(Original Photo credit: Mat Gallagher / Future)

IFA 2024 Trend Report:

Unveiling the Future of Consumer Electronics and Retail

Introduction

The Internationale Funkausstellung Berlin (IFA) celebrated its centenary in 2024, marking 100 years of showcasing cutting-edge consumer electronics and home appliances. This year's event, held from September 6–10 at Messe Berlin, featured over 1,800 global exhibitors and attracted more than 182,000 visitors from 139 countries. Under the theme "Innovation for All," the event highlighted the importance of making technological advancements accessible to everyone.

This report explores the key trends, innovative products, and industry impacts observed at IFA 2024.
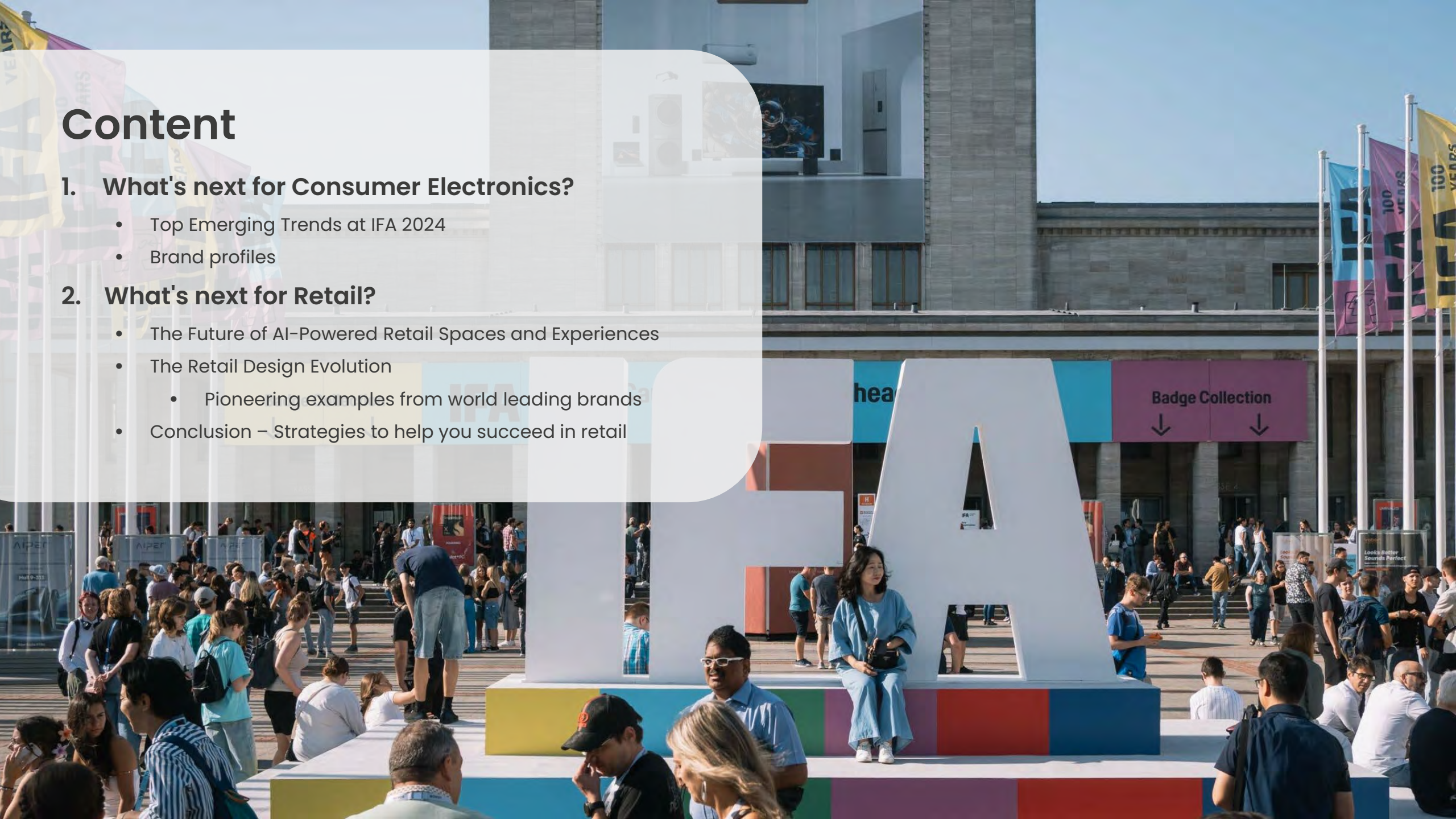

(Original Photo credit: www.ifa-berlin.com/)

Content

What's Next for Consumer Electronics?

