

ProWein 2025

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| Exhibitors total | 4.168 |
| Exhibitors Germany | 651 |
| Exhibitors other countries | 3.517 |
| Number of countries | 65 |

Visitor data from registry:

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| Visitors total | 42.000 |
| From Europe | 90% |
| - Germany | 49% |
| - Other Europe | 41% |
| From Non-European countries | 10% |
| - America | 4% |
| - Asia | 4% |
| - Africa | 1% |
| - Australia/Oceania | 1% |
| Number of countries | 129 |

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| Net space total (sqm) | 56.310 |
| Net space Germany | 11.460 |
| Net space other countries | 44.850 |

Visitor data from registry:

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| TOP 10 visitor countries | |
| <i>(Basis: all foreign visitors)</i> | |
| Netherlands | 15% |
| Belgium | 6% |
| France | 5% |
| Italy | 5% |
| UK and Northern Ireland | 5% |
| Austria | 4% |
| Sweden | 3% |
| Denmark | 3% |
| Switzerland | 3% |
| Spain | 3% |



International Trade Fair
Wines and Spirits

Düsseldorf • Germany
16th - 18th of March 2025

www.prowein.com

736 accredited journalists from 129 countries

(U-GES-GE/March 2025)

Quality and structure of trade visitors

Based on the results of a total of 1.082 interviews including 1.040 interviews with trade visitors (96%) during ProWein 2025 conducted as CASI (Computer Assisted Self Interview)

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| Industrial sector* | |
| Specialist retail for wines, sparkling wines, spirits | 18% |
| Other retail | 14% |
| Import, Export | 9% |
| Wholesale trade in wine, sparkling wine and spirits | 6% |
| Other wholesalers/exporters | 3% |
| Restaurant, inn, cafe, bar | 15% |
| Hotel industry | 3% |
| Other gastronomy | 3% |
| Processing industry (Viticulture, production and accessories) | 12% |
| Other | 10% |

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| Area of responsibility* | |
| Business/company/plant management | 36% |
| Purchasing/procurement | 19% |
| Sales/distribution | 18% |
| Marketing, advertising, PR | 5% |
| Manufacture, production, quality control | 4% |
| Other | 11% |

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| Decision-making powers* | |
| Decisive | 43% |
| Contributory (jointly decisive) | 22% |
| Advisory function (consultative) | 17% |
| Not involved | 11% |

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| Occupational status* | |
| Top-Management | 59% |
| Middle-Management | 14% |
| Other | 20% |

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| Education/ certification | |
| WSET ® Level 1-5 | 26% |
| Sommelier | 14% |
| Other | 16% |
| no certification | 44% |

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| Interest in product ranges | |
| Several answers possible | |
| German wines | 50% |
| Italian wines | 44% |
| French wines | 40% |
| Spanish wines | 36% |
| Austrian wines | 21% |
| Portuguese wines | 20% |
| South African wines | 17% |
| New Zealand wines | 14% |
| Argentinean wines | 14% |
| Californian wines | 13% |
| Australian wines | 12% |
| Chilean wines | 12% |
| Greek wines | 11% |
| Swiss wines | 8% |
| Hungarian wines | 7% |
| Slovene wines | 6% |
| Canadian wines | 6% |
| Chinese wines | 6% |
| Bulgarian wines | 5% |
| Romanian wines | 5% |
| Uruguayan wines | 5% |
| Brazilian wines | 4% |
| Other european wines | 8% |
| Other non-european wines | 6% |

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| Interest in non-alcoholic wines | |
| Several answers possible | |
| Non-alcoholic wines | 41% |
| Non-alcoholic sparkling wines | 32% |
| Non-alcoholic destillates | 14% |
| Wines with reduced alcohol content | 20% |
| Proxy Drinks | 6% |

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| Further interest in product ranges | |
| Several answers possible | |
| Champagne | 27% |
| Sparkling wines | 26% |
| Organic wines | 13% |
| Craft Spirits | 11% |
| Accessories/Services/packaging | 8% |
| Craft Beer | 7% |
| Cider | 6% |
| Technology for retail and gastronomy | 5% |

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| Interest in spirits (Top 8) | |
| Several answers possible | |
| Spirits in total | 54% |
| Whiskey | 27% |
| Gin | 20% |
| Rum | 19% |
| Tequila | 17% |
| Vodka | 13% |
| Likcors | 13% |
| Non-alcoholic distillates | 11% |
| Ready to drink cocktail | 10% |

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| Reasons for visit | |
| Several answers possible | |
| Identifying new business partners/ new suppliers | 36% |
| See new developments trends | 28% |
| Contact with existing suppliers/ business partners | 25% |
| Industry meeting/ networking | 25% |
| Visit specific exhibitors | 20% |
| Competitive intelligence | 13% |
| Preparation/ implementation of purchase decisions | 12% |

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| New suppliers were found | |
| Yes | 45% |

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| Overall assessment | |
| Satisfied | 93% |

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| Recommendation | |
| Yes | 93% |



* Difference to 100% = Pupils, Students, not employed (7%)

