

IFA Innovation
For All

The future is now.

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



Spain Press Reception

Madrid, 9th 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.

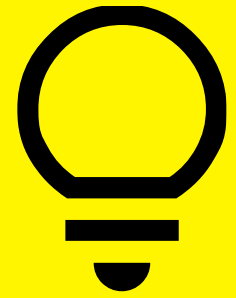
IFA Building Bridges

- 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.

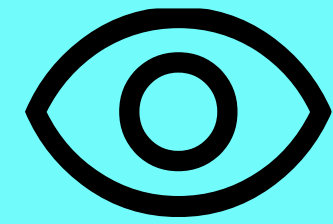
"Trade fairs continue to play an important role in the marketing mix, as evidenced by the 99.5% of respondents who indicated a desire to continue exhibiting at trade fairs as part of their corporate strategy. Two-thirds of companies anticipate that the significance of trade fairs will remain consistent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



Our core values



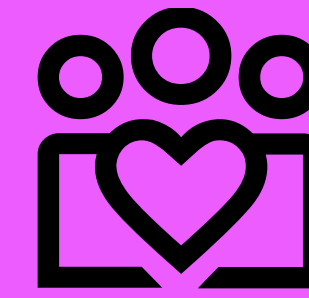
Inspiration:
Ignite your creativity.



Curiosity:
Embrace the unknown.



Trust:
A legacy of reliability.



Community:
A shared journey.

Leading Tech Hub

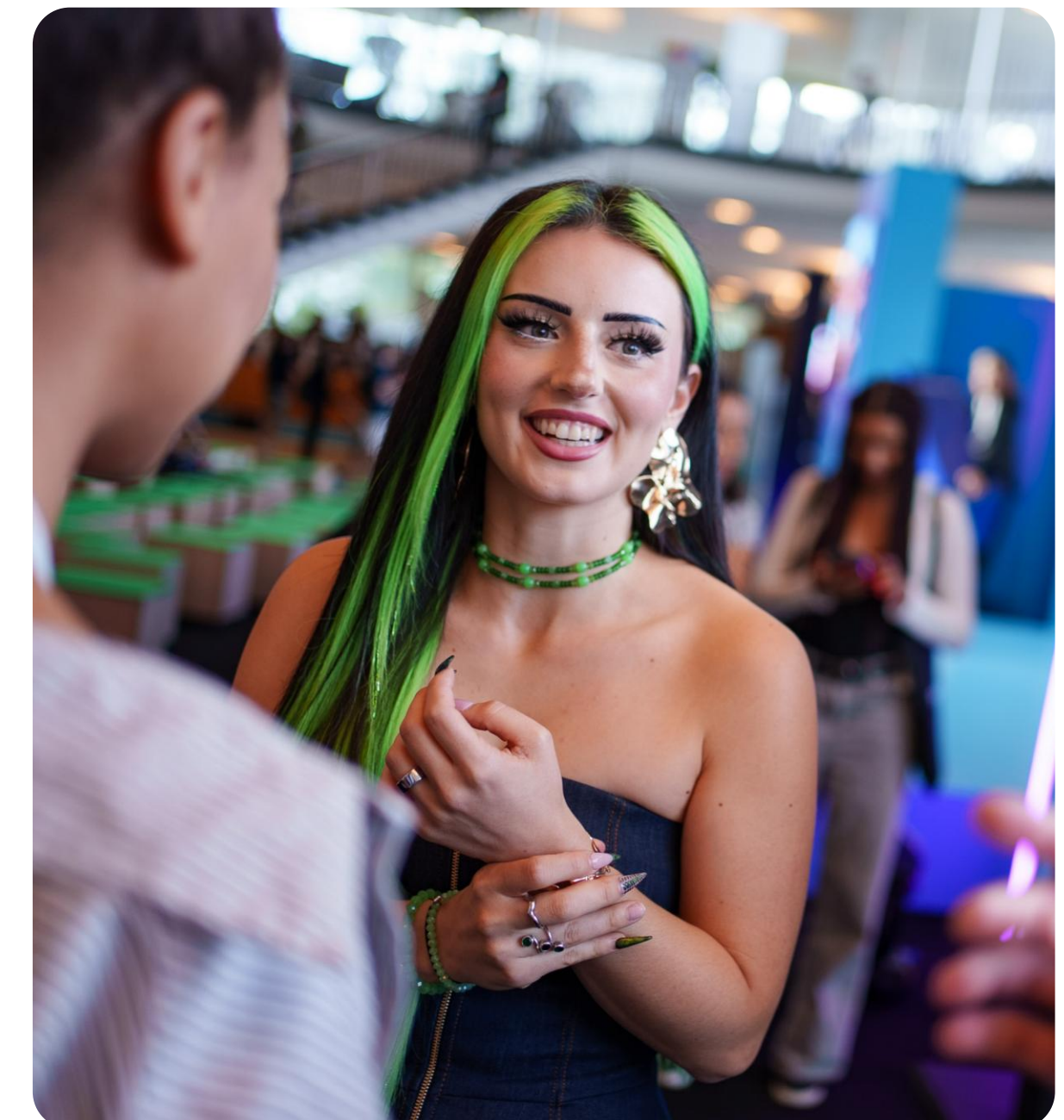
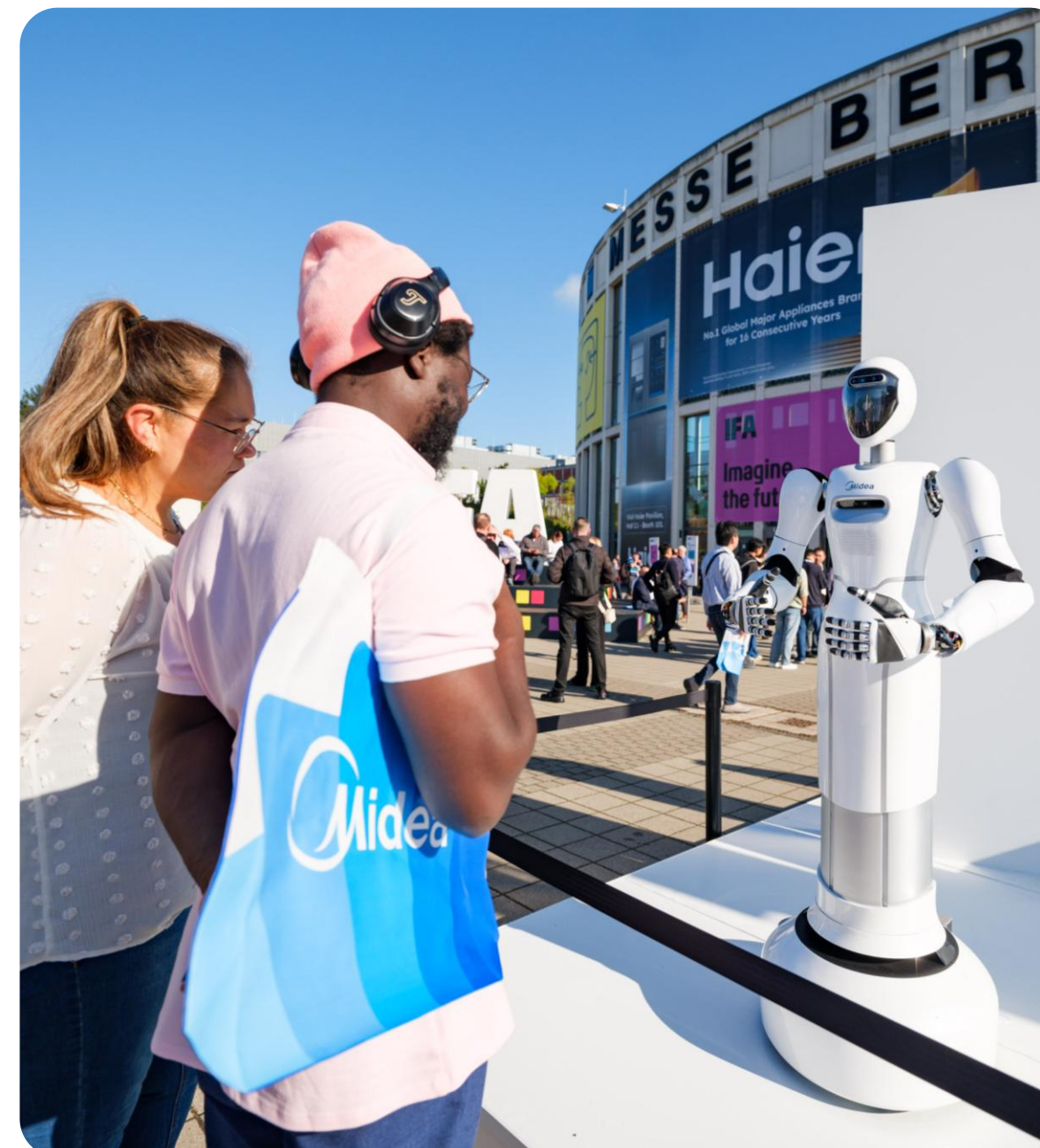
One show. Two worlds:
consumer attention and
business momentum



