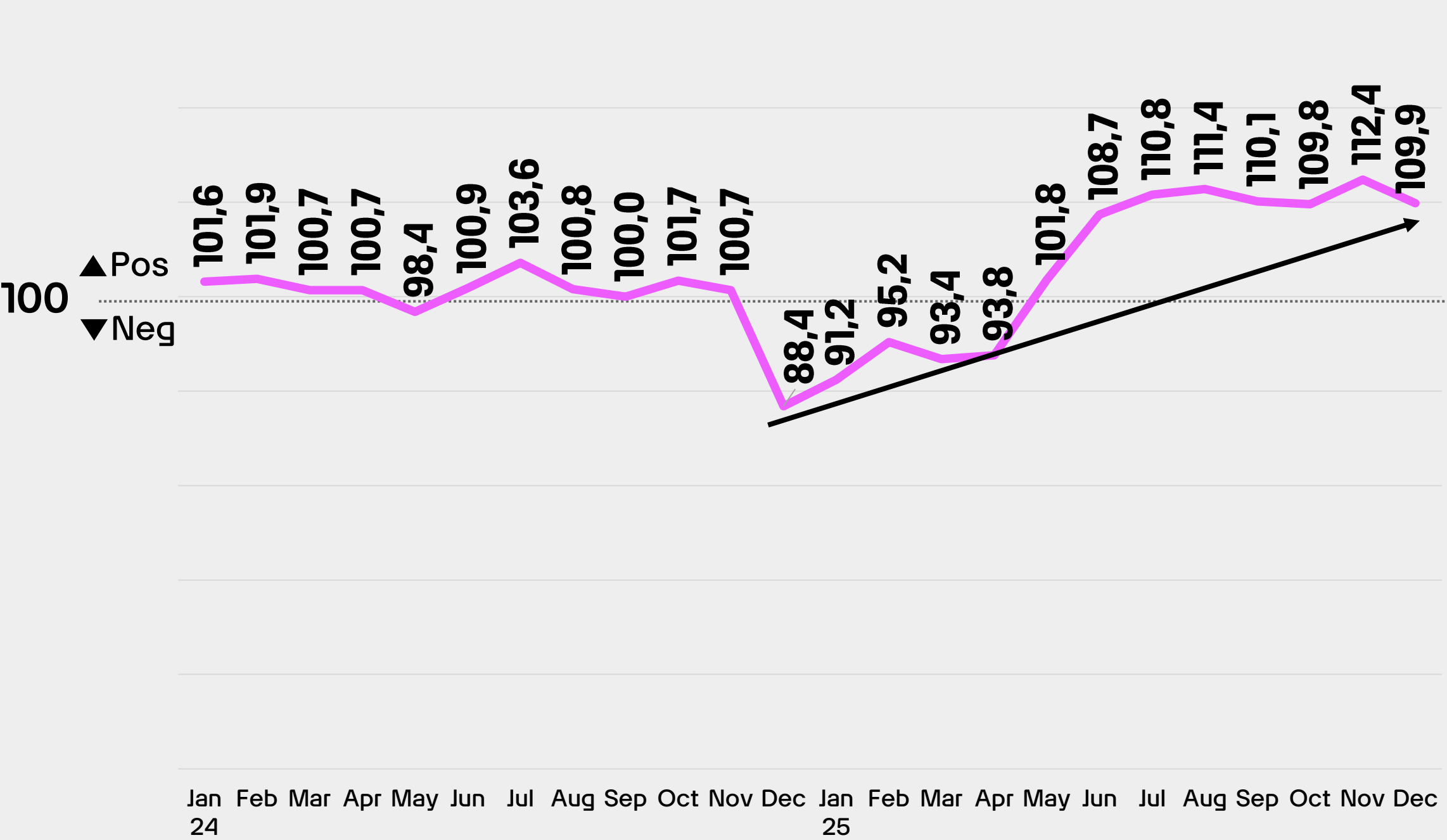
South Korea Tech and Durables

Local contact: Donghyun Hwang
(donghyun.hwang@nielseniq.com)

