



Press Release

IFA 2026: The world's largest tech show for consumer electronics, home appliances, and future tech reports record-breaking results

IFA 2026 surpasses previous year's figures and brings future technologies to life – more visitors, more exhibitors, more AI, and more robotics than ever before

Berlin, 8 September 2026 – IFA Berlin, the world's largest event for consumer electronics, home appliances, and future tech, reports a successful outcome. With 240,000 visitors from 155 countries and over 2,000 exhibitors, IFA 2026 surpassed the previous year's figures and strengthened its position as a global platform for technology, trade, media, culture, and politics. Over the course of five days, IFA brought key technology trends and innovations to life at the Berlin exhibition grounds.

"IFA 2026 was bigger and more international than ever before. Even more exhibitors and visitors, a greater presence of media and content creators, a significantly expanded program, and new immersive experience zones demonstrated just how dynamic and diverse IFA Berlin is. Artificial intelligence and robotics are playing a role in an increasing number of product segments and were present in almost all show areas. At the same time, the expansion of our exhibition areas allowed us to reach many new visitors. IFA brings together an extraordinary variety of people—global brands, the retail and industrial sectors, start-ups and the research community, media, creators, consumers, and policymakers. From smart home appliances and humanoid robots to new solutions in mobility, beauty, and entertainment, IFA showcased the broad scope of modern innovation. IFA is thus far more than just a product showcase; it is a hub for exchange, inspiration, and new ideas—and an international stage that reveals how technology will shape the lives of tomorrow," says Leif Lindner, CEO of IFA Management GmbH.

"IFA 2026 has once again demonstrated that it is the premier platform for bringing together industry and the retail sector. It is a place where customer relationships are strengthened, new contacts are forged, and products are not merely showcased but made tangible through direct experience. In an increasingly digital world, personal interaction and the direct product experience are irreplaceable. This is precisely what makes IFA the world's leading platform for consumer electronics, home appliances, and future tech. It is clear that specialist retailers are at the heart of IFA. That is why we are making targeted investments to further expand our offerings and formats for both domestic and international retailers. At the same time, we have created new formats that strengthen the dialogue between the business community and policymakers. In this way, IFA brings together key players, fosters exchange, and actively shapes the future of the home and consumer industries," says Carine Chardon, Managing Director of GFU GmbH, the brand owner and shareholder of IFA.

IFA 2026 showed how technology will shape our lives in the future

At IFA, technology impressed most where it simplifies tasks for people and reduces complexity—such as when a dishwasher automatically selects the right program, a washing machine handles detergent dosing, or

smart systems use energy and water more efficiently. AI applications, smart appliances, intelligent irrigation systems, and connected outdoor kitchens demonstrate that the smart home now extends into the garden.

Alongside established exhibition areas like Home Appliances, Beauty Tech & Wellbeing, Audio, and Computing & Gaming, themes such as AI, mobility, and robotics defined IFA 2026.

The exhibition grounds featured more robots than ever before: ranging from autonomous robotic mowers and smart household robots to humanoid robots capable of assisting users in their daily lives. As part of the "Robots on the Runway" feature, humanoid and entertainment robots showcased their capabilities on the Creator Stage and interacted with the audience. IFA also presented mobility solutions, ranging from electric cars and connected vehicles to flying car concepts. In doing so, the tech show covered the full spectrum of consumer electronics, home appliances, and future tech.

IFA strengthened its role as an international business platform and the key meeting place for trade and industry

IFA 2026 offered the retail and industrial sectors ample opportunity for exchange and for engaging with formats tailored to specific target groups—some of them entirely new. The IFA Retail Leaders Summit brought together over 100 high-ranking international decision-makers from retail and industry to discuss topics such as the role of AI in the purchasing process, omnichannel strategies, fulfillment and logistics, and the significance of marketplaces. The newly created Retail Innovation Zone offered a hands-on experience of pioneering store concepts, services, and business models. Meanwhile, the IFA Global Markets area connected suppliers from more than 20 countries with buyers and product managers, reinforcing its position as an international sourcing platform for consumer electronics, home appliances, and future tech. With around 300 exhibitors from 24 countries, IFA Next also strengthened its role as a showcase for start-ups, research, and cutting-edge technologies—spanning everything from humanoid robotics, smart glasses, and AI wearables to smart living solutions.

