

From Halls to Homes:

IFA 2025 Trends
Shaping Everyday Life



The
global
retail
agency

Introduction

IFA Berlin returned to Messe Berlin from 5–9 September 2025 as the world’s largest home and consumer tech show. This year’s event drew global attention under the banner “Innovation for All,” spotlighting four headline themes:

- **The Future of Intelligence**
- **The Future of Smart Society**
- **The Future of Connectivity**
- **The Future of Sustainability**

In this report, we mirror those themes but translate them into four clear trends that highlight what really matters for brands and retailers. Alongside the trends, we explore the most impressive brand showcases, examine how innovations could reshaping retail displays and customer experiences, share the key takeaways and close with our perspective on what’s next.



Key Trends And Movements

Innovation For Everyday Life.



Everyday Intelligence: Robots Come Home

Robotics is moving from single-task helpers to adaptive assistants that understand context and space. At IFA we saw stair-aware vacuums, multi-function systems that mop and self-clean, and even bionic arms able to lift and carry. The narrative has shifted from “look what it can do” to “look what it can learn.” Acceptance still hinges on trust and data transparency, giving established European brands a reputational edge when safety and privacy are in focus.

Why it matters for brands:

Don't just showcase features, **prove usefulness**. Show how robotics saves real time and energy in everyday routines. Position privacy and data security as selling points, not fine print.



Wellness, Upgraded: Your Data As Your Mirror

Wellness tech is becoming precise and personal. Wearables, rings and smart sleep systems are turning biometrics into daily guidance. Beauty tech now pairs AI analysis with in-home devices and AR try-ons. Alongside the boom, “wellness fatigue” and privacy concerns are growing, so products that balance insight with low effort and strong safeguards will win.

Why it matters for brands:

Shift from selling devices to selling outcomes.

Promise better sleep, energy, or skin results in plain language. Ease privacy fears with transparent messaging to convert sceptics.



Seamless Connectivity: Devices Fade Into The Background

Connectivity is shifting from “a device with an app” to orchestrated living. All the big brands pushed whole-home AI, where appliances, security, climate and content coordinate as routines that anticipate needs. The emphasis is on convenience, personalisation and energy efficiency, delivered through hubs and interoperable platforms.

Why it matters for brands:

Think beyond single products. **Design bundles and ecosystems that feel greater than the sum of their parts.** Win loyalty by making set-up effortless and benefits visible straight away.

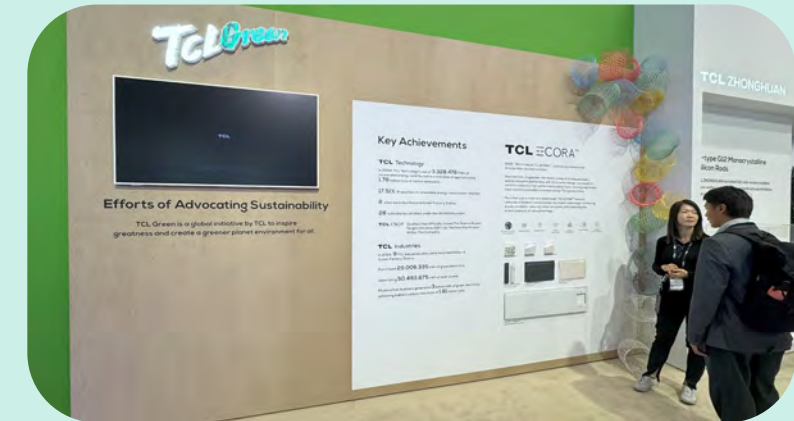


Circular By Design: Sustainability As Standard

IFA's partnership with Cradle to Cradle put circularity in the spotlight. Brands demonstrated modular construction, repairability, and materials that can re-enter biological or technical cycles. The direction of travel is clear: sustainability is moving from claims to design constraints and service models.

Why it matters for brands:

Turn sustainability into a story customers can touch. Highlight repairability, trade-in options, and modular upgrades at the point of sale. Show shoppers they're investing in longevity, not landfill.