Top Trends & Insights on the Global Leading Brands

Top Emerging Trends at IFA 2024

Whilst there were other emerging trends at IFA 2024, none dominated the show more than AI and sustainability. From the messages in presentations to the innovations on display, the focus was firmly on advancements in artificial intelligence and sustainability. Leading brands consistently showcased AI-driven innovations across their product lines, underlining its growing role in everyday devices. At the same time, sustainability took centre stage, with companies presenting cutting-edge solutions aimed at reducing environmental impact.

Key Trends from IFA 2024:

1 **AI in Everyday Devices:** AI is increasingly enhancing consumer electronics, from smartphones to home appliances, offering smarter and more intuitive user experiences.

2 **Sustainability Focus:** Companies are prioritising eco-friendly materials and manufacturing processes to reduce their environmental footprint, reflecting a commitment to sustainability.

3 **Growth of Immersive Technologies:** Virtual reality (VR), augmented reality (AR), and mixed reality are gaining prominence in both entertainment and practical applications, signalling their rise in mainstream tech.

4 **Advancements in Smart Home Integration:** New concepts like the "Affectionate Intelligence Home" showcase the seamless connectivity of smart devices, aiming to create more intuitive and cohesive home environments.

5 **Personal Transportation Innovation:** Flying cars and advanced mobility solutions are evolving, although widespread adoption may still be some years away.

BOSCH

Bosch had a significant presence at IFA 2024, showcasing a wide range of new home appliances and smart home technologies. Their exhibition was centered around the theme "There is no place #LikeABosch. Welcome Home" and featured several key product launches.

Bosch showcased energy-efficient washing machines with a microplastic filter, ovens featuring air fry and steam functions, and a cordless vacuum with MicroClean technology. They also introduced the new [+M] smart home product line, compatible with the Matter standard, which includes a radiator thermostat, door/window contact, and compact plug.

What is Matter (Standard)? Matter is a manufacturer-independent smart home connectivity standard developed by the Connectivity Standards Alliance (CSA) to enhance interoperability among devices from different manufacturers.

LG

LG Electronics presented a range of innovative home appliances and smart home solutions, highlighting energy efficiency and AI-driven technology. Their display aligned with the European Union's carbon neutrality goals and the REPowerEU plan, showcasing a strong focus on sustainability.

Among the products introduced were an AI-powered washing machine with a 55% improved energy rating, a dryer featuring AI Dry technology, and energy-efficient refrigerators. LG also unveiled a built-in InstaView oven with A++ efficiency and AI cooking features, and a QuadWash dishwasher with a 20% enhanced energy rating. LG's showcase demonstrated their commitment to creating an AI-powered, energy-efficient smart home ecosystem that prioritises user convenience and sustainability.

At IFA 2024, Miele marked its 125th anniversary with significant innovations in home appliances. Highlights included the W2 Nova Edition washing machine with its revolutionary rib-free drum and AI-enhanced features, alongside the T2 Nova Edition tumble dryer tailored for delicate fabrics. The Guard L1 vacuum cleaner and a sustainable Circular vacuum cleaner concept showcased Miele's strides in convenience and environmental responsibility.

New 'Pearlbeige' and 'Obsidian black matt' finishes for the ArtLine range, and special anniversary models emphasised Miele's commitment to quality and sustainability.

SAMSUNG

At IFA 2024, Samsung showcased its "AI for All" vision, featuring AI-powered products to improve user experience. Key highlights included the SmartThings platform, now connecting over 500 million devices for seamless control of appliances, and new products like the Premiere 7 and 9 projectors with 4K laser technology, and the Galaxy Book5 Pro 360 with Intel Core Ultra processors. Samsung also introduced new audio products through a partnership with Bang & Olufsen, enhancing sound quality.