More content, keynotes, panels, and press conferences

IFA's stage and media program saw significant further development in 2026. Across 47 press conferences held during Media Days and the subsequent IFA days, more than 5,200 members of the press, bloggers, and content creators learned about exhibitors' new products and innovations. With over 150 stage sessions—including keynotes and panels—and more than 350 speakers, the content program was substantially more extensive than in the previous year. International executives, industry experts, policymakers, and creators took to various IFA stages to discuss socially, economically, and ecologically relevant topics, as well as forward-looking trends.

The Creator Hub was also expanded: more than 1,500 influencers, creators, and streamers participated in IFA 2026, representing a 25 percent increase over the previous year. Within the Creator Hub, IFA 2026 connected content creators with international brands, platforms, and technology companies. Panels and sessions explored how AI-driven workflows, new social media formats, and professional production technologies are transforming the creative process. The "Art Shapes the Future" exhibition—jointly initiated by Fotografiska, Volkswagen R, and IFA—complemented the program by offering artistic perspectives on the relationship between humanity and technology.

New formats turned technology into an experience

With the IFA Podcast Days, the expanded Outdoor & Gardening area, "Robots on the Runway," and the IFA Playbox, IFA 2026 introduced additional activations for visitors. The new IFA Podcast Days brought successful podcasts and their hosts live to the IFA stages. Featured podcasts included "Ronzheimer" with Paul Ronzheimer, Pietsmiet, "Fast & Curious" with Lea-Sophie Cramer and Verena Pausder, "Wine Wednesday" with Jani and Alina, "Mord auf Ex" with Leonie Bartsch and Linn Schütze, and the "KI-Update" from heise with Isabel Grünewald and Dr. Sabrina Patsch. These live podcasts brought current debates, entertainment, and familiar voices directly to the audience. In the Outdoor & Gardening area, visitors could

discover smart solutions for gardens and outdoor spaces. For the first time, the IFA Playbox offered a dedicated experience zone for families and children.

Policymakers and the tech industry discussed Germany's digital future

IFA once again served as a key meeting point for the worlds of politics and business. During the opening tour, Dr. Karsten Wildberger (Federal Minister for Digital Affairs and State Modernization), Dr. Silke Launert (Parliamentary State Secretary at the Federal Ministry of Research, Technology and Space), Stefan Evers (Berlin's Mayor and Senator for Finance, representing the Governing Mayor of Berlin), and Franziska Giffey (Mayor and Berlin Senator for Economics, Energy and Public Enterprises) learned about the exhibitors' new products.

The IFA Innovation Awards honored groundbreaking products and technologies

The second edition of the IFA Innovation Awards saw a significant increase in entries compared to the previous year, with more than 530 submissions. At the same time, numerous international brands used IFA 2026 for product premieres, thereby confirming the trade fair's importance as a global stage for new technologies.

From product premieres to a festival atmosphere in the IFA Sommergarten

However, IFA showcased innovations not only within the exhibition halls but also combined technology with culture and entertainment. In the IFA Summer Garden, BUNT. and "Ikkimel & Friends" thrilled the audience with sold-out open-air concerts, bringing a festival atmosphere to the exhibition grounds.

IFA 2026 Report

You can view the full IFA 2026 report here: www.ifa-berlin.com/report2026

IFA Bilder

You can find images from IFA 2026 here: [Media Galleries | IFA Berlin 2026 - Innovation For All](#)

Outlook for IFA 2027

IFA 2027 will take place from September 3 to 7, 2027, and the Media Days on September 1 and 2, 2027.

About IFA Berlin

IFA Berlin is the world's leading event for consumer electronics, home appliances and future tech 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.

With the 2024 rebranding, the three letters IFA have been reinterpreted through the guiding principle "Innovation For All". This expresses the brand's commitment to making innovation accessible and tangible for everyone.

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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