

IFA Debrief 2026

September 2026

Global CS T&D Thought Leadership

NielsenIQ

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The change is real.

*“Technology alone does not
create progress –
Understanding does!”*

*“AI investments exceed the
budget of Manhattan project
and moon landing together”*

*“The speed is unseen
and creates hype as well
as unease”*

- Leif Lindner, CEO IFA management

IFA 2026

Every September, the industry's biggest brands, buyers and media converge on Berlin, IFA provides a unique opportunity for NIQ to engage the global technology ecosystem in one place.



- Content Creation**
Imaging • Lenses & Optics • Creator Hub • Lighting & Accessories • Editing & Software • Printing • Film Production
- Home & Entertainment**
Smart TVs • TV Accessories • Projectors • Home Theatre • Streaming Devices & Services • Smart Living Room Systems • eReading Devices
- Audio**
Personal Audio • Home Audio • DJ & Performance • Studio Production • Audio Accessories • Wireless & Connected • Immersive & Spatial • Smart
- Beauty Tech & Wellbeing**
Healthcare Products • Sports Products & Accessories • Smart Apparel & Wearables • Digital Fitness Solutions • Recovery & Wellness
- Communication & Connectivity**
Internet Technology • IoT • Mobile Equipment & Accessories • Mobile Devices & Tablets • Telecommunication • Memory Solutions • 5G, 6G & Next-Gen Networks
- Home Appliances**
Air Solutions • Built-in Kitchen Units • Care & Beauty • Connected Appliances • DIY & Power Tools • Gardening & Outdoor Care • Garment Care • Heating & Cooling Systems • Home Cleaning & Robotic Solutions • Major & Small Domestic Appliances • Outdoor Cooking & Grilling
- Computing & Gaming**
Hardware & Components • Peripherals & Accessories • Network Devices • Data Storage • AI, AR & VR Devices • Entertainment Robotics
- Smart Home**
Connected Appliances • Home Assistant • Home Automation • IoT • Smart Energy • Smart Energy Storage • Smart Lighting • Smart Locks • Smart Pet Tech • Smart Security & Cameras
- Mobility**
Accessories • Automotive • Autonomous Driving • Charging Infrastructure • e-Bikes • e-Scooters • Micro Electric Vehicles • Micromobility • Safety Wearables • Smart Mobility
- IFA Global Markets (B2B access only)**
Manufacturing • OEM/ODM • Emerging brands • Electronic components
- IFA Next**
FutureTech • National Pavilions • Game Changers • AI, VR, XR, MR • Digital transformation • Humanoids • Robotics • Sustainability • Circular Economy • Dream Stage • IFA Lab • IFA Innovation Awards

Global Reach

240,000+ visitors

+9% vs. 2025

From more than 140 countries, the majority trade professionals.

Exhibitor Scale

2,000+ exhibitors

+5% vs. 2025

Representing 49 countries

Media Coverage

5,200+ media

+4% vs. 2025

Guaranteeing global visibility for every product launch.

Content Program

350 speakers

+30% vs. 2025

From C-level keynotes to hands-on expert panels.

Trade Engagement

14,500+ meetings

Scheduled through the IFA App between buyers, brands, and exhibitors.

Show Footprint

190,000+ m²

Across Messe Berlin's 26 indoor halls plus the Summer Garden.

Figures reflect IFA 2026 results, Trade engagement and Show Footprint used as scale reference.

NIQ on stage at IFA 2026

From panels and keynotes to the official IFA Paper, NIQ's experts brought thought leadership to every platform the show offered.