The Samsung Food app was updated with AI-driven meal planning features, emphasising Samsung's focus on a more connected, AI-enhanced ecosystem.
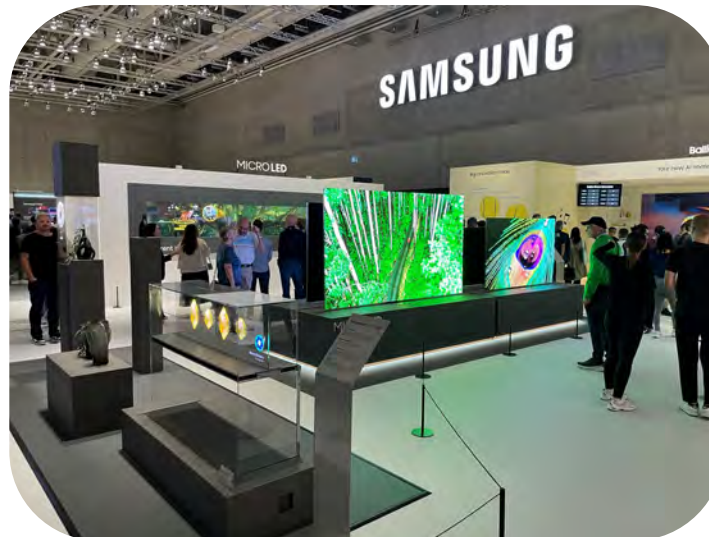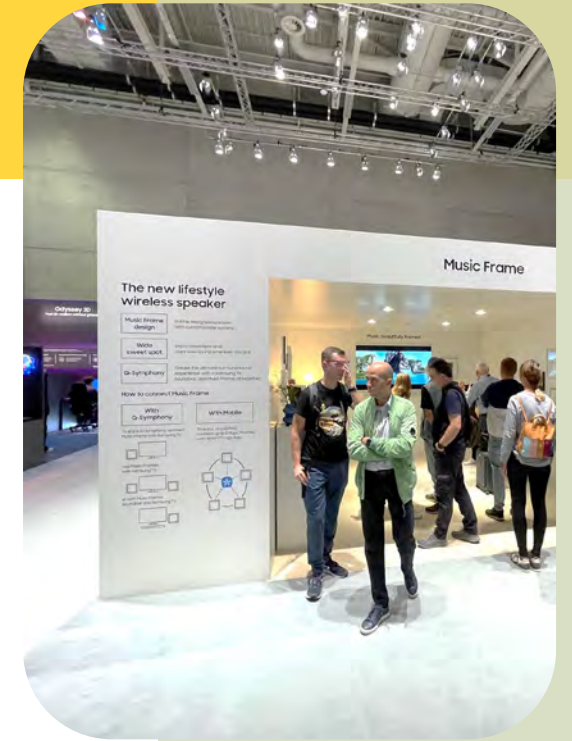
Shark NINJA

At IFA 2024, SharkNinja unveiled 25 new products, highlighting its expansion into the EMEA market. Key launches included the Ninja Luxe Café espresso machine, the Power Detect vacuum series, and innovative kitchen appliances like the Ninja Foodi 8-in-1 PossibleCooker. SharkNinja also introduced new categories, such as the Shark FlexBreeze Fan for outdoor cooling, showcasing its focus on enhancing everyday life through technology.

TCL

At IFA 2024, TCL impressed with a diverse product lineup, featuring the 115-inch X955 Max QD-Mini LED TV and the NXTFRAME TV series with Bang & Olufsen audio. They also showcased innovations in mobile tech, AR solutions, and smart home appliances, while reinforcing their sustainability efforts through the #TCLGreen campaign.

SIEMENS

At IFA 2024, Siemens showcased its latest smart home appliances, including the AI-powered iQ700 oven and the Matter-enabled fridge-freezer, emphasising improved connectivity and intelligence in household tasks. The company also celebrated the 10th anniversary of its Home Connect platform, introducing new energy-efficient features and reinforcing its focus on sustainability.

Hisense

At IFA 2024, Hisense showcased innovative smart home solutions, including AI-powered washing machines and refrigerators with advanced features like the ConnectLife app for seamless integration. Their focus on energy efficiency and user-friendly design highlights a commitment to enhancing everyday living through technology.
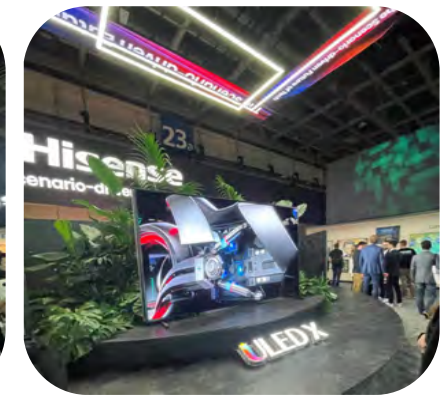
What's Next for Retail ?