Consumer Sentiment & Spending Outlook Index

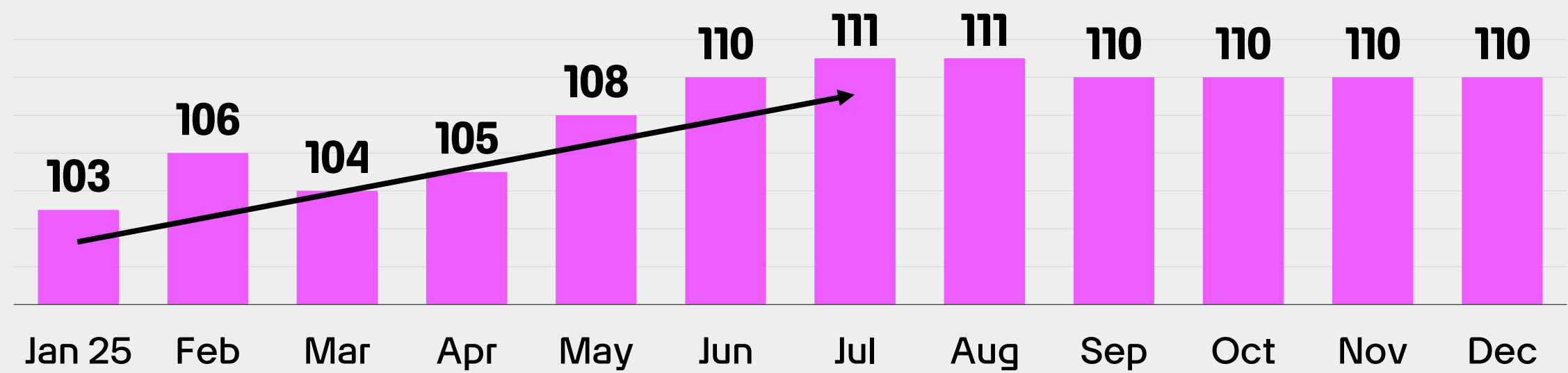
- Medical/Healthcare expenses recorded the highest spending outlook index.
- Durables (including Tech & Durables) rose compared to last year and last month but remain below 100.

Consumer Sentiment Index



Indicates consumer expectations for the next 6 months compared to the present.
If the index > 100, it means more consumers have a positive outlook on the economy.

Consumer Spending Outlook Index



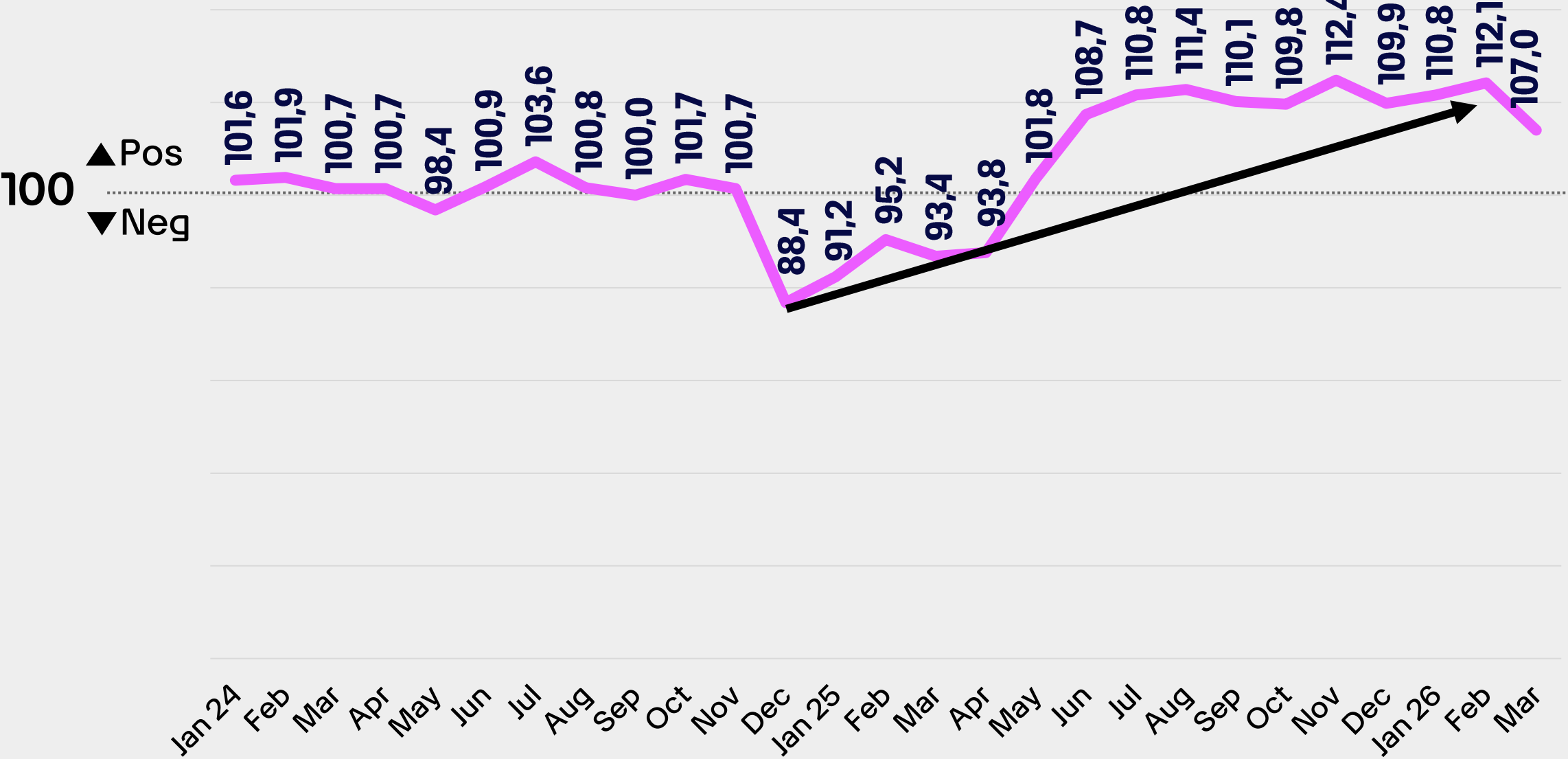
Consumer Spending Outlook Index by Category	Category	Index	YoY	MoM	구분	심리지수	전년비	전월비
	Durables	97	7	1	Education	102	2	-
	Clothing	98	7	-1	Medical/Healthcare	112	2	1
	Dining Out	97	8	-1	Leisure/Culture	94	7	-1
	Travel	97	9	-	Transportation	108	2	-

