

Amplifying the Future:

Key Audio Trends
from IFA 2025



The global
retail
agency

IFA 2025 showcased the latest shifts in personal audio, highlighting how innovation is moving beyond technical specifications into experiences that consumers can see, feel and interact with. From sustainability and modular design to spatial sound and adaptive intelligence, the show revealed how leading brands are shaping the future of listening.

This document summarises the five most important audio trends from IFA 2025, how they could translate into retail experiences, and what brands should consider as they look to engage customers in more meaningful and memorable ways.



Key Audio Shifts

Tuning in to Tomorrow.



1. Sustainability & Repairability

User-replaceable batteries are moving into the mainstream, with brands anticipating regulation and consumer demand for reduced e-waste.

Example: JLab announced replaceable batteries across earbuds and headphones from 2026.

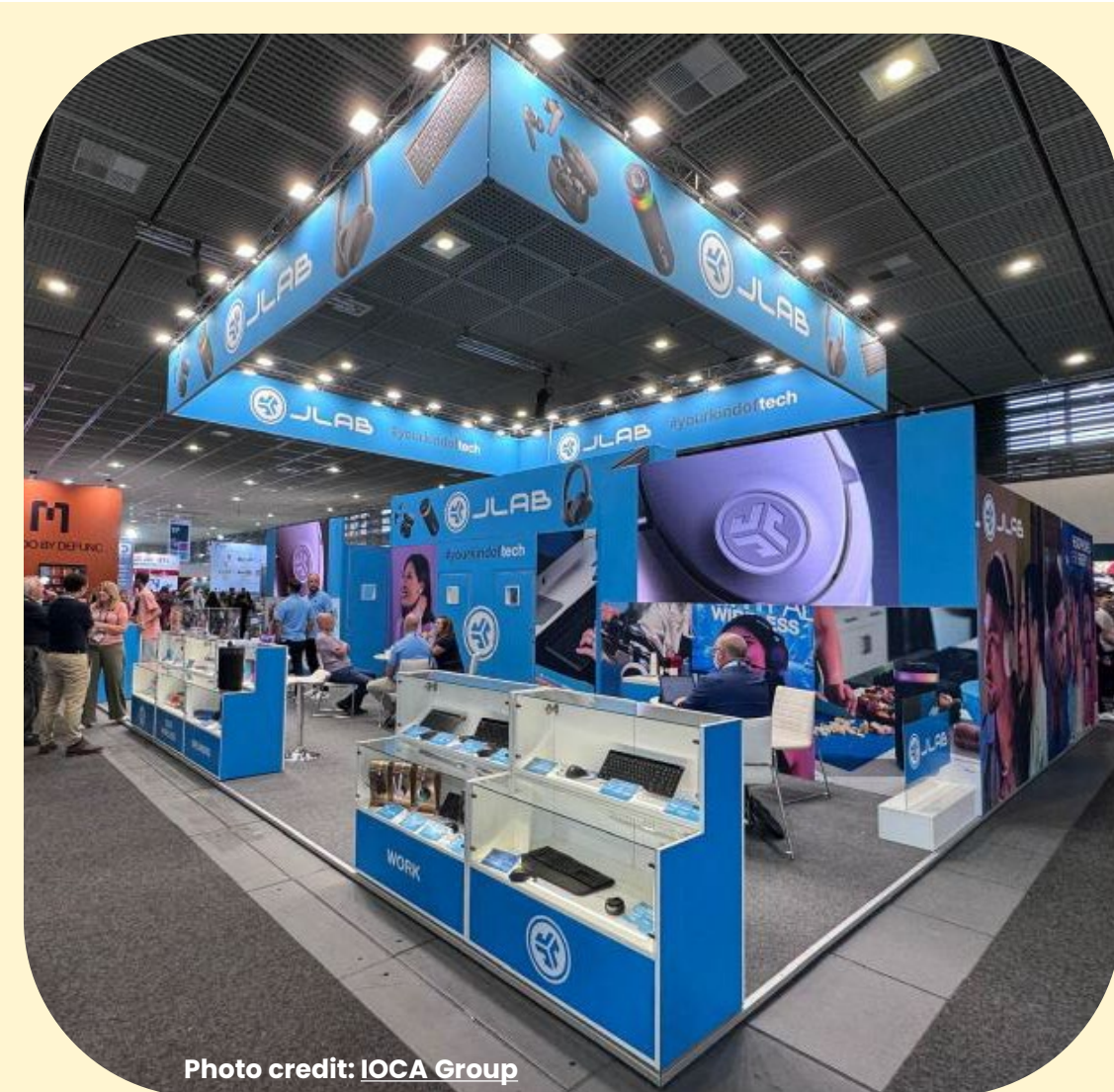


Photo credit: IOCA Group



2. Open-Ear & Ambient Listening

Designs that allow environmental awareness while maintaining quality sound are gaining traction, especially for active or urban users.

Example: *Baseus Inspire XC1, dual-driver open earbuds tuned by Bose.*

3. Hi-Res & Spatial Audio Evolution

Immersive sound and higher-bitrate wireless codecs are now standard expectations, driving a push for better fidelity and adaptive sound experiences.