Trends Driving Retail Transformation

The Future of AI-Powered Retail Spaces and Experiences

As AI continues to evolve, retail environments will undergo significant changes, transforming shopping experiences:

AI

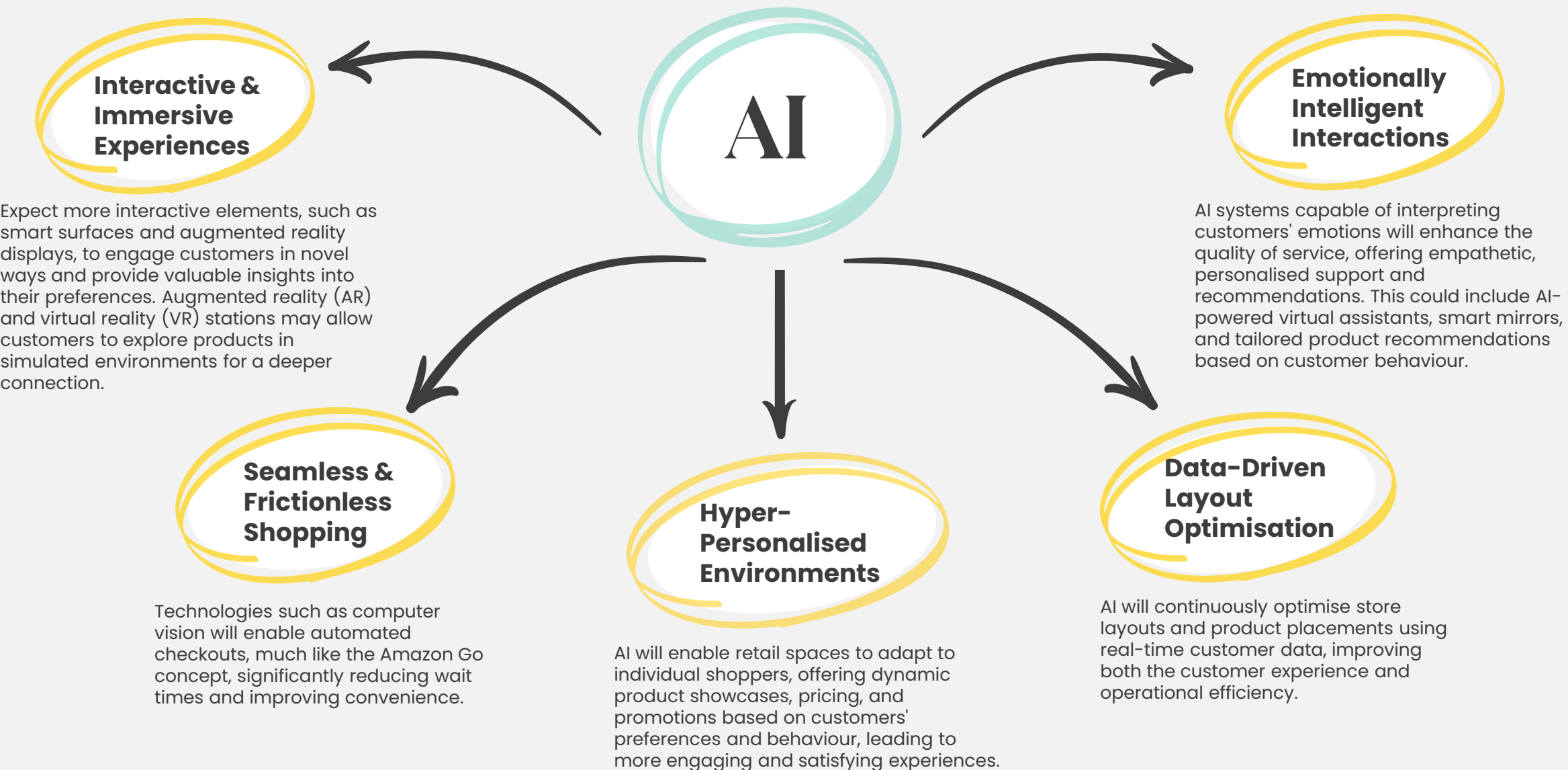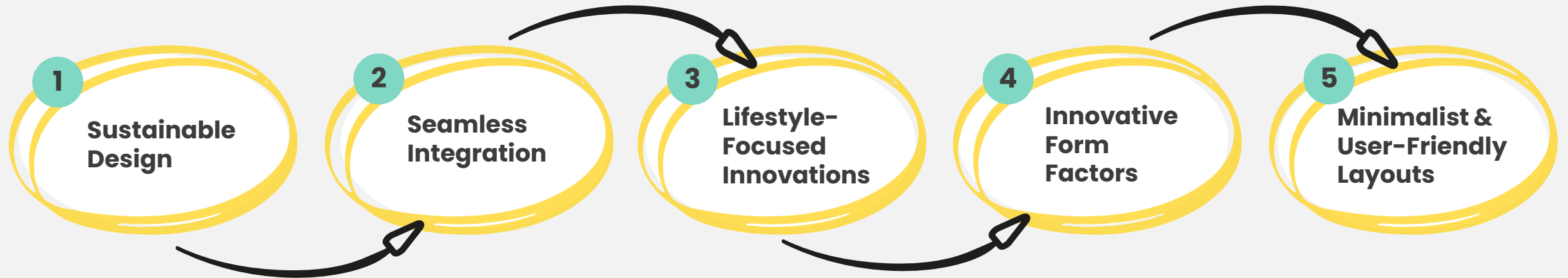### Interactive & Immersive Experiences