Spending outlook index fluctuated between 103–111 throughout 2025, stabilizing around 110 by year-end.
As of Jan 2026, the index stands at 111, showing sustained optimism compared to 2024 levels.

Consumer Sentiment & Spending Outlook Index

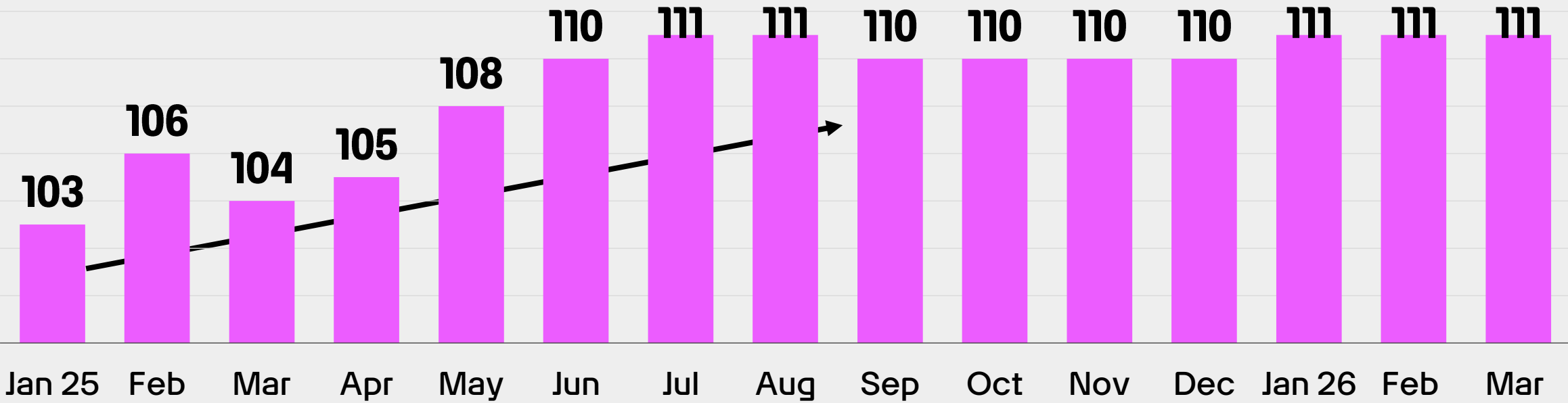
- Medical/Healthcare expenses recorded the highest spending outlook index.
- Durables (including Tech & Durables) rose compared to last year and last month but remain below 100.

Consumer Sentiment Index



Indicates consumer expectations for the next 6 months compared to the present.
If the index > 100, it means more consumers have a positive outlook on the economy.

