

IFA 2025

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ABOUT *IFA*

IFA 2025 GERMANY – BERLIN

- Location: Messe Berlin, Germany
- Duration: 5 exhibition days plus 2 dedicated Media Days
- Exhibition space: approx. 190,000 m²
- Exhibitors: more than 1,900 companies from 49 countries
- Visitors: around 220,000 in total
- Positioning: Leading global trade show for consumer electronics and home appliances



GENERAL *IMPRESSIONS*

BOOTHS AND LAYOUT

Booths and Layout

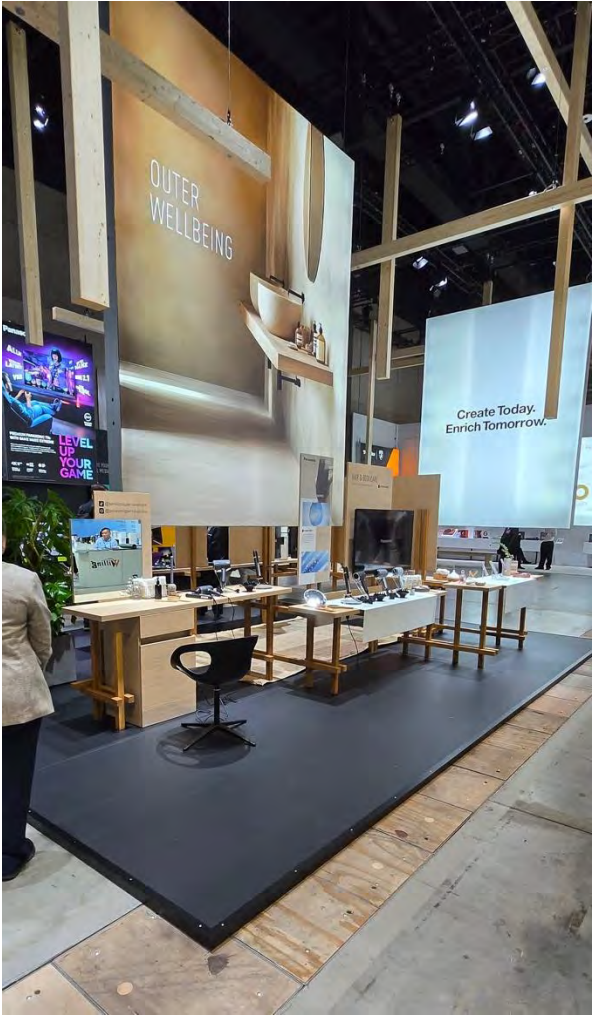
Two Levels at the Fair: IFA Berlin was spread across two floors. The lower level featured, among others, German manufacturers such as Bosch and Miele, whose booths were stylish yet somewhat more conservative. The upper, more prominent level was home to the big international players like Samsung and LG.

Samsung's Immersive Presentation: Samsung's booth was one of the most impressive, filling an entire hall. One section was staged like an art gallery, showcasing their display technology in a refined way. Their foldable smartphones, on the other hand, were presented in a large, open area that attracted both younger and older visitors. It became clear that foldables are shaping up to be a major trend for the years to come.