Expect more interactive elements, such as smart surfaces and augmented reality displays, to engage customers in novel ways and provide valuable insights into their preferences. Augmented reality (AR) and virtual reality (VR) stations may allow customers to explore products in simulated environments for a deeper connection.

Emotionally Intelligent Interactions

AI systems capable of interpreting customers' emotions will enhance the quality of service, offering empathetic, personalised support and recommendations. This could include AI-powered virtual assistants, smart mirrors, and tailored product recommendations based on customer behaviour.

Seamless & Frictionless Shopping

Technologies such as computer vision will enable automated checkouts, much like the Amazon Go concept, significantly reducing wait times and improving convenience.

Hyper-Personalised Environments

AI will enable retail spaces to adapt to individual shoppers, offering dynamic product showcases, pricing, and promotions based on customers' preferences and behaviour, leading to more engaging and satisfying experiences.

Data-Driven Layout Optimisation

AI will continuously optimise store layouts and product placements using real-time customer data, improving both the customer experience and operational efficiency.

The Retail Design Evolution

Building on the previous focus on AI, interactive, and immersive elements, this section explores additional design trends that are set to shape the future of retail spaces and customer experiences. While AI and immersive technologies will continue to influence retail, this analysis highlights five other key trends that emerged from IFA 2024, showing how brands may design more engaging and innovative retail environments.

1 Sustainable Design

2 Seamless Integration

3 Lifestyle-Focused Innovations

4 Innovative Form Factors

5 Minimalist & User-Friendly Layouts

In summary, these trends suggest that future retail spaces will be designed to merge seamlessly with customers' lifestyles, emphasise sustainability, and create user-friendly environments. Brands will focus on making their values visible, while also offering customers meaningful and personalised experiences.

To bring these trends to life, the following section will showcase pioneering examples of how leading brands are already implementing these concepts in their retail designs, providing a glimpse into the future of customer-centric spaces>>

1. Sustainable Design

Retailers are increasingly embracing eco-friendly materials and sustainable practices. Future retail spaces are likely to feature recycled materials, energy-efficient lighting, and even green spaces, reflecting brands' commitment to environmental responsibility.

Pioneering examples today:

IKEA Greenwich Store

IKEA's Greenwich store in London is considered their most sustainable store to date. Key features include:

- Extensive use of renewable materials in construction
- Solar panels providing 100% renewable energy
- Roof garden and green spaces open to the public
- Community learning areas focused on sustainable living
- Central location near public transport to reduce customer travel

Source of images and info>>

Ecoalf Boutique by Nagami

Spanish design studio Nagami created an innovative store for sustainable fashion brand Ecoalf:

- Walls, shelves and displays 3D-printed using 3.3 tonnes of recycled plastic waste
- Translucent surfaces mimic melting glaciers to highlight climate change
- Local production to reduce carbon footprint

Source of images and info>>

Big Beauty Store by Nina+Co

This London store for Big Beauty emphasises waste reduction:

- Use of salvaged materials and biotextiles throughout
- Design aimed at changing consumer behavior around sustainability
- Fixtures built to be disassembled and recycled or composted

Source of images and info>>

2. Seamless Integration

Much like how products now blen into modern home designs, retail spaces may adopt modular and adaptable layouts. Stores could showcase products within lifestyle vignettes, creating spaces that feel more like real-life environments, making products more relatable and integrated into customers' lives.