Headline Acts

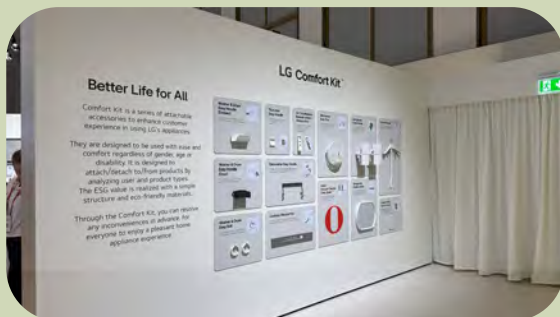
Big brands And Their Big Stands.



Samsung presented **“AI Home: Future Living, Now”**, tying appliances, TVs and mobile into SmartThings routines. The vast stand, fronted by a striking entrance screen, set the tone for one of the largest spaces at IFA. Inside, Samsung spotlighted Bespoke AI kitchen products for Europe, alongside AI-driven laundry, new tablets and mobiles, plus a timeline celebrating the Galaxy handset. Immersive zones showed SmartThings in action, from energy monitoring to recipe guidance, bringing Samsung’s vision of a seamlessly connected, efficient household to life.



LG staged its **“AI Appliances Orchestra”**, with appliances performing in harmony through the ThinQ AI platform. Highlights included European-focused designs such as space-saving fridge hinges and the new WashCombo, HeatPump, WasherDryer. Sustainability featured strongly with microplastic-reducing cycles and energy-saving modes. Visitors enjoyed demos of voice-led cooking and predictive maintenance, while a connected car and camper van concept extended ThinQ beyond the home.



TCL leaned into display leadership with the next generation of Dolby Vision TVs and adaptive surround sound through Dolby Atmos FlexConnect. The stand also featured lightweight AR glasses blending entertainment and productivity, plus high-refresh gaming monitors and cloud-gaming demos. With bold visuals and hands-on play, TCL positioned itself as both a home cinema powerhouse and a serious player in the gaming and immersive tech space.



Bosch emphasised robotics and efficiency with next-gen smart ovens and AI dishwashers that adjust cycles to load type and energy tariffs. The stand carried a strong sustainability narrative in line with “Change in the Loop,” alongside live cooking demonstrations that made the technology feel practical. Bosch also surprised with cars and camper vans on show, underlining its reach across home, mobility and lifestyle ecosystems.



Gorenje, part of the Hisense Group, showcased stylish, connected kitchen appliances with a strong lifestyle focus. Its stand balanced bold European design with accessible AI cooking assistants that suggest recipes from fridge contents. Positioned as affordable yet innovative, Gorenje’s showcase highlighted how the brand combines design heritage with everyday smart living.



Retail Reimagined: From Smart Tech To Smart Stores.

The innovations on display at IFA don't stop at the product level, they are reshaping how those products will be presented, explained and sold. As smart technology becomes more intuitive, the shopfloor must follow suit, offering discovery, proof and storytelling that bring intelligence and sustainability to life.

1

Assisted Discovery

In-store AI guides will increasingly move beyond kiosks to ambient help. Expect recipe recommendations at refrigeration bays, cleaning-path simulations for robotic floorcare, and context-aware prompts triggered by shopper behaviour

2

Hands-on Proofs

Working demos that show routines, energy-saving modes and privacy controls build trust. For large appliances, "see it learn" beats static spec walls.

3

Circularity Storytelling

Displays will foreground repairability, module swaps and take-back schemes with clear lifecycle visuals and QR-linked evidence rather than generic green claims.

4

Ecosystem Selling

Planograms should cluster by use-case and platform compatibility, not only by brand. Bundles that unlock extra value across devices will convert fence-sitters.

Key Takeaways For Brands.

After exploring the trends and the showfloor, what matters most is how brands act on these shifts. The lessons from IFA 2025 are clear: trust, simplicity and integration will define the winners. Here are the actions brands should prioritise now.

1

Lead with real-world help

Show the jobs AI removes, from scrubbing stains to planning recipes, and quantify the time or energy saved. Live demos turn claims into proof and build trust.

2

Make privacy a feature

Treat privacy as a selling point, not small print. Clear in-store explanations of what data is used and where it stays turn transparency into a growth driver.

3

Design for the bundle

Consumers want ecosystems, not isolated devices. Starter kits, easy onboarding and interoperability encourage repeat purchases and loyalty.