Bosch



Panasonic



TCL

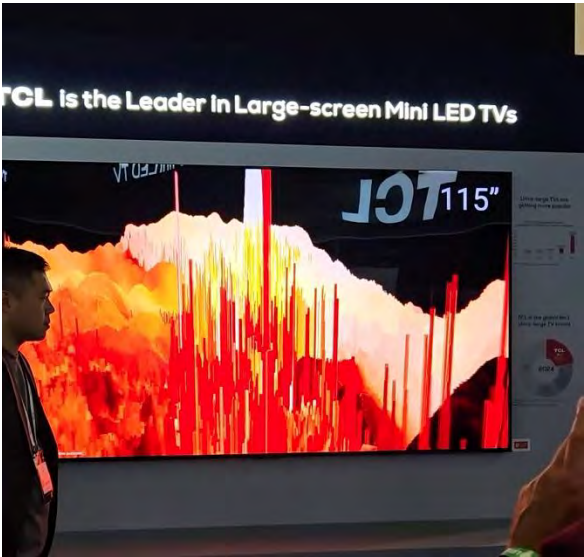


Hisense

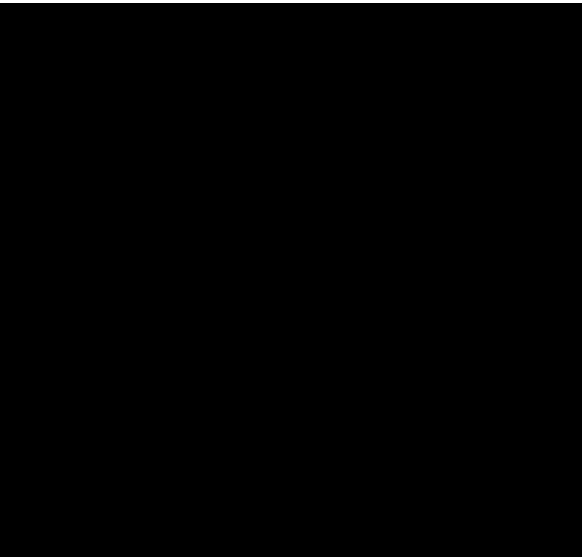
INNOVATION HIGHLIGHTS

Mini-RGB-LED and Anti-Glare

Brands like Samsung, TCL, Hisense, and LG focused heavily on Mini-RGB-LED displays and anti-glare technologies, delivering vibrant colors and eye-friendly viewing. Many smaller, lesser-known manufacturers also embraced Micro-LED technology and presented corresponding products. TCL, in addition, showcased an innovative pair of smart glasses with an integrated display, controlled through the side arms – a true highlight.



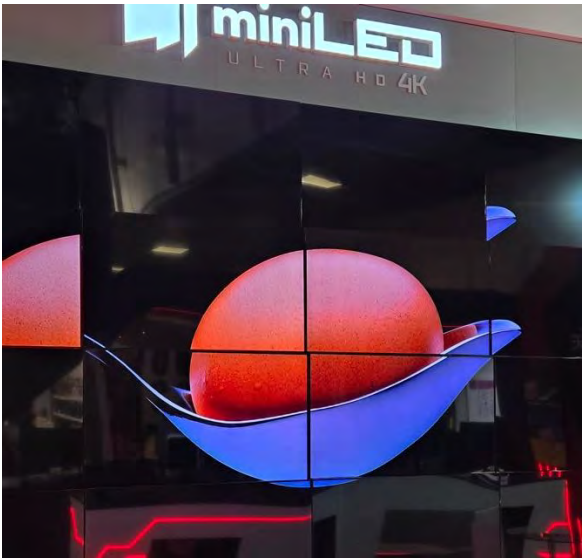
TCL



SAMSUNG



Hisense



Stream

INNOVATION HIGHLIGHTS

Robots for Everyday Assistance

Beyond humanoid robots and vacuum robots capable of climbing stairs, there were numerous gadget-like companion robots designed for child and elderly care, offering practical everyday support.



Hisense/Gorenje



TCL



Aimon



Neura

INNOVATION HIGHLIGHTS

AIoT, Artificial intelligence of IoT

At IFA, brands reframed AI from competitor to collaborator, presenting it as an invisible partner in daily life.

Agentic AI took center stage, with Asko introducing Laundry and Cooking Agents that learn user habits, and LG showcasing its ThinQ “Appliances Orchestra,” synchronizing appliances through its Furon AI. Voice-first interaction is now standard, with Samsung, TCL, and others enabling natural, conversational control across devices. Multimodal intelligence is also advancing, as seen in Ring’s descriptive cameras and Anker’s GPT-powered transcription wearable. Overall, AI is shifting from feature to infrastructure, redefining the connected home as proactive, conversational, and seamlessly integrated.



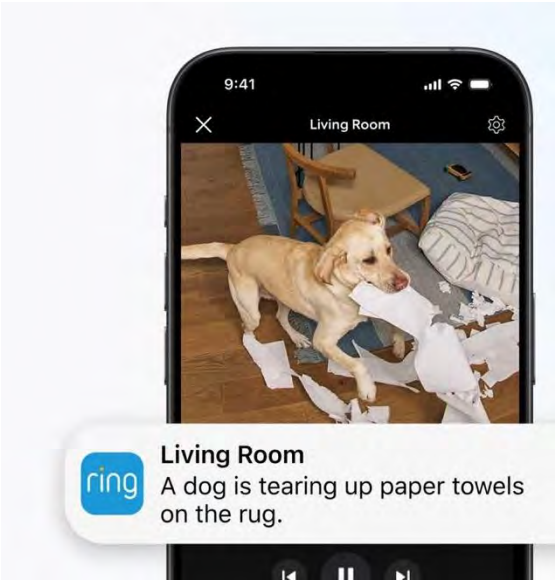
Samsung Vision AI



ANKER Work AI



LG ThinQ "Appliances Orchestra"



Neura

PRESENTATIONS & CELEBRITIES

Exclusive Highlights: Major brands impressed with creativity — Samsung staged gallery-like displays, LG turned a camper van into a full living space, while German booths were stylish but more restrained.