Pioneering examples today:

Burberry's Social Retail Store

Burberry's Shenzhen store in China demonstrates seamless integration by:

- Using QR codes throughout the store to unlock digital content and product information
- Integrating a dedicated WeChat mini-program for in-store navigation and personalised experiences
- Featuring interactive store windows that respond to customer movements
- Incorporating a "Trench Experience" room that immerses customers in the brand's heritage

Source of images and info>>

Samsung Experience Stores

Samsung's stores feature :

- Modular layouts that can be easily reconfigured for new product launches, allowing for a dynamic shopping environment.
- Lifestyle vignettes showcase products like smart home devices in realistic settings, helping customers visualise their integration into daily life.
- Interactive displays allow customers to engage with products directly, enhancing the overall shopping experience.

Source of images and info>>

Apple Flagship stores

Apple designs its stores with lifestyle-focused areas, such as:

- Home office setups with Macs and iPads, helping customers envision these products in their own lives.
- Natural materials and open spaces, creating a welcoming atmosphere for exploration and interaction.
- The Genius Bar integrates service and sales, allowing customers to receive support while being surrounded by products.

Source of images and info>>

3. Lifestyle-Focused Innovations

Stores will be increasingly organised around lifestyle themes, creating distinct areas catering to specific customer needs. For example, an electronics store might feature "Work from Home" zones, "Fitness Tech" sections, or "Entertainment Hubs"—each presenting products in context, showing how they fit into everyday life.

Pioneering examples today:

Best Buy's Experience Zones

Best Buy has created distinct areas for specific themes, such as:

- The "Work from Home" zone, featuring ergonomic furniture and tools for remote work, helping customers visualise their home office.
- The "Fitness Tech" section, showcasing wearables and equipment that highlight their role in a healthy lifestyle.
- The "Entertainment Hub," displaying TVs and gaming consoles in a cosy setting, helping customers envision these products in their homes.

Source of images and info>>

Nescafé Eco-Friendly Store

Nescafé is redefining sustainability with its eco-conscious store design in São Paulo.

- The store features biodegradable materials and showcases coffee-making equipment in a cosy, café-like atmosphere, emphasising sustainable consumption.
- The layout promotes an eco-conscious lifestyle by highlighting local sourcing and environmentally friendly practices.
- Interactive displays educate customers on the coffee-making process and the importance of sustainability.

Source of images and info>>

Chanel's AI-Powered Beauty Experience

Chanel is blending cutting-edge technology with luxury to enhance the beauty shopping experience.

- Chanel incorporates AI-driven virtual try-on mirrors that suggest beauty products based on customer preferences, enhancing personalisation.
- The store features dedicated areas for skincare consultations, allowing customers to explore products tailored to their individual needs.
- Interactive displays engage customers by providing information about product benefits and application techniques.

Source of images and info>>

4. Innovative Form Factors

Retailers will spotlight products with unique designs and functionality. This could include specialised display areas or even interactive spaces where customers can experience innovative features firsthand, such as demonstrating advanced navigation technology in products.

Pioneering examples today:

Watches of Switzerland

Watches of Switzerland blends luxury and technology to enhance the shopping experience.

- Interactive screens let customers explore intricate watch mechanisms, deepening their understanding of craftsmanship.
- Specialised displays highlight unique features of watch models, encouraging hands-on interaction.
- Virtual reality allows customers to visualise watches on their wrists before deciding to purchase.

Microsoft Store's Gaming Lounge

Microsoft Store's Gaming Lounge blends technology with community. Key features include:

- High-performance PCs in a comfortable setting where customers can try out games before buying.
- Interactive displays featuring the latest gaming accessories and technology for hands-on experience.
- Special events and tournaments to engage the gaming community.
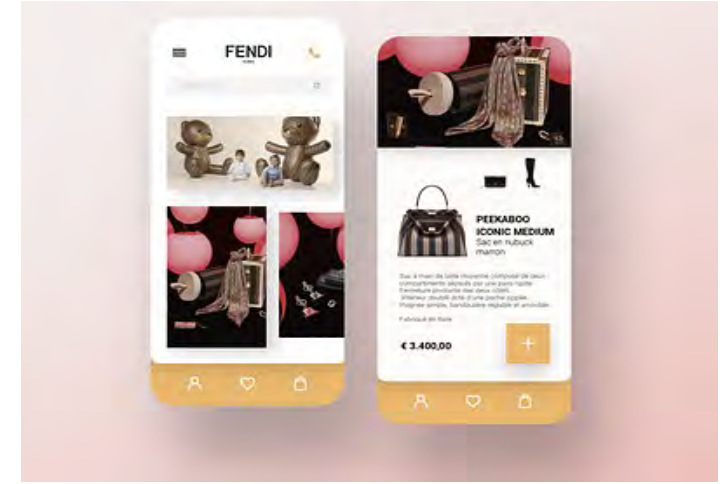
Fendi's Virtual Try-On Experience