Retail Leaders Summit (invite only event)

- **Keynote:** Perry James
- **Executive panel:** Namrata Gotarne
- **AI prioritization roundtable:** Norbert Herzog, Namrata Gotarne



NIQ on stage at IFA 2026, extending to exhibitor press conferences

Brand partners like Shokz leveraged NIQ T&D thought leadership to support product storytelling

IFA Dream Stage, Sept 3rd *Shokz press conference*

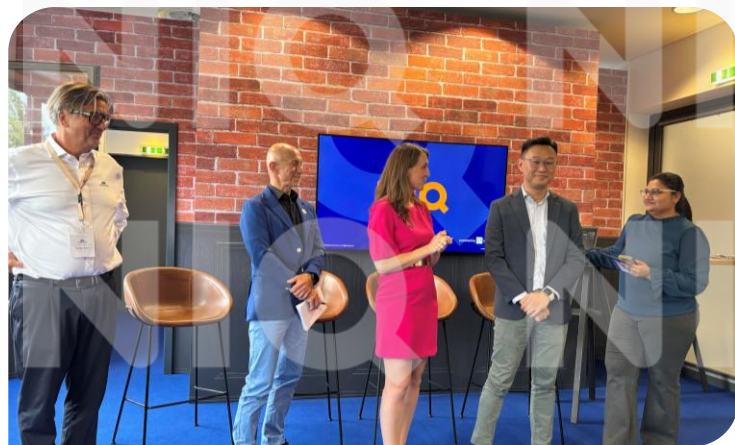
Sarah Bartz gave a keynote presentation leveraged a recent SA&I consumer study highlighting the evolution of **open-ear headphones** from a niche sports-focused segment into a mainstream category increasingly embraced for all-day listening, communication, and lifestyle use cases.

The collaboration with NIQ was well received by Shokz. As Noémie, IMC & Brand Manager at Shokz, noted: "**Thank you so much for your support with our IFA Dream Stage presentation.**"



NIQ Events at IFA 2026

Through dedicated events, executive panels and masterclasses, NIQ facilitated discussions on retail disruption, emerging brands and the future of technology.



SMB Event

The Intelligence Edge: How Emerging Tech Brands Compete and Win

- Presenters: Namrata Gotarne, Sr. Director, Global CS TL Team, Tatjana Wismeth, Head of Distributions
- Panel moderated by Namrata Gotarne
- Panelists: Jonathan Wee (NIQ), Wilfa, Panzerglass



German Breakfast

Reset 2026: Disruption, new players and the future of the tech industry

- Presenter: Andreas Peplinski – Director CSM, NIQ
- Panel moderated by Celina Voss, Retail Sales Development Executive, NIQ
- Panelists: Acer, Xiaomi, Shokz and Kaufland Marketplace



Benelux Masterclass

- Retail Disrupted: Winning in the New Commerce Landscape
- Speakers: Roy de Bats – Industry lead T&D Netherlands, Niek van Leeuwen – E-Commerce lead Benelux

[Claimspiration for Winning Launches by Mansoor Siddiqui at IFA Dreame Stage](#)

NIQ Events Support & Activation

Powered by people, measured by impact



Special thanks to our on-site support team

- Samantha Rovatti, Sr. Director, Global Events
- Jhuliana Lopez, Social Media & Brand Manager
- Candance Barber, Director, Global Events
- Julia Mayer, Sr. Director, Communications

459 client meetings

*437 on external locations and 23 in NIQ
Panorama room*

2 onsite global testimonies
(Roborock, Wilfa)

Always-on social activation

61 opportunities generated so far

> 2Mil \$

With 72 NIQ attendees at IFA

Everyday smart glasses split on privacy: camera-first productivity tools compete against privacy-first, glasses-first design



Inmo GO3

- IFA 2026 Debut!
- GO3 combines AR display, camera (**with built-in camera cover**), audio, translation (98+ target languages), navigation, teleprompter.
- Instant photo translation (via text and photo capture)
- AI assistant via voice control



Even Realities G2

- Privacy-first, glasses first design (no camera, no speakers). IFA Innovation Award winner
- AR display for prompts and navigation
- NO built in audio playback
- AI interaction with the Even AI



Ray Neo iO (by TCL electronics)

- Privacy-first design (no camera)
- & System data is anonymized on-device before leaving your glasses, dedicated privacy indicator
- Lightweight (weighing just 33g) with an all-day personal AI companion and AR navigation

Sources: Please find product links in Notes Section

Cleaning performance is no longer enough

Autonomy and coverage are emerging as stronger purchase drivers than suction power alone. AI helps in object recognition, routing, map storage and maintenance

SpiraFlow™ 2.0 System: Selbstreinigung mit Wasserdruck
Eine neue Methode, Böden mit warmem Wasser zu waschen



Leistungsstarke Saugkraft. Ganz ohne Verheddern.
36.000 Pa HyperForce™ Motor und Dual Anti-Tangle System



AdaptiLift™ Traverse 3.0
Überwindung von Doppelschwellen bis 9,8 cm*



Roborock Saros 20 Flow Complete

- Ultra-slim design enables cleaning beneath furniture inaccessible to conventional robots.