Celebrity Partnerships: Brands leaned on football stars: Midea with Erling Haaland, Mova with Luka Modric, and Dreame with Bastian Schweinsteiger.

Live Cooking Shows: Almost all big kitchen appliance makers hosted chef-led cooking demos, attracting large crowds. While most products were familiar, small innovations like a drawer-sized steam cooker still drew interest.



TECH *GIANTS*

SAMSUNG

Positioning: Extremely solid with a **full-spectrum offering**.

Strength: Deep understanding of customer needs; nothing felt off or inconsistent.

Innovation: No radical breakthroughs this year.

Atmosphere: Cool, precise, and well-orchestrated booth experience.



TCL

Hall experience: One of the most well-curated and visionary presentations at IFA 2025.

Highlights: Transparent display technology

Strong future design vision, clearly communicating ambition

White goods: More standard, not as advanced as Samsung or Miele in terms of innovation.



TCL

TCL appears to be entering the premium segment, making them a brand to watch in comparison to LG and Samsung.

Premium partnership:

The collaboration between TCL and Bang & Olufsen is aimed squarely at the premium market, combining high-quality TV and audio performance. The partnership focuses on seamless home integration, with an ultra-slim TV frame paired with a refined, architectural white speaker system.



LG

Well curated booth in an entire hall

Highlights: Accessibility Add-ons, Ai as orchestrator, High-quality kitchen appearance



HOME *APPLIANCES*

BOSCH

Positioning: Presents itself as a **broad, innovative technology player**, almost like a “German Google.”



BOSCH

Booth experience: Colorful, energetic, and full of diverse product categories.

AI approach: Heavy emphasis on AI as a theme, but mostly as a **marketing sticker**—no convincing, sophisticated use cases were visible.



SIEMENS

General impression:
Classy and brand-consistent overall.



SIEMENS

Coffee machines: Highly unconventional design—described as “alien-like”, far removed from traditional archetypes.

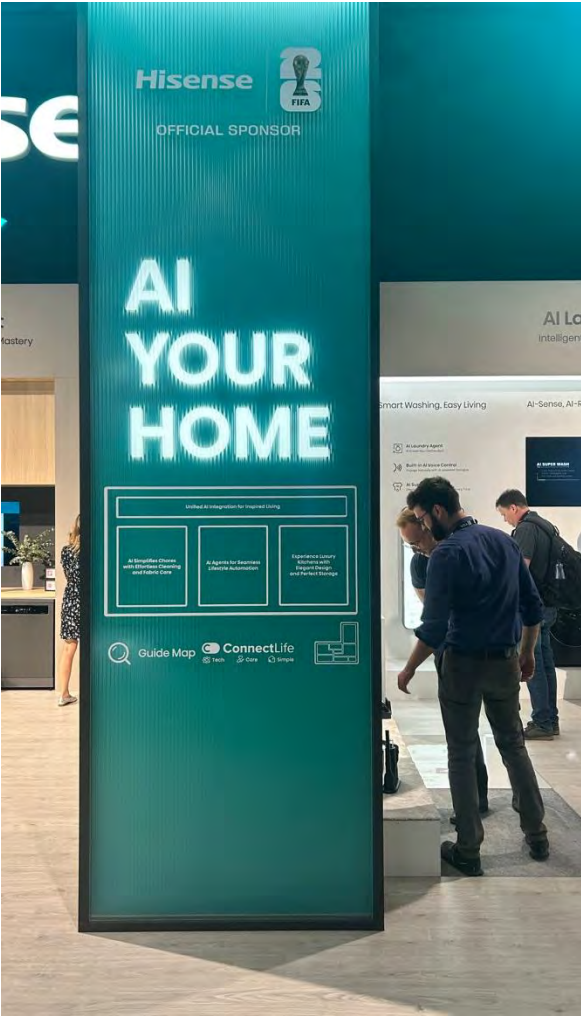
Other appliances: Good material quality, but lacking any breakthrough innovation.