Consumer Spending Outlook Index



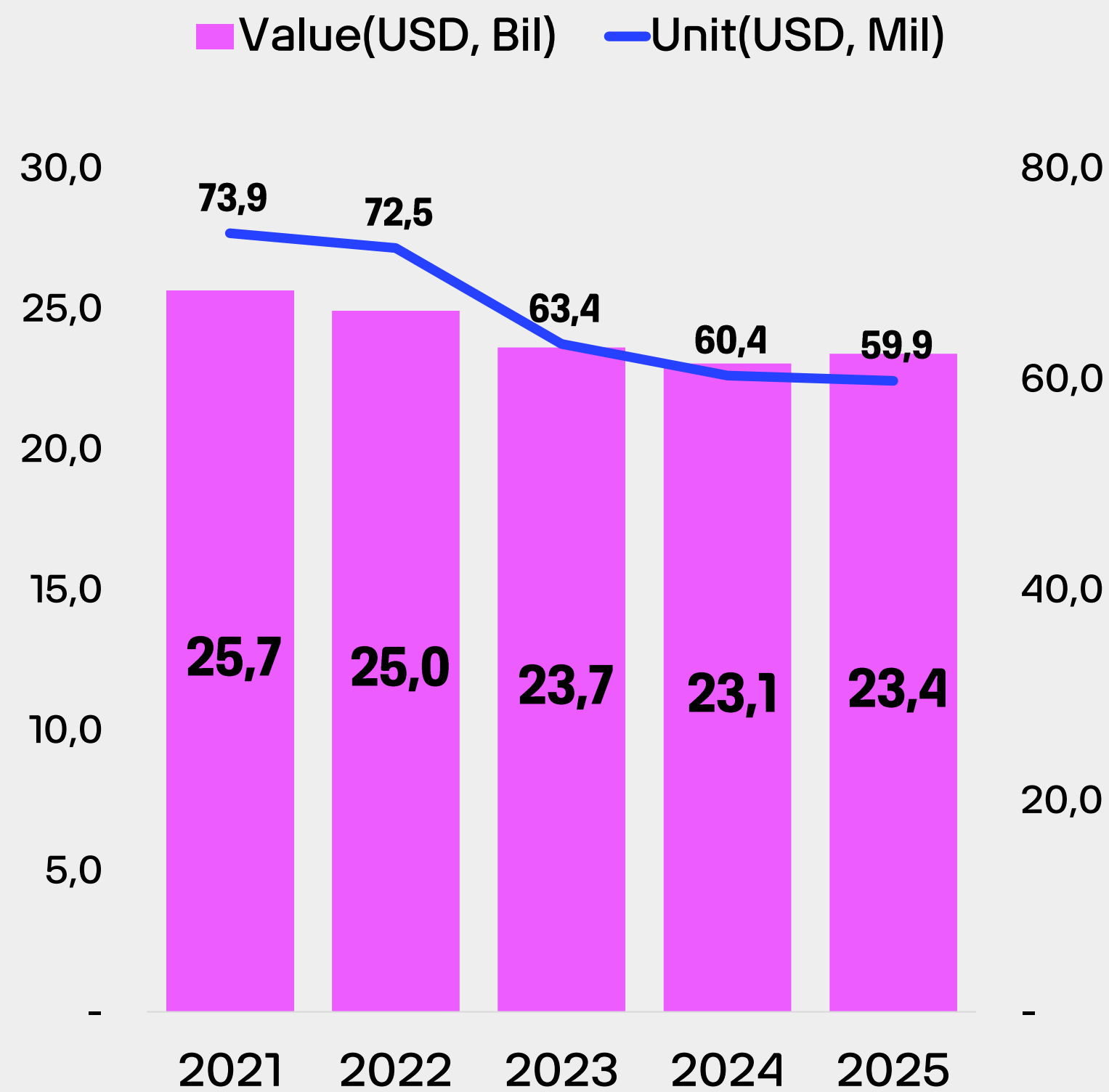
Consumer Spending Outlook Index by Category	Category	Index	YoY	MoM	Category	Index	YoY	MoM
	Durables	94	3	-2	Education	99	-	-2
	Clothing	96	2	-2	Medical/Healthcare	111	1	-
	Dining Out	93	1	-4	Leisure/Culture	91	2	-3
	Travel	92	-	-5	Transportation	111	5	-

Spending outlook index fluctuated between 103–111 throughout 2025, stabilizing around 110 by year-end.
As of Jan 2026, the index stands at 111, showing sustained optimism compared to 2024 levels.

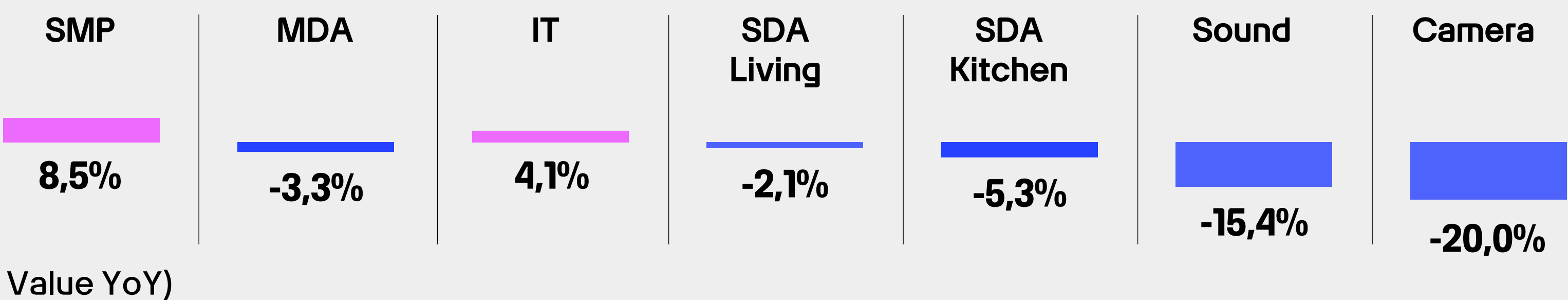
T&D Market Overview (2025)

- Since 2021, the market had been in a contraction phase. In 2025, supported by smartphone and IT growth, it entered a mild recovery phase (+1.52%).
- Strong sales of Galaxy S25 series, Fold7, and iPhone 17 series, along with growth across IT categories (SSD, desktops, smartwatches, etc.) were the key drivers.