4

Build circular journeys

Sustainability means showing how products can be repaired, upgraded or traded in. Make the process visible at purchase and easy to follow after.

Conclusion: From Showfloor To Shopfloor

IFA 2025 was more than a showcase of gadgets. It was a stage where the biggest brands proved how theatre, storytelling and values now define success. Samsung tied its devices into a seamless “AI Home.” LG orchestrated appliances into a coordinated performance. TCL spotlighted its display dominance. Bosch foregrounded robotics, sustainability and efficiency. Gorenje brought design-led smart kitchens to life with accessible AI cooking assistants. What these brands made clear is that spectacle alone isn’t enough. The winners combined wow-factor with trust-building: transparent AI “explainers,” sustainability woven into the stand, and experiences that showed real-world benefits in action.

Why it matters for brands:



Show, don’t just tell.

Demonstrate outcomes live, whether it’s saving energy, time, or effort.



Put values centre stage.

Sustainability, privacy and heritage should be built into the experience.



Design ecosystems, not islands.

Displays should reflect how products work together, not in isolation.

The final takeaway:

Trends, products and platforms set the direction, but it is the *storytelling* around them in stores and in digital journeys that will decide which brands win attention and long-term trust.

100% | Global Retail Solutions.

We partner with brands to grow sales and elevate the shopper experience. Our award-winning retail display solutions are delivered globally, to drive efficiency, consistency and results in-store.

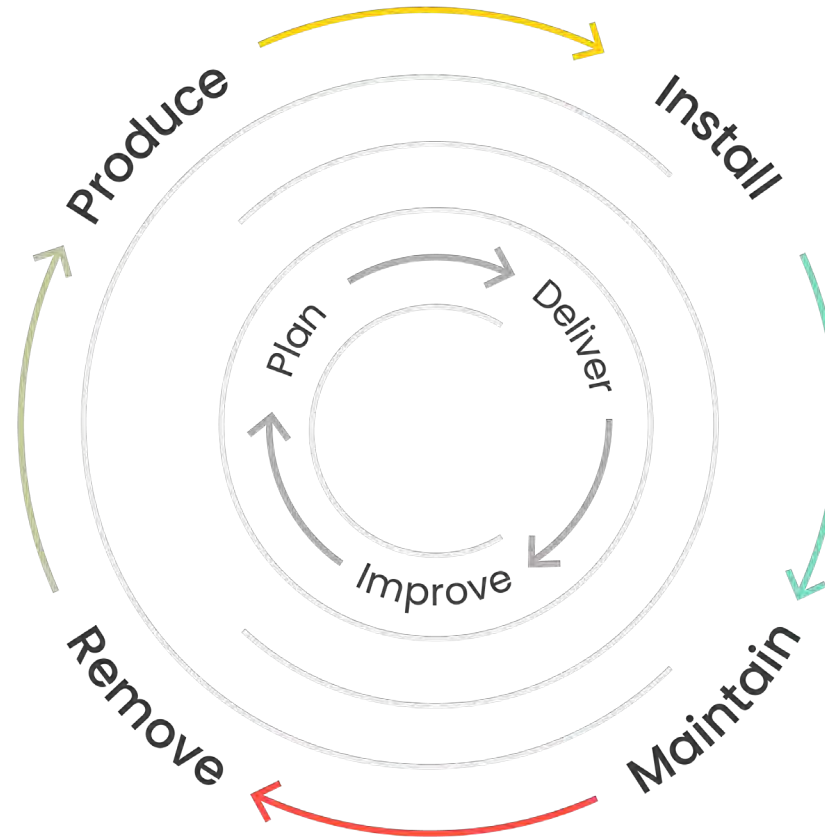


1. Produce

- Development Design
- Value Engineering
- Production Management
- Digital Media Integration

4. Remove

- Retail Display Removals
- Reuse Programmes
- Repurposing Solutions
- Certified Recycling



2. Install

- Estate Audits & Store Surveys
- Installation of Displays, Graphics & Updates
- Storage, Kitting & Distribution
- Real-Time Reporting

3. Maintain

- Reactive & Proactive Maintenance
- Retail Support Helpdesk
- Inventory Management & Fulfilment
- Estate Management & Reporting

Can we deliver results in-store?
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our vast experience and expertise?
100%

Get in touch to discuss your next project.

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