HISENSE

Messaging: Centered around AI with slogans like “AI your kitchen” and “AI your cinema.”

Design language: Technically impressive, sleek, but **cold and tech-heavy**—lacking warmth or homeliness, which could affect emotional connection with customers.



GORENJE

Unique aspect: First booth where **scent** was noticeable—a rare element at the fair.



HAIER

Brand positioning: Clearly striving for a **super high-quality image**, and their products reflect this ambition.

User perception: Despite quality, the booth experience felt **distant and unapproachable**—lacking emotional warmth.



HAIER

Strategic push: Heavy promotion of their **Hon Smart Home ecosystem**, but **low engagement** from visitors—almost empty.

Interesting design element: A **rotary knob with an integrated display**, used consistently across multiple products, signaling a strong unifying design element.

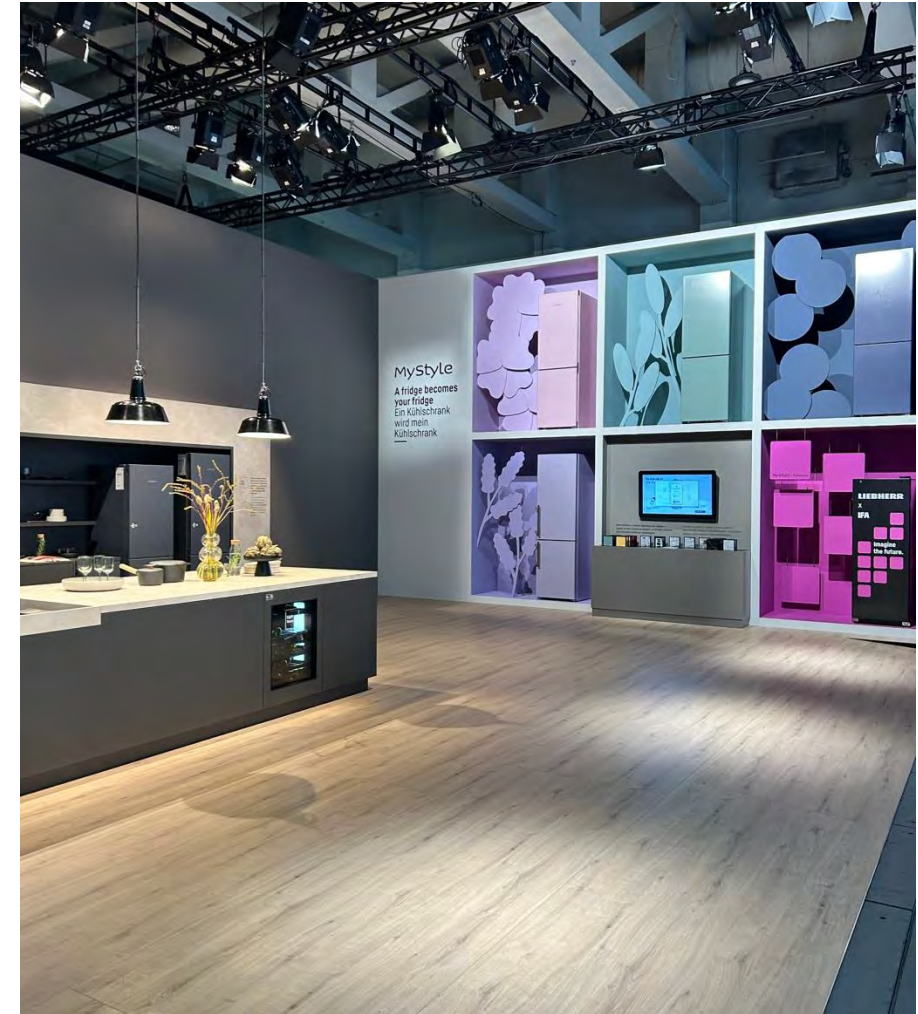


LIEBHERR

Focus: Premium refrigerators.

Impression: Classy, solid, and elegant.

Observation: German brands (including Liebherr) generally feel **more elaborate and premium** compared to many Asian exhibitors.



MIELE

Positioning: Reinforces **premium quality and sophistication**.

Design & atmosphere: Dark, elegant booth; staff dressed to reflect a **classy, luxury image**.