2025 T&D Market Status



Growth by Category

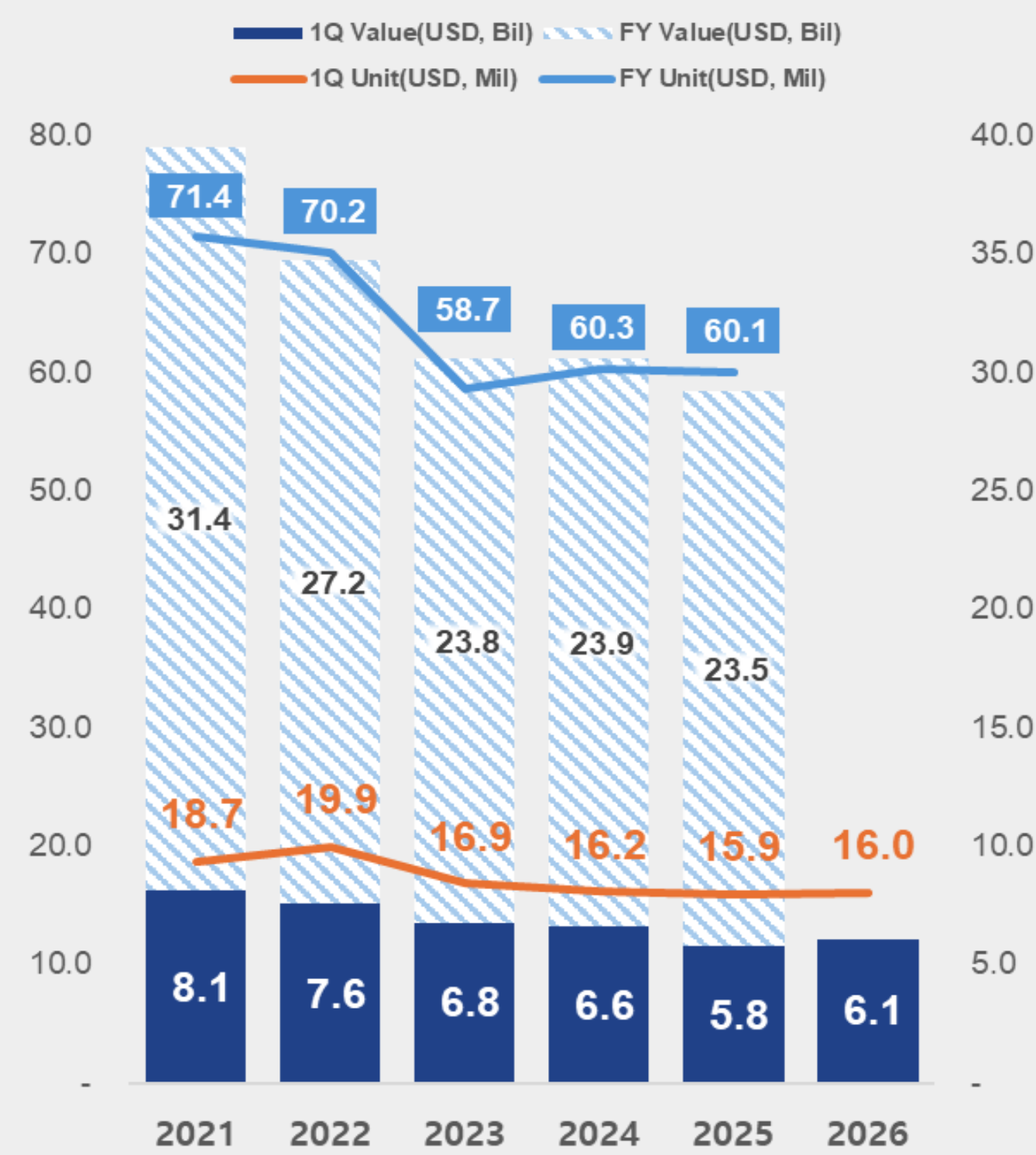


Category	Sales Value(USD Bil.)			Sales Unit(Mil.)		
	2024	2025	YoY	2024	2025	YoY
Smartphones	8.7	9.4	+8.5%	11.3	12.0	+6.0%
MDA	7.3	7.1	-3.3%	7.1	6.8	-0.5%
IT	3.4	3.5	+4.1%	14.6	14.9	+2.2%
SDA Living	2.0	1.9	-2.1%	14.4	14.5	+0.7%
SDA Kitchen	1.0	0.9	-5.3%	6.2	5.7	-7.7%
Sound	0.5	0.4	-15.4%	6.6	5.9	-9.7%
Camera	0.2	0.1	-20.0%	0.2	0.1	-26.1%

