



Press release

IFA 2026: IFA Audio grows bigger, more international and more diverse

Berlin, 28 July 2026 – IFA Berlin, the world's largest event for consumer electronics, home appliances and future tech, is significantly expanding its audio segment in 2026. The show area will grow from 2,700 to 3,660 square metres, making it considerably larger than last year. From 4 to 8 September, international brands will present new headphones, speakers, soundbars, DJ equipment and audio products spanning sport, design and lifestyle at the Berlin exhibition grounds. New exhibitors include Edifier, AIWA Europe, TDM, Moondrop, NGS and Ultimea.

"Audio is about far more than traditional hi-fi. Today, the category brings together technology, design, sport, entertainment and personal lifestyle. With significantly more space and numerous new brands, IFA 2026 is creating a bigger platform for the diversity of the audio world and making it directly accessible to visitors," says Leif Lindner, CEO of IFA Management.

IFA Audio expands to 3,660 square metres

Following strong demand last year, IFA is turning up the volume on its audio segment in 2026. The exhibition space will grow to a total of 3,660 square metres, creating more room for the full spectrum of modern audio technology. Alongside traditional hi-fi and professional DJ equipment, there will be a stronger focus on mobile listening, open-ear headphones, home entertainment and design-led products.

From AIWA to Moondrop: New audio brands make their IFA debut

Several international audio brands will exhibit in the show area for the first time in 2026. These include Edifier with its range of headphones and speakers, as well as AIWA. The heritage Japanese brand is returning to the European market with a modernised product range aimed specifically at a new generation of listeners.

TDM, the new audio brand from Vybe Audio, will present the TDM Neo: headphones that transform into a portable speaker with a simple twist. Moondrop will also make its IFA debut. The internet-famous audio brand is known for its anime-inspired identity and has expanded its product range beyond in-ear headphones.

Ultimea will showcase Dolby Atmos soundbars and home cinema systems, as well as affordable surround-sound solutions. According to the company, it is the global market leader in the online soundbar segment and received a Red Dot Design Award in 2024.

AlphaTheta, JLab and Fosi Audio return to IFA

AlphaTheta, the brand behind Pioneer DJ, will return to IFA in 2026 and has announced a new all-in-one system. The company is also planning to unveil new headphones around the time of IFA. The line-up will be complemented by Fosi Audio EU, JLab, Kooduu and Aqipa, all of which have exhibited at IFA in previous years.

You can find all the information about IFA Audio here: [Audio | IFA Innovation For All](#)

See all IFA 2026 Show Areas

More information about the IFA 2026 Show Areas click here: [Show areas | IFA Innovation For All](#)

The IFA 2026 Program

Additional speakers, sessions, and program highlights for IFA 2026 will be announced in the coming weeks. You can find the current IFA program here: [2026 Program | IFA Innovation For All](#)

Press Accreditation for IFA 2026

Media representatives can register for IFA 2026 here: IFA Press Accreditation: [IFA Berlin 2026 Registration](#)

IFA 2026 Exhibitors

Participating exhibitors are listed here: [2026 Exhibitors | IFA Innovation For All](#)

IFA Innovation Awards 2026

Information on the IFA Innovation Awards can be found here: [IFA Innovation Awards 2026 | IFA Innovation For All](#)

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 (The IFA podcast): open.spotify.com

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