MIELE

Innovations: Notable push in **outdoor cooking solutions**—one of the few standout innovations.

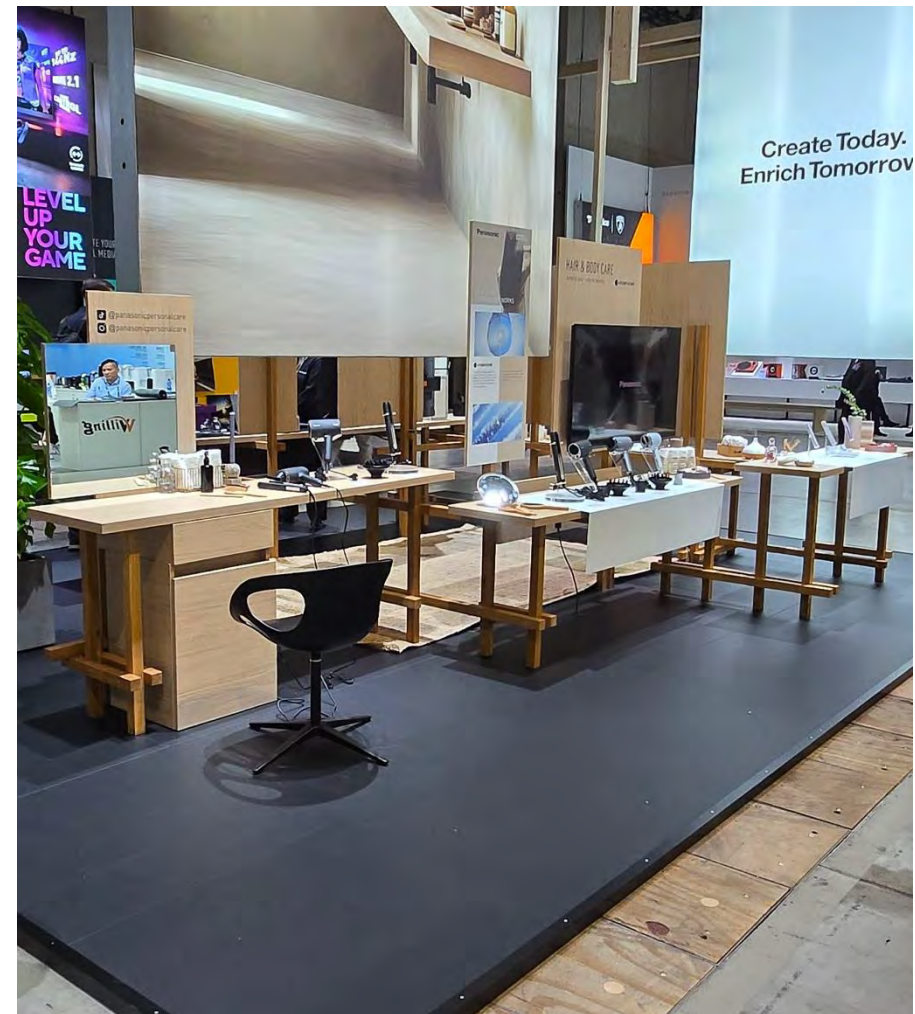
Interesting CMF: Vacuum cleaners integrate **textile finishes**, adding a fresh dimension to home appliance design.

AI: Completely absent—either a **strategic omission or a missed opportunity**. Worth investigating why.



PANASONIC

A well-executed booth, albeit placed off the main track in the reseller area. The company covered the entire **home sector** with a **broad range of products**.



JURA

Basically similar design patterns ever since. The brand typical design stays as it was and only on a functional level, Jura is offering some news.

Basically they start to integrate more cold brews into their devices providing more choices for their customers.



KÄRCHER

Slogan: “Don’t let cleaning make you crazy”—clear, catchy, and perfectly aligned with the product promise.

Category expansion: Moving into **robotic cleaning devices** for home use.

Design language: Clean, brand-typical, and high-quality execution—consistent with their industrial design heritage.



SMART *HOME*

ROBOROCK

Remained strongly focused on the cleaning segment, highlighting vacuum robots, vacuum cleaners, and now also washing machines.



MOVA & ECOVACS

MOVA presented itself with a young and dynamic image, offering a broad portfolio of household appliances ranging from coffee and kitchen machines to humanoid and animal-like robots. With its *NextMow* brand, Mova also entered the outdoor market for robotic lawn mowers.