Fendi leverages virtual try-on technology to enhance the shopping experience. Key features include:

- Virtual try-ons for accessories via the mobile app, offering a realistic preview.

- AI-powered personalised product recommendations based on customer preferences.

- Seamless integration with e-commerce for easy purchasing directly from the app.

5. Minimalist and User-Friendly Layouts

Reflecting the broader trend toward simplicity and accessibility, retail spaces are expected to become more streamlined and easy to navigate. Minimalist layouts, clear product displays, and intuitive touchpoints will help customers explore and engage with products effortlessly.

Pioneering examples today:

Aesop Cambridge Store

Aesop's store features:

- A minimalist design with natural materials like hemp and bulrush, creating an inviting atmosphere that is easy to navigate.
- Clear product displays allow customers to focus on the items without distractions from cluttered layouts.
- The intuitive layout encourages exploration while maintaining a calming aesthetic.

Source of images and info>>

VALRHONA's Parisian Store

VALRHONA combines elegance and sustainability in its Paris location.

- The store is crafted from eco-friendly materials, reflecting the brand's commitment to sustainability.
- Clear product displays highlight the high-quality chocolates, free from excessive décor distractions.
- Natural light and open spaces create a pleasant, engaging shopping experience.

Source of images and info>>

Self-Portrait London Shop

Self-Portrait's London store embodies minimalist elegance.

- Wrapped in mint-hued clay, the design creates an intimate, distraction-free shopping experience.
- The minimalist aesthetic focuses attention on the clothing, avoiding excessive décor or signage.
- Clear pathways and well-arranged displays enhance navigation.

Source of images and info>>

Conclusion – Strategies to help you succeed in retail

IFA 2024 underscored the significant shifts in the consumer electronics industry, highlighting AI, sustainability, and immersive technologies as central drivers of innovation. As we look to the future, the trends showcased at the event signal a clear direction for brands seeking to remain competitive and relevant in an increasingly complex marketplace.

To succeed in this evolving landscape, brands must focus on several key areas:

Responsible AI Integration

AI continues to revolutionise both products and retail spaces, but it must be implemented responsibly and transparently to build consumer trust.

Commitment to Sustainability

As environmental concerns intensify, sustainable design and manufacturing practices will be essential for both reducing environmental impact and meeting consumer expectations.

Enhancing User Experiences

Seamless integration, minimalist designs, and intuitive interfaces are no longer optional. They are critical in providing consumers with accessible and frictionless experiences.

Investment in Immersive Technologies

With AR, VR, and other immersive technologies gaining traction, brands should invest in these areas to create more engaging and interactive customer experiences.

Ensuring Accessibility

In line with IFA 2024's theme of "Innovation for All," making technology accessible to a broad audience is essential. This not only drives inclusivity but also expands the market reach of innovative products.

By prioritising these strategies, brands will be well-positioned to lead in a future where AI, sustainability, and immersive experiences define the next era of consumer electronics and retail.

We are the global retail agency.