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

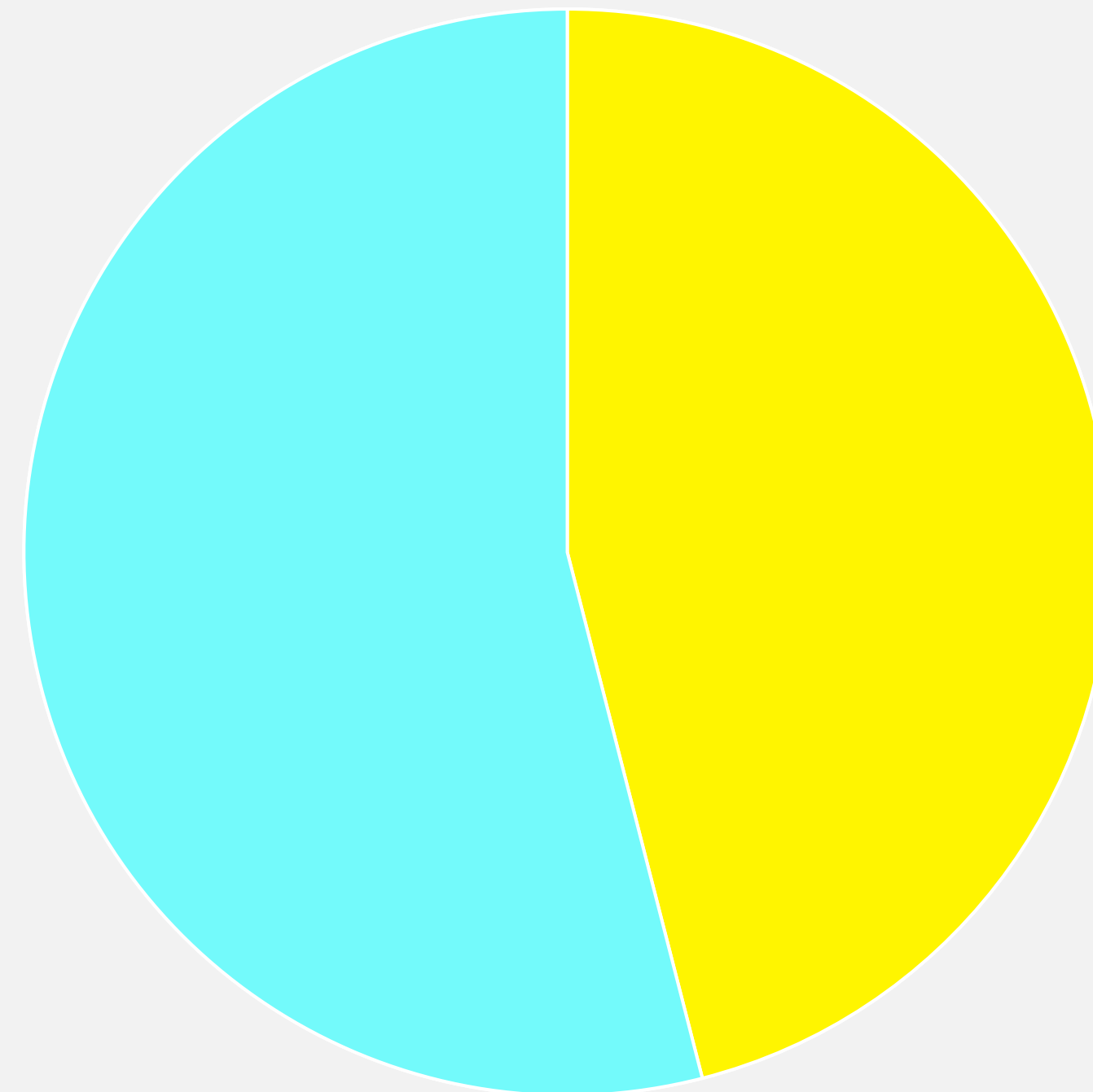
67% (+10% YOY)