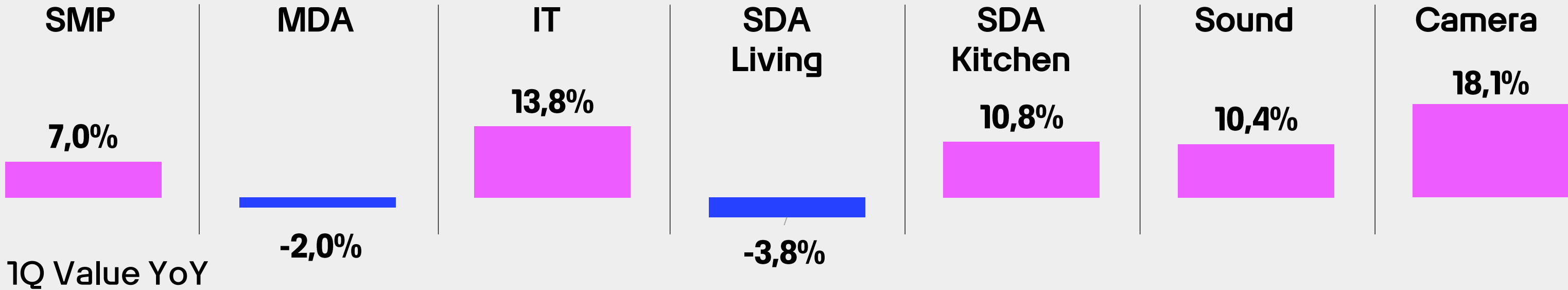
T&D Market Overview (2026 Q1)

- Since 2021, the market had been in a contraction phase. 2026 1Q though is showing a rebound from 2025 1Q, which was affected by the political turmoil from Dec 24.
- Overall sales excepting MDA and SDA living categories has shown increase in 26 1Q when compared to 25 1Q.
- SMP and IT's ASP increase can be seen as sales were decreased in Units, while showing 7% and 13.8% increase in value, possibly affected by the Chipflation.

2025 T&D Market Status



Growth by Category



Category	Sales Value (USD 100Mil.)				Sales Unit (Mil.)			
	2024 1Q	2025 1Q	2026 1Q	YoY	2024 1Q	2025 1Q	2026 1Q	YoY
Smartphones	28.3	24.8	26.5	7.0%	3.3	3.2	3.2	-1.3%
MDA	16.9	14.0	13.7	-2.0%	1.5	1.4	1.5	2.5%
IT	11.2	10.2	11.6	13.8%	3.9	4.2	4.0	-4.3%
SDA Living	5.1	4.9	4.7	-3.8%	3.6	3.8	3.9	1.7%
SDA Kitchen	2.7	2.4	2.6	10.8%	1.8	1.6	1.7	7.5%
Sound	1.6	1.3	1.4	10.4%	2.0	1.8	1.9	4.5%
Camera	0.4	0.3	0.3	18.1%	0.0	0.0	0.1	72.0%

Forecasting (2026 Outlook – T&D Market)

- Globally, MDA (Major Domestic Appliances) replacement demand is expected to begin in earnest from 2028.
- SDA (Small Domestic Appliances) replacement has already started in some categories.
- In Korea, simulation shows that education, medical/healthcare spending, and product inventory levels are the key variables affecting demand.
- Mid-term outlook: contraction will gradually ease, but global and geopolitical risks may expand the decline.

Sales Value USD (100 Thds.)

Global Replacement Cycle

■ Less than 1 year ■ <2 Years ■ <3 Years ■ <4 Years ■ <5 Years ■ 6-10 Years ■ >10 Years

MDA: Built-in Hob, Cooking, Cooling, Freezers, Dishwashers, Tumble Dryers, Washing Machines



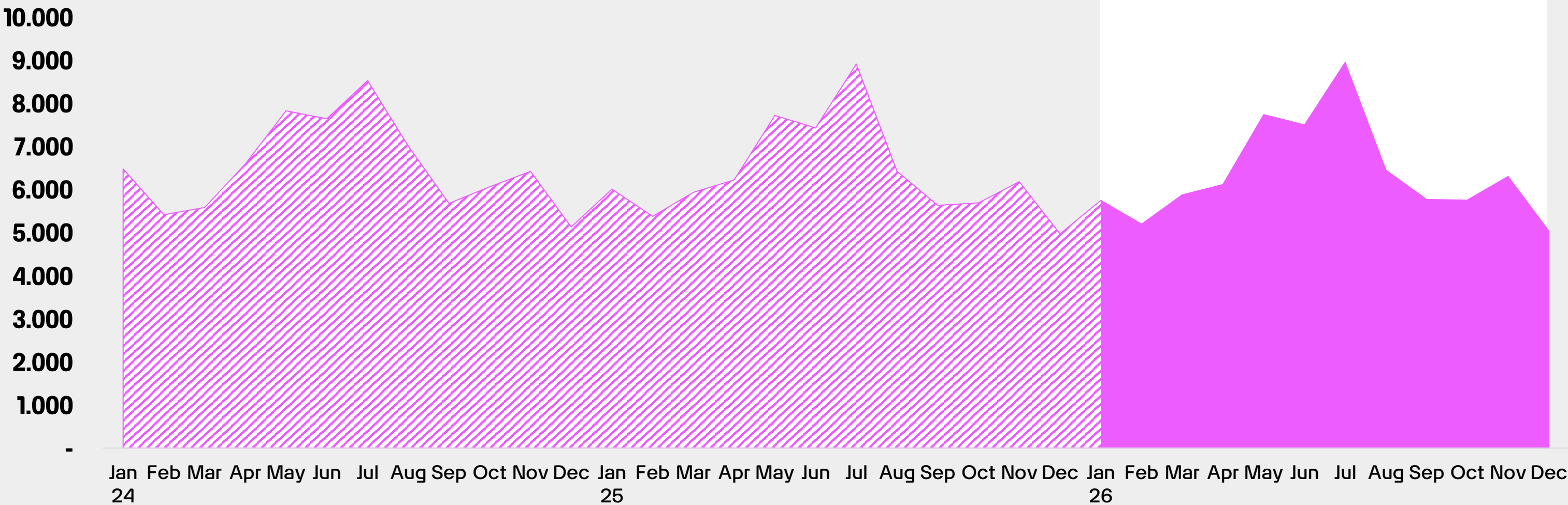
SDA: Oral care, Food preparation, Hair care, Beverage makers, Shavers, Vacuum cleaners