Coverage Innovation

- Extendable side brushes
- Edge cleaning systems
- Under-furniture access



Dreame X60 Pro Ultra Complete

- Dual extending arms maximize edge and corner cleaning coverage.

Maintenance Innovation

- Self-cleaning docks
- Self-emptying capability
- Reduced manual upkeep

Never Follow. Always Define.



Ecovacs Deebot X12S OmniCyclone

- Bagless self-maintenance ecosystem reduces ownership effort.

Performance Innovation

- Higher suction
- Better debris removal
- Improved carpet dirt handling

Source: Please see notes

The 2-in-1 deal: devices that transform



Acer's Project DualPlay Mini



- 2-in-1 Handheld-Laptop combo transformed thanks to the **flip-and-swivel design**
- 8-inch touchscreen display
- Analog controls with **two joysticks** in handheld mode
- Backlit **QWERTY keyboard** for laptop mode
- Dual-fan (one plastic and one metal) Predator AeroBlade system provides cooling
- Can connect to an external display
- Can pair with a Bluetooth mouse
- Intel processor; not yet confirmed which

Sources: Please find product links in Notes Section

HOVERAir Versa

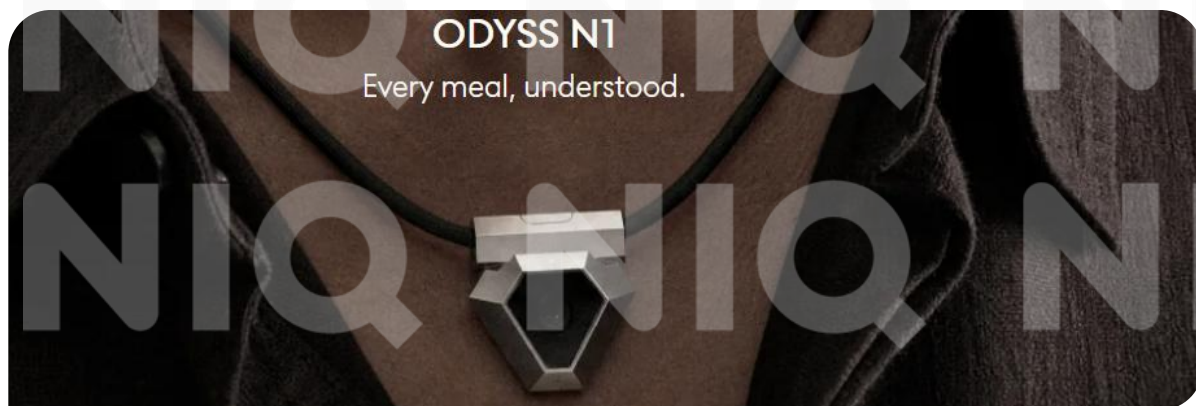


- 2-in-1 gimbal and flying drone camera combo
- A **Detachable** (from the flying module) camera
- 1/1.3" sensor and 17.5 stops of dynamic range
- Pocket-sized 163g **3-axis stabilized gimbal camera** with a 1.64" OLED haptic screen
- Lightweight (67g) flying cage bringing the total weight to 230g
- Palm takeoff and landing capabilities alongside AI tracking and auto-framing
- 3D Worlds mode - 360° flight path which **constructs a 3D scene**



Wearable **pendants** emerge as AI's next form factor, testing consumer appetite for always-on capture beyond the wrist

Why it matters: Pendants signal a move into wearable form factors built around passive AI capture rather than active input. These devices sidestep the smart-glasses privacy backlash by putting the camera below the collarbone and adding visible, physical privacy controls, a design signal manufacturers should watch closely.