international retailers

IFA 2025 Media Countrysplit

3,219

80
countries

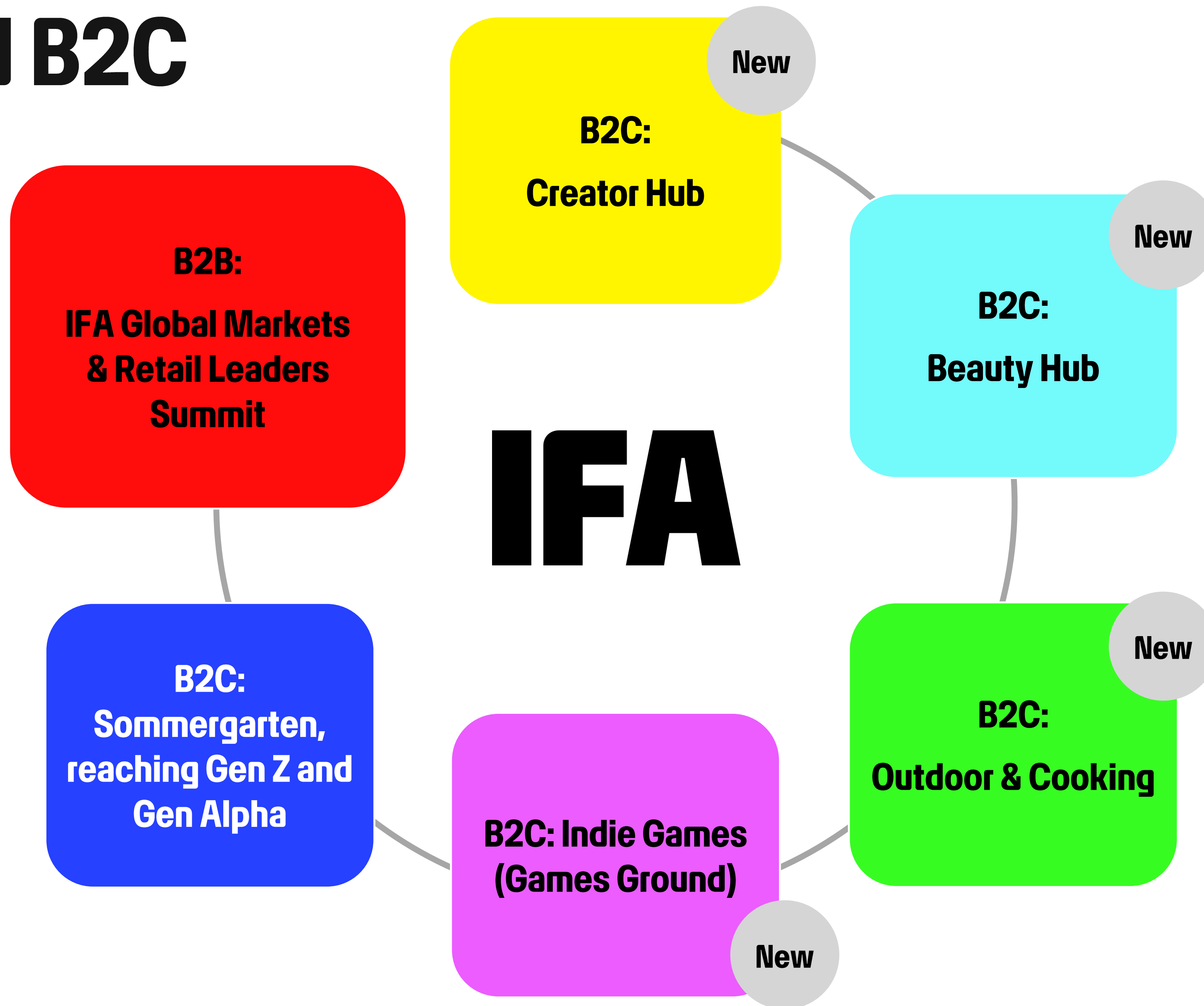


■ International

■ Germany



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

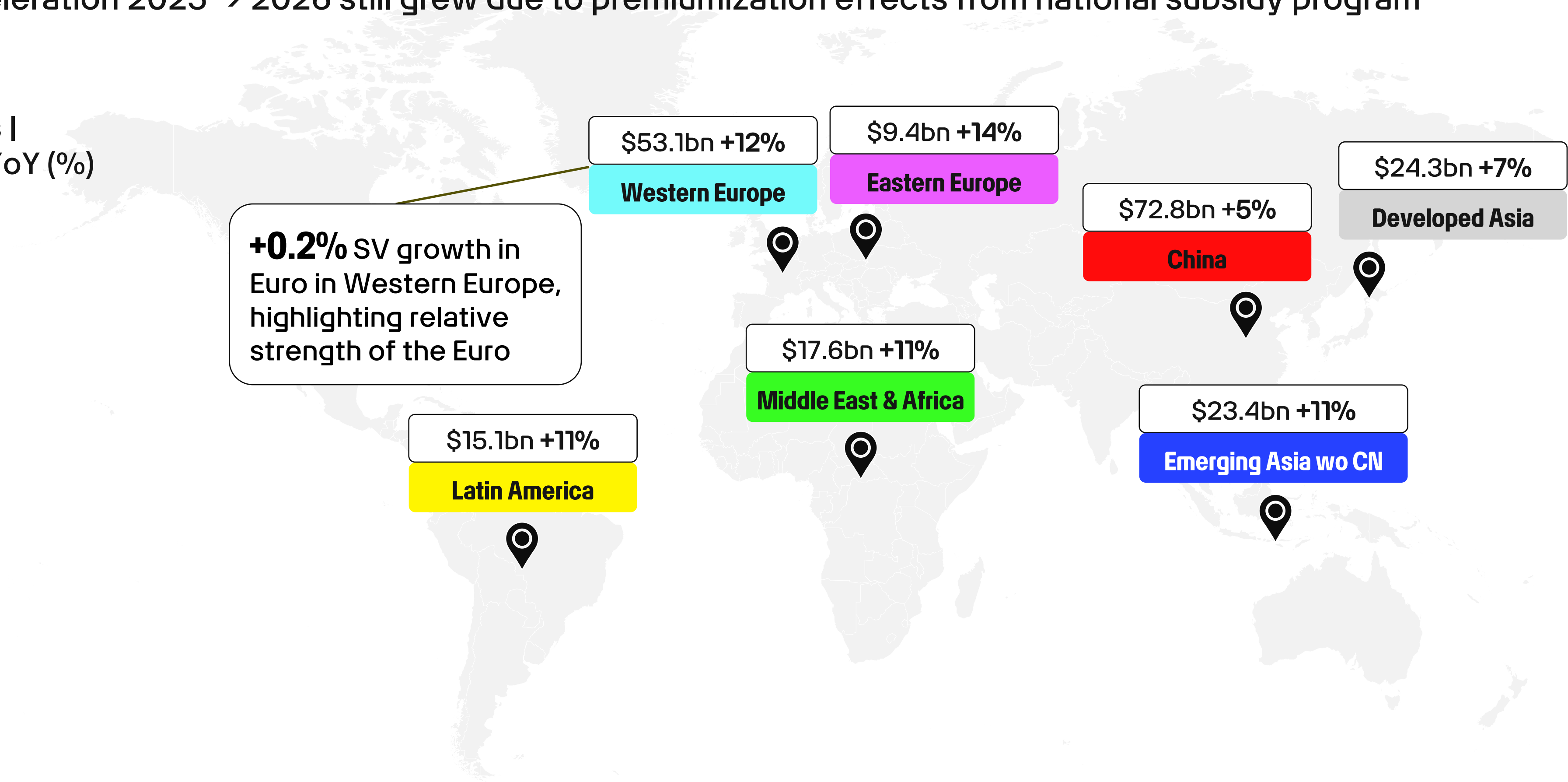
China despite volume growth deceleration 2025 → 2026 still grew due to premiumization effects from national subsidy program

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

Spain Tech and Durables

Local contact: Ignacio López Olaondo
(ignacio.lopezolaondo@nielseniq.com)