ECOVACS appeared cooler and more scientific, integrating indoor and outdoor products more seamlessly compared to Mova.



Ecovacs vs Mova



Mova



Next Lawn

SHELLY

Smart home relevance:
One of the few truly interesting smart home suppliers.



OVERALL *OBSERVATIONS*

ROBOTICS

Trends in robotics were clearly visible: climbing stairs and the integration of gripping arms (“hands”) stood out as central developments. Moreover, many manufacturers that started with robotic vacuum cleaners are now expanding into the broader household appliance market.

German robotic manufacturer “Neura Robotics” is showcasing their lineup of humanoid and COB platforms. It looks quiet promising although the use cases are pretty similar all over the place: Cleaning and sorting clothes ;-)

In the smart home area the main use cases are: Security surveillance (cameras, smart locks etc.), Automation (wireless switches, presence sensors, predefined scenes) and Energy consumption (smart metering). A lot of suppliers are present that show photovoltaic systems that are connected to small to medium sizes modular batteries to store energy.



Dreame

QUALITY AND BRAND PERCEPTION

Across the board, products – whether from small or large, Asian or European companies – looked and felt premium. As a result, brand differentiation is becoming increasingly blurred. Pricing, performance, and product reviews may become the true decision factors for consumers.

All major brands play the design language game really well. All of their products seem visually and from quality perspective quite connected and unified. As a user you are standing on the booths of the suppliers and feel overwhelmed by the brand and the different products and features they are offering.

New and relatively unknown brands, often from Asia, are entering the European market with competitive quality at lower prices, challenging established names.



T&G Speaker

NOTABLE BOOTHS & VISUALIZATION

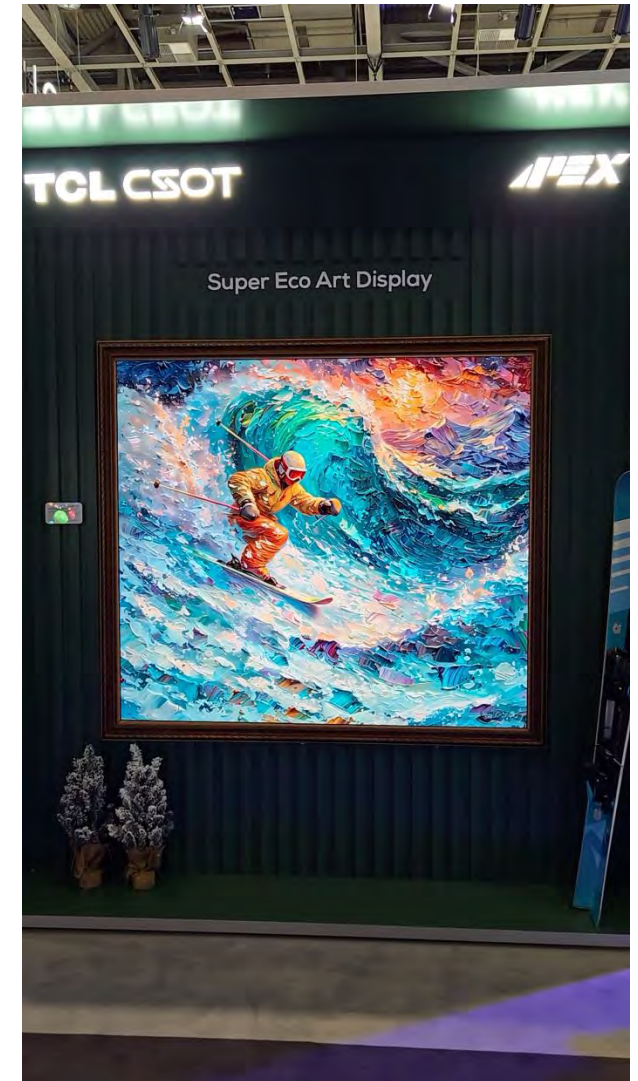
Pantone: A disappointing appearance, reduced to the look of a simple sales stand rather than the premium presence expected.

TCL: Impressed with matte displays and modular panels, suitable for use as info screens in airports or as art-like installations.

Xgimi (Projectors): Also collaborated with Assassin's Creed and drew attention with a Samurai cosplayer at their booth.