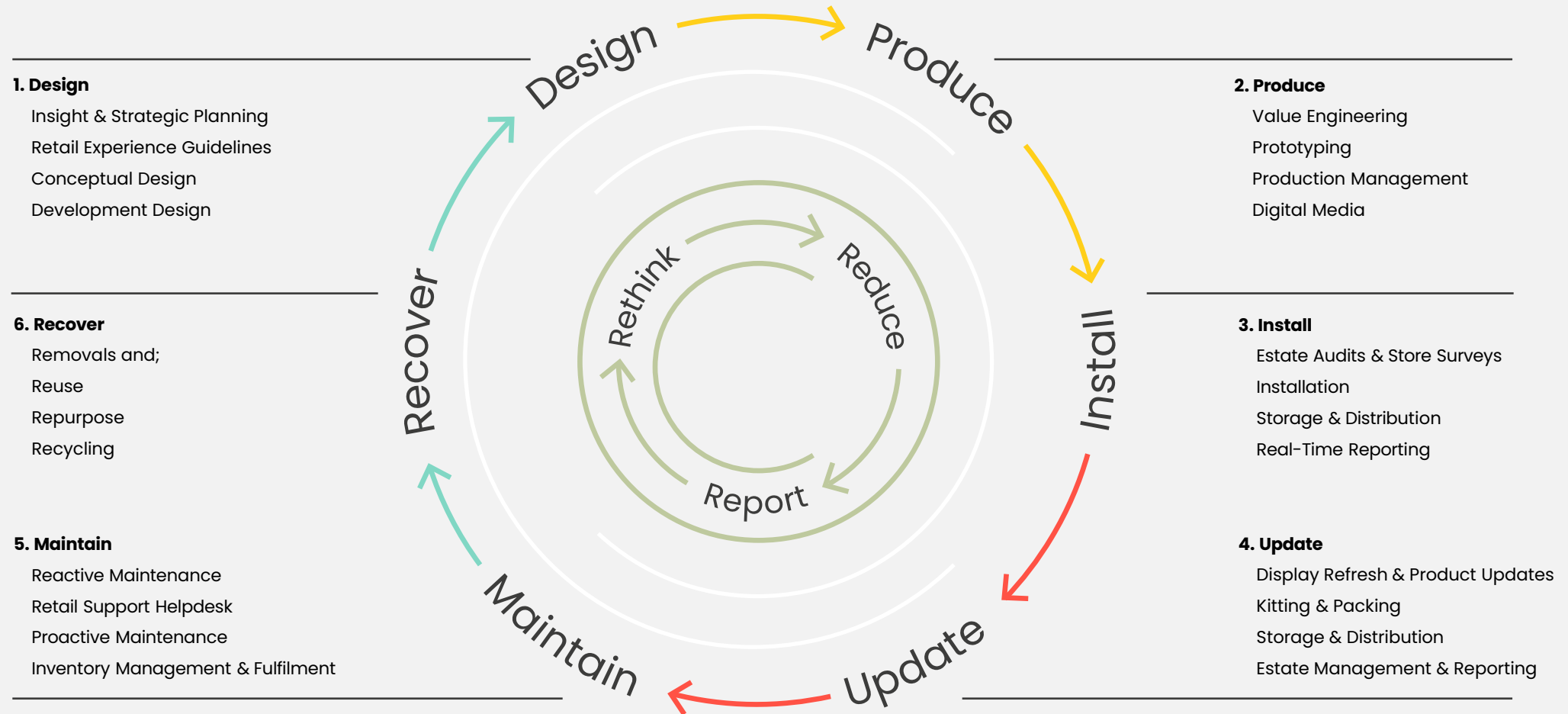**Activating seamless retail experiences since 2009.**

- **Global:** Our network spans over 65 countries, ensuring worldwide innovation and consistency.

- **Connected:** From strategic insights to hands-on implementation, we offer seamless expertise.

- **Responsible:** We apply circular thinking to every phase of the retail experience lifecycle.

The freedom to inspire your shoppers globally.

The seamless approach to retail.

100% has designed its business to enable brands to work with flow, less channels of communication and ultimately removing countless commercial margins throughout the supply chain. We reduce project costs and time to market efficiencies.

1. Design
- Insight & Strategic Planning
- Retail Experience Guidelines
- Conceptual Design
- Development Design

6. Recover
- Removals and;
- Reuse
- Repurpose
- Recycling

5. Maintain
- Reactive Maintenance
- Retail Support Helpdesk
- Proactive Maintenance
- Inventory Management & Fulfilment

2. Produce
- Value Engineering
- Prototyping
- Production Management
- Digital Media

3. Install
- Estate Audits & Store Surveys
- Installation
- Storage & Distribution
- Real-Time Reporting

4. Update
- Display Refresh & Product Updates
- Kitting & Packing
- Storage & Distribution
- Estate Management & Reporting

Design — Produce — Install — Update — Maintain — Recover

Rethink — Reduce — Report

Can we rethink retail for the better?
UNDOUBTEDLY!

Will your next campaign benefit from our vast experience and centrally managed solutions?
100%

Ready to bring your vision to life? Let's discuss your next project and embark on a creative journey together!

To discuss your next project, contact our team:

@   🌐   in