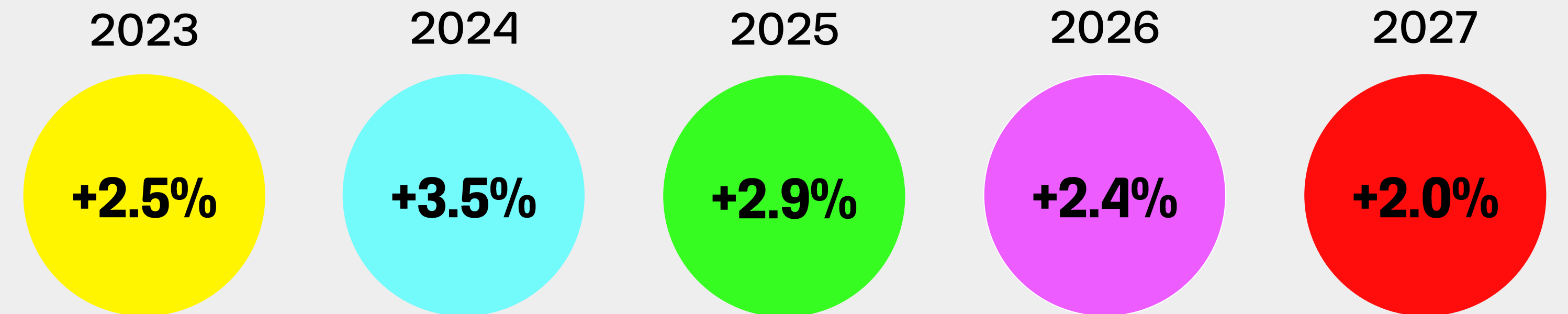
Macroeconomics



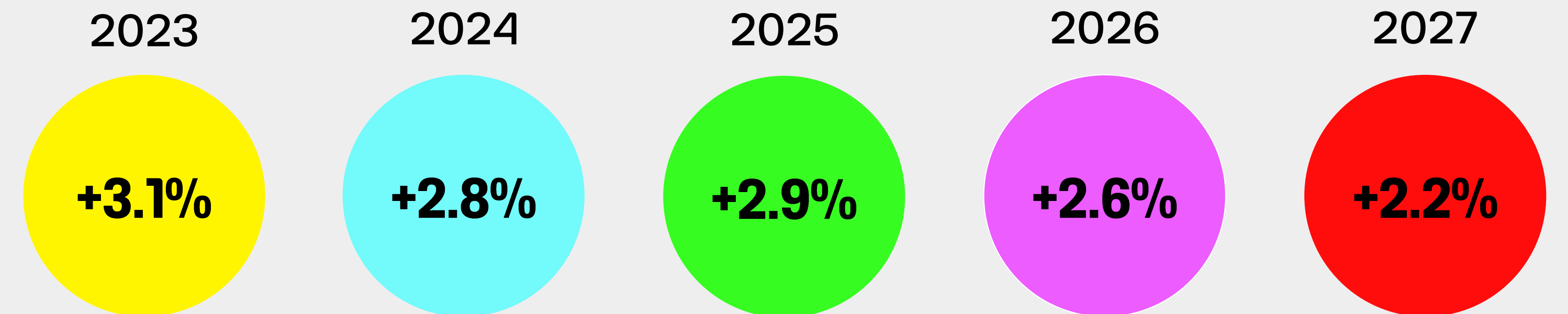
The Spanish economy has shown signs of sustained growth in recent years, outperforming the EU5 average, although expert forecasts point to a slowdown in the coming years.

Inflation remains above the EU average, although it has been moderating in recent years and is currently within the parameters required by the ECB.

GDP Evolution



Inflation



Macroeconomics

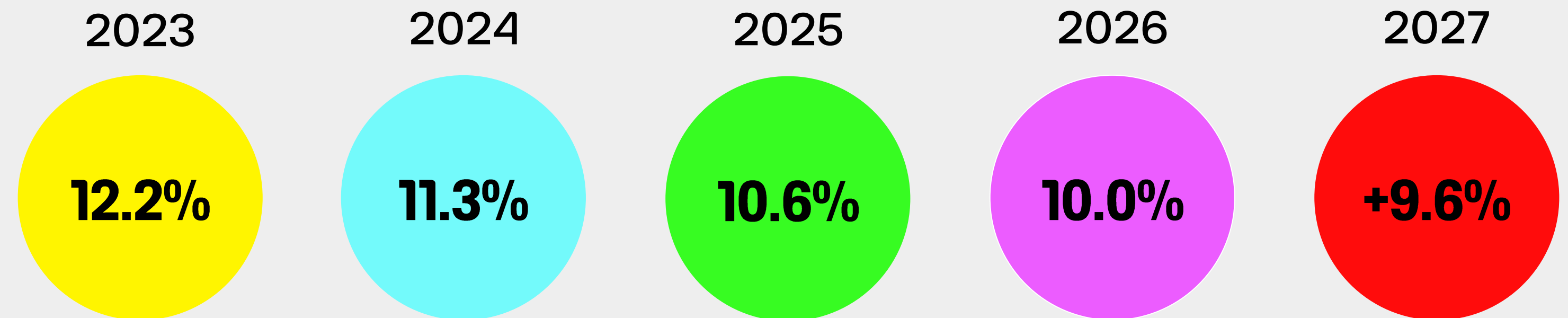


Main risks for Spanish economy

WEF (World Economic Forum):

- Social Polarization
- Labor Shortage
- "Insufficient" Public Services and Social Protections