Example: *Baseus Inspire series supports LDAC and Dolby Spatial Audio.*

4. Battery Life as a Battleground

Extreme endurance claims are being used as a differentiator, with headline specs often exceeding 60–100 hours.

Example: *Baseus Inspire XH1 headphones — 100h playback (ANC off), 65h with ANC.*



5. USB-C & Wired Comeback

Wired connections are resurging when paired with modern tech like ANC and digital audio over USB-C, offering reliability alongside wireless.

Example: Belkin SoundForm USB-C wired earbuds with ANC; Bose QuietComfort Ultra 2 with USB-C audio.



From Product to Experience: How Audio Trends Will Shape Retail.

As innovation in audio accelerates, the shop floor will become more than a place to compare features. Retail spaces will need to create immersive, interactive experiences that bring these technologies to life and help customers understand the value behind them.

1

Spatial Audio Zones

Dedicated areas where shoppers can switch between stereo and spatial sound or test adaptive noise cancelling in noisy environments, making the technology easy to feel and compare.

2

AI Visualisation Displays

Screens connected to demo units showing how headphones adjust in real time, for example a noise meter rising and falling as adaptive ANC responds to background sounds.

3

Modular Swap Stations

Hands-on displays where customers can try swappable batteries, cushions or covers, highlighting sustainability and personalisation as part of the buying experience.

4

Hybrid Demo & Purchase Points

Stands that let shoppers test features in store and then order their preferred model, colour or spec via QR code or kiosk, blending try-before-you-buy with convenience.

5

Lifestyle Cross-Placement

Audio ranges showcased in fitness, sportswear or fashion stores, with open-ear and ambient designs promoted in real-life use contexts to reach new audiences.

Audio in Focus

Display Inspiration.









Sound Tower

Unleash the beat anywhere

Enjoy the dynamic party experience with the all new Sound Tower

*Sound Tower should be placed on flat surfaces and kept away from exposure of sand or dirt to ensure proper functionality



Powerful Party Sound

Experience high-powered sound with maximum 240W of power and dynamic bass

* ST50F : Max 240W / ST40F : Max 160W

Waveguide

Feel the wider range of sound dispersion for immersive experience

3 Bass Modes

Customize the bass performance to suit your acoustic preference

Grip & Roll

Bring the party with built-in wheels and a telescopic handle

* ST40F : Handle only

18 hours of playtime

Let the beat blast through the night for more than 18 hours with a built-in battery

* ST50F : 18 hours / ST40F : 12 hours

* Tested with lighting off and at volume level of 12-13

* Time required for full charging : 3.5hr

Splashproof IPX4

Whether it's rain or incidental splashes, Sound Tower is built to resist water splashing from any angle



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.

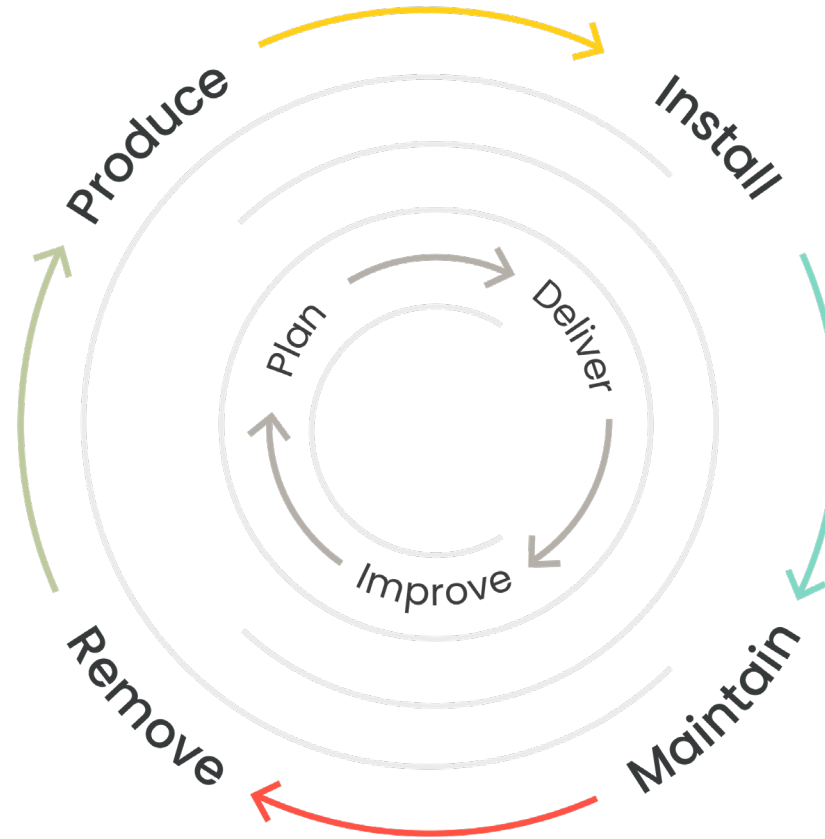


1. Produce

- 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?
UNDOUBTEDLY!



Will your next campaign benefit from
our vast experience and expertise?
100%

Get in touch to discuss your next project.

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Visit our website to learn more : www.100percentgroup.com

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Useful Links and Sources

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