

# ProWein 2025

<b>Exhibitors total</b>	<b>4.168</b>
Exhibitors Germany	651
Exhibitors other countries	3.517
Number of countries	65

<b>Net space total (sqm)</b>	<b>56.310</b>
Net space Germany	11.460
Net space other countries	44.850



International Trade Fair  
Wines and Spirits

Düsseldorf • Germany  
16th - 18th of March 2025

[www.prowein.com](http://www.prowein.com)

Visitor data from registry:

<b>Visitors total</b>	<b>42.000</b>
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

Visitor data from registry:

<b>TOP 10 visitor countries</b>	
<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%

736 accredited journalists from 37 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)

<b>Industrial sector*</b>	
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%

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

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

<b>Occupational status*</b>	
Top-Management	59%
Middle-Management	14%
Other	20%

<b>Education/ certification</b>	
WSET @ Level 1-5	26%
Sommelier	14%
Other	16%
no certification	44%

<b>Interest in product ranges</b>	
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%

<b>Interest in non-alcoholic wines</b>	
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%

<b>Further interest in product ranges</b>	
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%

<b>Interest in spirits (Top 8)</b>	
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%

<b>Reasons for visit</b>	
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%

<b>New suppliers were found</b>	
Yes	45%

<b>Overall assessment</b>	
Satisfied	93%

<b>Recommendation</b>	
Yes	93%

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