Unemployment Rate

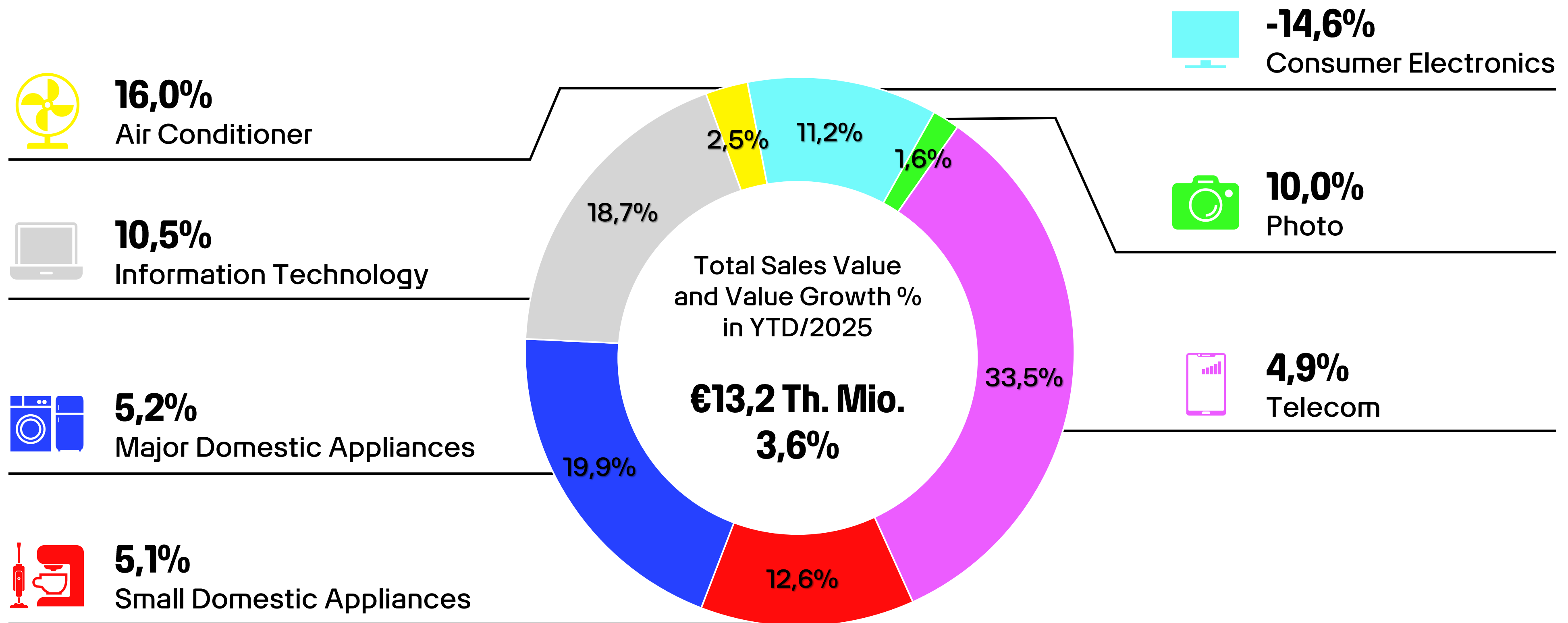


The **unemployment rate** remains significantly above both the European average and the EU5 benchmark, although it is improving rapidly, particularly considering that ten years ago it stood at around 19%.

TCG Market Spain Full year 2025.

Tech and Durables total market continues to grow

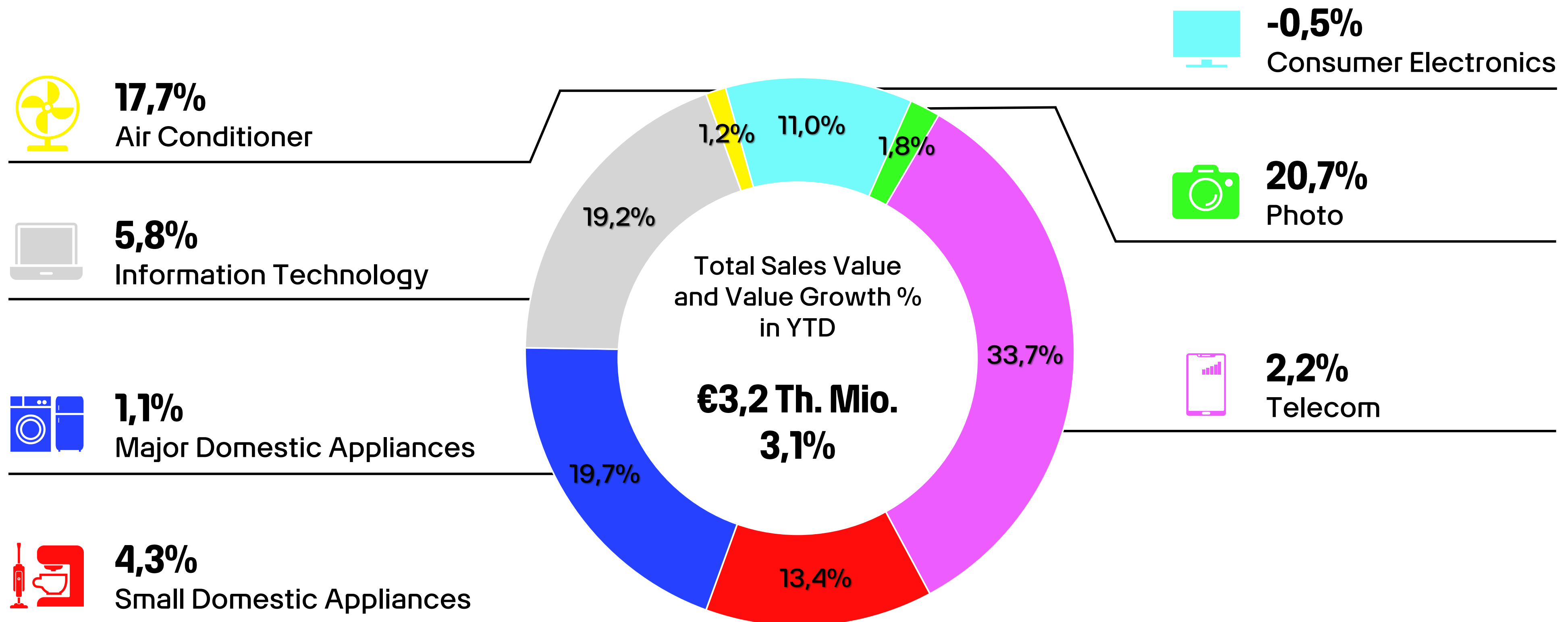
Sales value (Eur) value shares & growth / YTD January-December 2025



TCG Market Spain Full year Q1 2026.

