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BrauBeviale drew 27,000 visitors, down more than 12% from its previous edition

Organizers cited strong European participation even though visitor and exhibitor totals remained below pre-pandemic levels

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About 27,000 trade visitors attended BrauBeviale in Nuremberg from November 10 to 12, down by roughly 3,800 from the previous edition in 2024, according to organizer Yontex.

In a closing statement released on Monday, November 16, Yontex said the attendance decline amounted to a little more than 12%. More than 800 exhibitors from 38 countries presented products and production solutions at the show. Even so, exhibitor participation also remained clearly below pre-pandemic levels. In 2019, 1,086 companies took part in the event.

Yontex still described the fair as a success and said the mood in the exhibition halls showed the continued importance of BrauBeviale as a meeting point for Europe’s beverage industry. The company pointed in particular to the international makeup of the event. Nearly half of the exhibitors came from outside Germany, and 93% of trade visitors traveled from European countries. Yontex also said participation from Eastern Europe improved compared with recent editions.

The event focused on technical solutions and new business areas for beverage producers. Discussions included how manufacturers can use existing production lines for additional drink categories, a topic that reflects broader efforts by breweries and other beverage companies to make current assets work across a wider product range. Other themes included cutting energy and resource use and making production processes more economical.

Changes in drinking habits were also a major subject in the conference program. During the event, Getränke News editor Dirk Omlor presented findings from a new industry study, 25 Years of the Beverage Industry: Insights for the Decisions of Tomorrow. He said annual beer sales in Germany are expected to fall from just under 78 million hectoliters in 2025 to about 60 million hectoliters within the next 10 years.

That would represent a drop of nearly 25%. Omlor cited demographic change and shifting consumption habits, especially among younger consumers, as the main reasons for the projected decline. The study reviews the period from 2000 to 2025 and outlines possible developments for the years ahead.

The forecast adds a more difficult backdrop for brewers, equipment makers and packaging suppliers already facing a smaller trade show audience than in past years. If beer volumes continue to shrink at that pace, the outlook could affect decisions on investment, production capacity and product diversification across the beverage sector.

It also helps explain why companies at the fair spent time discussing efficiency gains and ways to adapt facilities for other beverage categories.

The contrast between a positive assessment from organizers and weaker attendance figures suggests that the industry still sees value in the Nuremberg event, even as parts of the market remain under pressure. The show continues to attract a broad European audience, but both exhibitor and visitor numbers indicate that the sector has not returned to the scale seen before COVID-19.

The next BrauBeviale is scheduled to take place again in Nuremberg from November 9 to 11, 2027.