- **MDA:** Average replacement cycle **8–12 years**. After the pandemic purchase peak, full-scale replacement is expected from 2028. 2026 demand will be driven mainly by replacements for broken and newly purchases.
- **SDA:** Average replacement cycle **5–6 years**. Replacement of pandemic-era purchases has already begun.

KR MDA, SDA Forecast for 2026

Category	Expected Growth
MDA, SDA PGs	▼ 0.1%



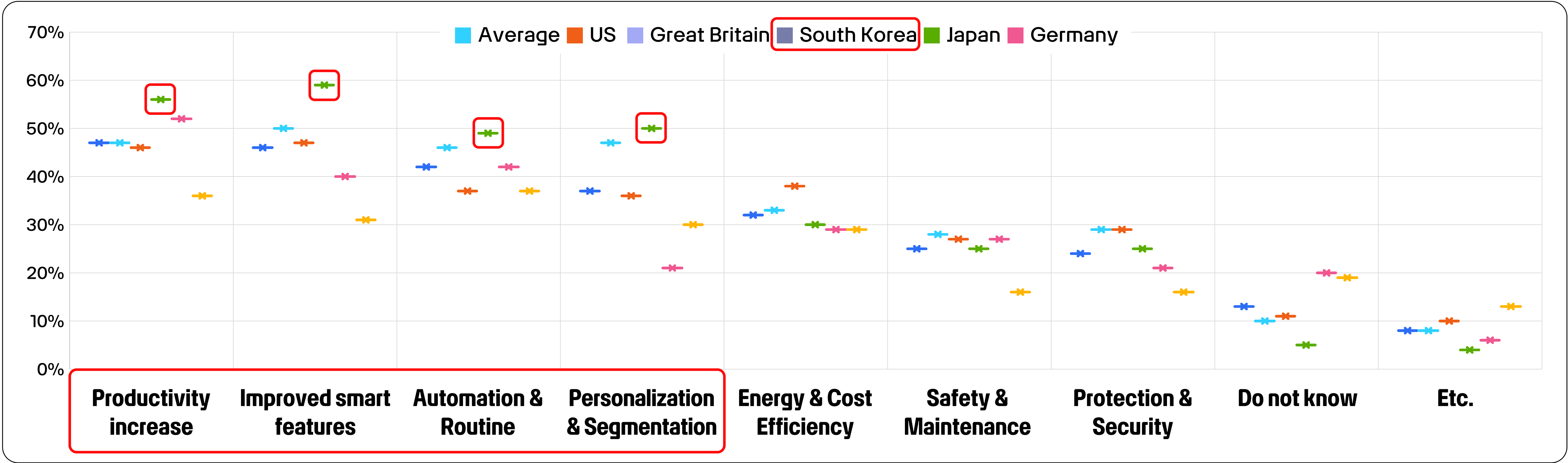
Forecasting

Accuracy: 97%
(2601M~2602M Actual vs. Predicted)

KR Consumer insights, AI focus on “Productivity improvement and advanced functionality”

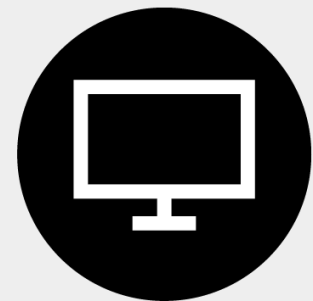
Survey Question: “What benefits do you believe AI technology will offer to tech products?”

- Korea ranked #1 among all surveyed countries in indicators directly related to performance, such as “productivity”, “smart features”, and “automation”
- Implication: When targeting the Korean market, marketing should emphasize efficiency maximization and productivity enhancement through AI.



