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ProWein 2025 Highlights Innovation and Global Networking Amid Industry Challenges

The event attracted 42,000 professionals, showcasing future opportunities and trends with 4,200 exhibitors from 65 countries.

Thursday, March 20, 2025



ProWein 2025, held from March 16 to 18, marked a significant event for the wine and spirits industry, emphasizing innovation and future readiness amid global challenges like declining sales and trade barriers. The fair successfully showcased future opportunities, set trends, and facilitated numerous business deals. With around 4,200 exhibitors from 65 countries, the event spanned eleven exhibition halls, featuring major market leaders from all key wine regions. Despite market difficulties, the event maintained high quality, reinforcing its status as a crucial trade fair for producers planning their business year. Marius Berlemann, COO of Messe Düsseldorf, highlighted ProWein's long-standing international profile and expertise, which solidifies its position in the competitive global trade fair market.

Approximately 42,000 professionals from 128 countries attended the event in Düsseldorf to explore industry developments, meet exhibitors, and establish business relationships. Nearly half of the top buyers came from Germany, a vital import market, while others traveled from central European markets like Benelux, Great Britain, and Scandinavia. Decision-makers from the USA, Japan, South Korea, and China also attended. Attendees showed strong interest in German wines and the international selection, with 94% rating their visit as successful. Matt Tornabene, President & CEO of Manhattan Wine Company, praised ProWein for connecting the global wine world and fostering international commerce.

Monika Reule, Managing Director of the German Wine Institute, noted that German exhibitors were pleased with the event, benefiting from global demand for fresh white and rosé wines. The quality of trade visitors was highly praised, reinforcing ProWein's reputation as a leading international trade fair. Pascale Thieffry from Business France emphasized the event's importance for French exhibitors to expand business and strengthen global relationships.

The ProSpirits and "same but different" halls were highlights, featuring around 500 exhibitors from 53 countries. They showcased a diverse range of spirits, from established brands to unique creations by smaller producers, generating new momentum and valuable insights for the industry. The event also included Meininger’s Wine Conference, which kicked off the world economic forum for the wine and spirits industry. The ProWein Business Forum addressed key topics like sustainability, digitalization, and future wine consumption, offering insights into industry challenges and opportunities.

ProWein continues to drive innovation in the no/low alcohol segment, with the ProWein Zero show featuring 40 international exhibitors and a large tasting zone organized by MUNDUS VINI. This segment is rapidly growing, and the event highlighted its variety. Additionally, ProWein focused on Food & Wine Pairing, with the gastro-lounge "urban gastronomy by #asktoni" featuring top restaurateurs and chefs creating extraordinary menu compositions.

Beyond Düsseldorf, ProWein extends its influence with satellite events in Tokyo, Hong Kong, Sao Paulo, Mumbai, Shanghai, and Singapore, reaching important future markets. These overseas trade fairs provide exclusive industry insights and opportunities for global networking. More information about these events can be found on the ProWein website.