UGreen: An accessory brand worth mentioning, currently promoting an AI-secured NAS server for digital data protection.

Transparency: Several brands made their technology visible by displaying cross-sections of washing machines and dishwashers, allowing visitors to see the inner workings of the appliances.



TCL



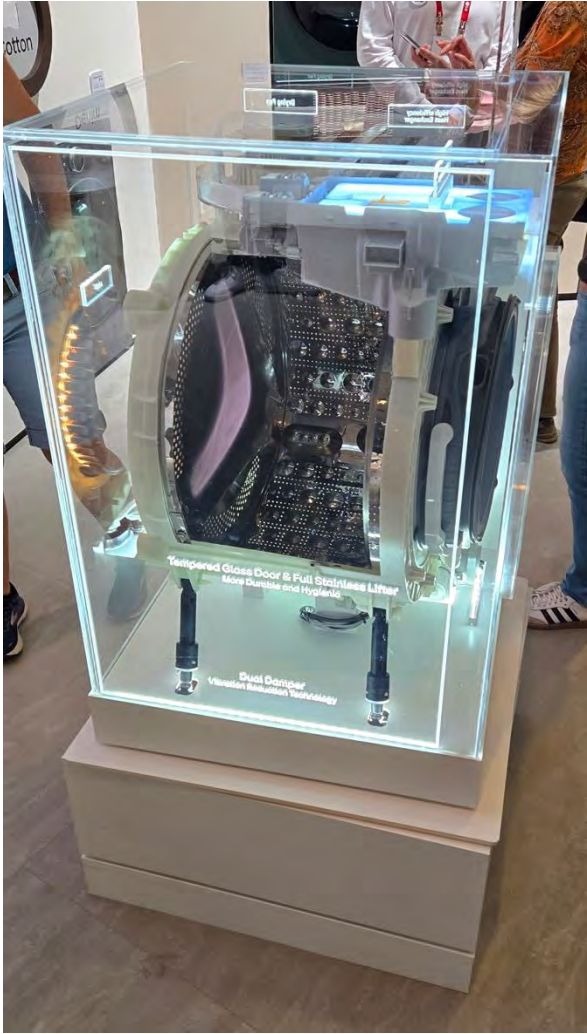
Pantone



Xgimi



Ugreen



LG - Transparency

DAILY INNOVATION

Nutricook showcased a patented ceramic pan designed so that oil collects in the center rather than on the edges. The lid featured dripstone-like structures to regulate steam, and the product was heat-resistant up to 500 °C – all for around 60 US dollars.

Shift Phone: Repairable, modular phone concept—extremely sustainable and forward-thinking. One of the few examples for sustainable technology and a Germany based startup.



Nutricook



Shift Phone

SMART
GARDENS

Miele and *Liebherr* offers Outdoor cooking and kitchen experiences with modular setups bringing premium interior experiences outside.

Smart robots are going outdoor, with *Roborock* lawnmowers, *Dreame* all-wheel drive robo mower and *Yarbo Global* all-season system for lawn maintenance and snow removal.



Miele Dreams outdoor kitchen



Roborock Z1



ANKER Soundcore Nebula X1

BEAUTY AND LIFESTYLE

The beauty section was busier than ever, with brighter, friendlier layouts and noticeably more female visitors. Among Asian exhibitors, South Korean manufacturers stood out with inventive products, such as a multi-cooker made from clay and a neatly designed bio-waste disposal unit for households.



Speediance



Hypershell



Minimix

AI, DATA, & VOICE CONTROL

AI was omnipresent at the fair, though often presented in a highly staged or abstract manner, making its practical benefits less tangible. Voice control, by contrast, emerged as a more concrete trend, with many use cases showcased in household contexts.



LG



Siemens



Haier

BEAUTY AND LIFESTYLE

Awards Culture: German brands, such as Fritz!Box, prominently showcased their industry awards, reinforcing a trend toward self-validation through accolades.

Accessory Resellers: Two entire halls were filled with smartphone and computer accessory vendors. While not the most exciting part of the show, they remain an essential revenue driver.

Fair Character: The exhibition layout followed a familiar rhythm: loud, flashy booths in the front, with quieter, more traditional setups further toward the back.

Lack of human-centeredness: Although it should be a central aspect of the fair it is hard to get the human connection in a lot of the products that are showcased. Everything feels rather cold and technological distant rather than warm, human, and playful



Vatti

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