Some Things
Are Too Important
to Forget



Odys N1

- AI nutrition-tracking pendant/necklace with a camera and sensors that automatically recognizes what you are eating and logs meals and eating habits without any user input required (e.g photos). Users get in return dietary metrics and insights
- 3-Dimension meal score based on: **Quality, Energy, and Rhythm; personalized nutrition guidance and full lifestyle loop.**
- Winner of the IFA Innovation Award 2026, addressing the limitations of manual food-logging apps.
- Privacy-focused with a physical on/off switch and inactive operation outside meal times.

Sources: Please see notes

iKairos – from Lingverse

- Modular AI pendant with a detachable "Neural Core" that works as both a wearable necklace and desktop companion.
- Designed as a "second memory," using voice notes and an on-demand camera for contextual recall.
- Privacy-focused design featuring a physical camera shutter, indicator light, and dedicated mute button.
- Currently in pre-launch; backed by \$29M in funding, with pricing and availability yet to be announced.

IFA 2026 demonstrated more of tech & durable categories influencing FMCG

This was particularly evident in the cleaning domain for vacuum cleaners, washing machines & dishwashers



Miele Twin Dos washing detergent

- Miele is exploiting this new revenue stream for their TwinDos washing machines (auto dosage) since 2017
- 42 cent per washing cycle (=15,50 for 1.5l)
- Similar offering for Dishwasher, but solid disc form factor



Cleaning liquids for Vacuum Cleaners

- From different types of vacuum cleaners to all-in-one floor care devices unlocking new potential for cleaning agents and detergents



Serums/Oils for personal care

- From making the personal care product to owning sustained revenues post purchase via sustained purchase of serums, essence oils and conditioners.
- Some Tech & durable players are experimenting new adjacent revenue opportunities and business areas

Summary

- **AI is moving beyond assistance to autonomy:** Consumers increasingly expect convenience and products to adapt and act on their behalf. Brands who securely provide that convenience will be preferred.
- **Vision enabled intelligence is emerging as a key innovation platform:** This may become as important as connectivity was in the previous decade. It is evident from robot detecting stains to oral imaging ad Smart TVs understanding context. Computer vision enables products to move from reactive to proactive behavior.
- **New form factors are creating new growth opportunities:** New form factors (e.g., foldables, rings, exoskeletons, hybrid creator devices) and hybrid features align tech with real-world needs – blending utility, personalization, and aesthetic appeal. Many of the fastest-growing opportunities are emerging outside traditional category boundaries. More of future growth may come from these new categories.



Source : Based on expert opinions

What to do now?



For manufacturer

- **Think about how product formats and features can better reflect lifestyle needs rather than just adding new technology:** Consumers do not buy more sensors & specifications they buy easier lifestyles, better health, cleaner homes. Position innovation around outcomes rather than technology for technology's sake.
- **Embedding responsible AI principles & going beyond software:** Apply privacy-by-design to build trust with consumers and align with emerging regulations. Embed AI into products for context awareness and autonomous decision making – but also design the “Switch Off” button.
- **Consider shifting toward ecosystem-centric design & experiential premium:** enabling seamless collaboration across devices and categories to meet consumer expectations for smart, connected living. Premium growth increasingly comes from differentiated experiences rather than hardware upgrades e.g. personalized entertainment/wellness.



For retailer

- **Sell benefits not specification, curate for lifestyle:** Tailor product experiences to reflect modern living and individual interests for space-saving homes, immersive setups for gamers, health monitoring solution, or entertainment medium for hybrid lifestyles. Current merchandising sometimes focuses too much on technical features.
- **Educate on AI benefits:** Provide clear, easily accessible information on how AI enhances personalization, performance & automation. This builds consumer confidence and supports informed decision-making as many AI claims and its benefits are not necessarily clear to the consumer for decision making.
- **Showcase ecosystem experiences & create innovation discovery zones:** Create in-store and online environments that demonstrate how smart devices work together, helping consumers visualize real-life use cases and encouraging multi-product purchases. Traditional category silos may not hold for some multifunctional and new products like new wearable form factors or beauty masks or various camera tech.

Source : Based on expert opinions

Thank you !

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