Outlook 2026 - Show Areas

AI as the New Infrastructure



**Home &
Entertainment**



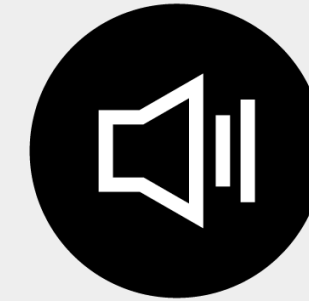
Home Appliances



Smart Home



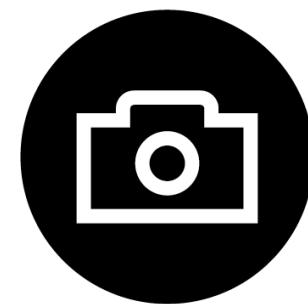
**Communication &
Connectivity**



Audio



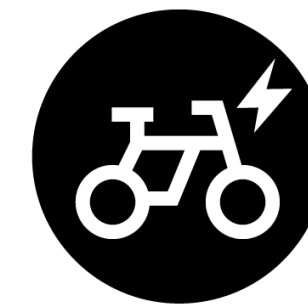
**Computing &
Gaming**



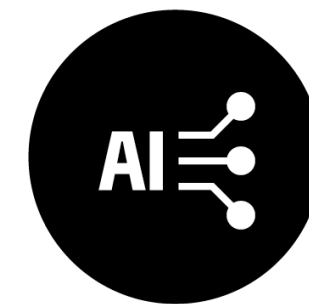
Content Creation



**Beauty Tech &
Wellbeing**



Mobility



IFA Next

Outlook 2026

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

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

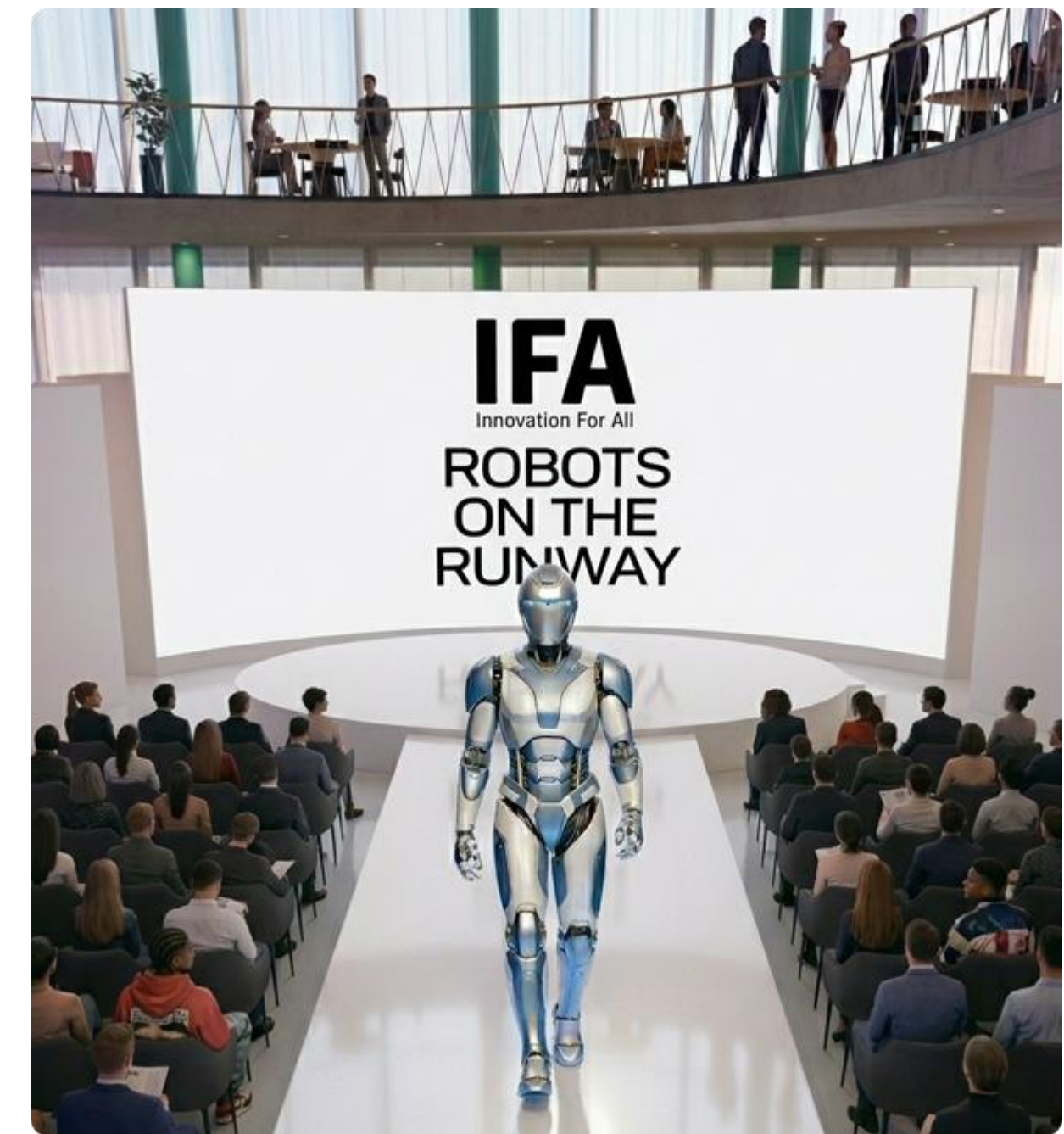
Confirmed music acts include Luciano, DJ BUNT., and Ikkimel

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

Sonja May
Director PR & Corporate Communications
s.may@ifa-management.com

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





IFA Innovation
For All

Discover IFA
The future is now.