

Press Information

September 2025

IFA 2025 draws to a successful close

IFA innovations at the Hama stand

As an event, IFA 2025 is history. After five intensive days at the trade fair, Hama now has to take stock, work with great commitment on translating the information-rich discussions into strategies and marketing the numerous innovative new products together with its retail partners.

Cross-industry diversity



At IFA 2025, Hama showcased itself on a 1200-square-metre stand.

"Technology for us" was Hama's slogan for IFA 2025. The fact that this claim is lived by the Monheim-based company could be tangibly experienced everywhere at the 1200-square-metre stand. Hama presented

an impressive variety of product ideas, product ranges and presentation solutions across all sectors. These play an important role in retail, as they attract attention and emphasise the products.

IFA Innovation Award for Hama headphones

"Our trade fair stand in Berlin was very well attended and our impression is



Product Manager Nadja Miller and Managing Director Christian Sokcevic present the IFA Innovation Award

that there is great interest in new technologies among retailers and consumers, as well as a desire to actively utilise them. Of course, this also flows into our product ranges.

"One example of many is our AI-assisted Passion Clarity AI

Phone & Mobile

Smart Home

Smartwatch

Audio & HiFi

TV Accessories

PC & Laptop

Tablet

Photo & Camera

Living

Contact

Hama GmbH & Co KG
86653 Monheim/Bayern
Germany
Phone +49 9091 502-0

Your Hama press team

Susanne Uhlschmidt (-244)
Yasmine Frank (-913)
Tanja Maier (-410)

presse@hama.de

<https://company.hama.com/press>

About Hama

Founded in 1923, Hama today accompanies people in all situations every day with numerous accessory products. Whether it be their smartphone, smart home, smartwatch, TV, audio, computer or photo: every product impresses with high quality, appealing design and innovative functions. The company employs 1,500 people at its German headquarters in Monheim, Bavaria, and around 2,500 worldwide. With 19 foreign locations and numerous commercial agencies, Hama enjoys a global presence.

More information can be found at www.hama.com

headphones, for which we were even honoured with the IFA Innovation Award. A great confirmation that we are proud of," said a delighted Hama Managing Director Christian Sokcevic on the last day of the trade fair. "We have shown that we have practical technology for real life and a wide range that offers retailers many options and consumers targeted solutions at a fair price," continued Sokcevic.

Printable graphics data are available for download in our internet press club
<https://company.hama.com/press>

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