Tech and Durables total market positive starting

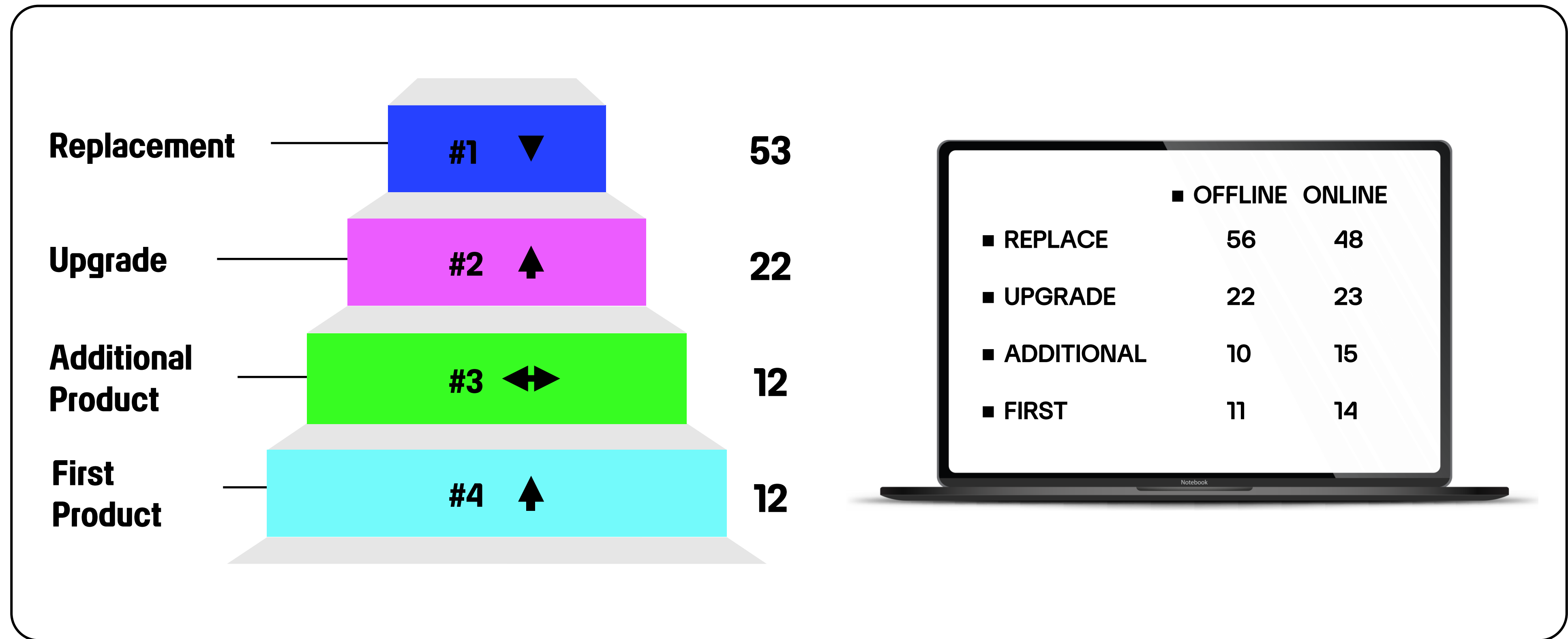
Sales value (Eur) value shares & growth / YTD January-March 2026



Initial Purchase Trigger Reason. Ranking Q1-Q4 2025

gfknewron Consumer (48.000 real shoppers. Units %)

Upgrading currently drives the Spanish market, while replacements of broken products remain the largest part of purchases. Online purchases are more focused on upgrading and additional products!

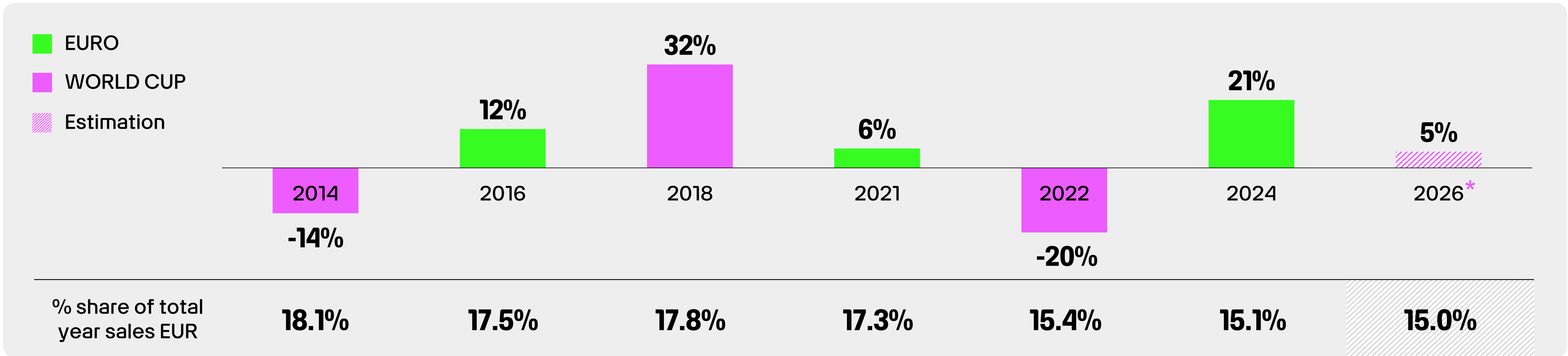


Let's go back to history: Sales impact tends to reduce vs. previous key tournaments

Spain Growth in TV revenues vs previous year, May/June period (2022: Oct/Nov) – monthly data

Outlier:
Post Covid decline / Oct/Nov sales

Outlier:
HD Switch off Spain



Summary

Market

- Positive performance in 2025.
- Forecast around **+3% in 2026 (value terms)**
- **+3,1% in Q1 figures**
- Above global and in line with West Europe.

Seasonality

- Concentration in **Q4**. More than **30%** of sales.
- Very differential events. **BF** represents more than **5%** of the total year sales
- **Impact of FIFA World Cup 2026 in PTV market for June & July**

Consumer

- **Omnichannel** key point in sales and searches.
- Exploring **MP sales (3P)**
- **How the Iran war will affect consumers?**. If inflation rises, products gets more expensive.

Innovation

- **AI** in product purchasing and searching.
- **AI and Smart** as main features.
- **AI** is being sold as the most important **tech** revolution of our time.

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

- **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

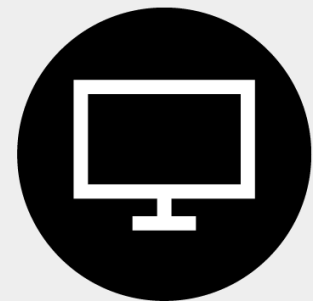
- **Inclusion & Sustainability**

Cradle to Cradle and Lebenshilfe



Outlook 2026 - Show Areas

AI as the New Infrastructure



**Home &
Entertainment**



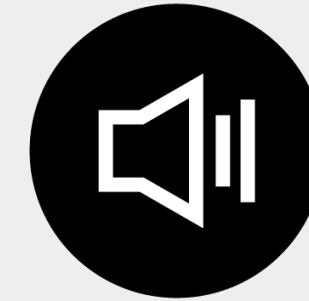
Home Appliances



Smart Home



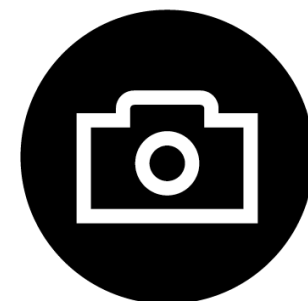
**Communication &
Connectivity**



Audio



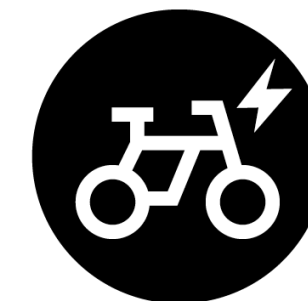
**Computing &
Gaming**



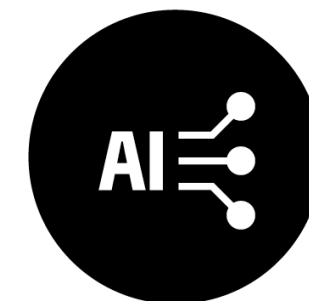
Content Creation



**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

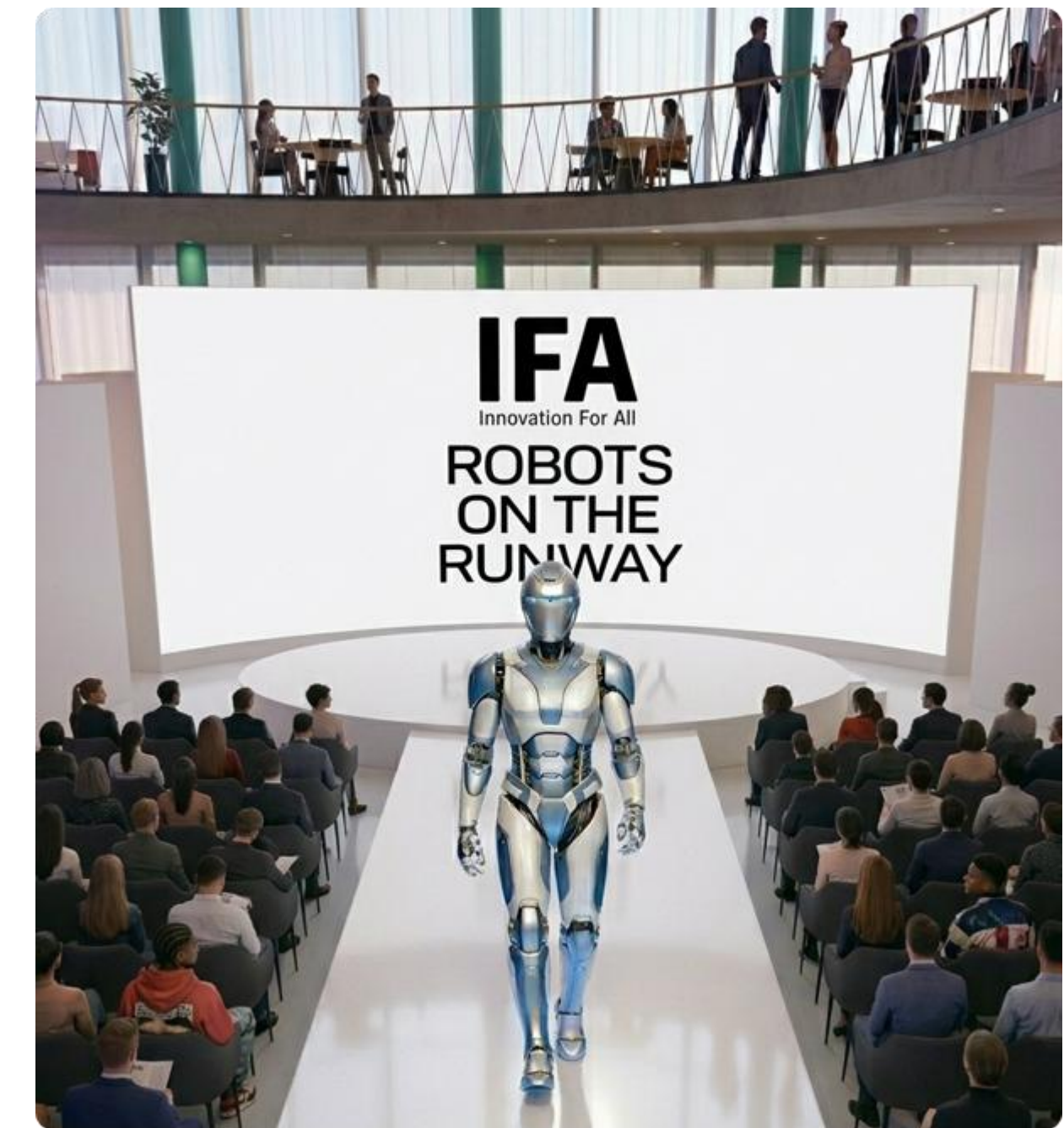
Confirmed music acts include Luciano, DJ BUNT., and Ikkimel

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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Discover IFA
The future is now.