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Bulk Wine Powers One-Third of Global Trade as Amsterdam Prepares for 2025 WBWE

Over 240 producers from 25 countries to gather, highlighting sustainability, innovation, and shifting market trends in the wine industry.

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The World Bulk Wine Exhibition (WBWE) will return to Amsterdam on November 24 and 25, 2025, bringing together producers, buyers, and industry professionals from around the world. The event, now in its 17th year, is organized by Vinexposium and will take place at the RAI Amsterdam convention center. It is recognized as the leading global meeting point for the bulk wine and spirits sector.

Bulk wine has become a significant part of the international wine trade, accounting for about one-third of global wine volume. The sector's growth is driven by its cost-effectiveness and adaptability to changing market demands. New packaging formats, the popularity of low- and no-alcohol products, and the rise of ready-to-drink options have all contributed to bulk wine's expanding role.

Rodolphe Lameyse, CEO of Vinexposium, said that the bulk wine market is now a strategic lever for the industry. He emphasized that WBWE provides a platform where buyers and producers can find practical solutions and work together to shape the future of the sector. Over the past 15 years, WBWE has played a key role in supporting the development and organization of the bulk wine and spirits market.

Recent trade data highlights the importance of bulk wine in major markets. According to Rafael Del Rey AWM, the United Kingdom imports about 4.5 million hectoliters of wine each year, valued at €617 million. Australia leads these imports by volume with 33%, followed by Chile at 14.7%, South Africa and the United States at 12.5% each, and New Zealand at 11.3%. In terms of value, New Zealand holds second place in the UK market with a 20.5% share. In the first half of 2025, New Zealand exported 28.3 million liters of bulk wine, ranking third behind Chile's 30.1 million liters and Australia's 67.6 million liters. During this period, Australia, South Africa, and Spain also saw strong revenues from their bulk wine exports.

WBWE 2025 will feature more than 240 producers from 25 countries and attract buyers from over 60 nations. This group represents between 70% and 80% of global bulk trade activity. Major producing countries such as Spain, France, Italy, Chile, New Zealand, Australia, South Africa, and the United States will be present. For the first time, Mauritius, Lebanon, and Panama will participate in the exhibition.

The event will showcase a wide range of products including appellation-controlled wines (AC), organic wines, fortified wines, spirits, and an increasing selection of low- and no-alcohol beverages. There will also be a focus on packaging innovations designed to reduce carbon emissions and lower logistics costs—an important step as sustainability becomes central to industry practices.

Among the highlights at WBWE 2025 is the Silent Tasting Room, where visitors can sample wines and spirits from exhibitors in a free-pour format. The WBWE Academy will offer conferences and masterclasses on topics such as logistics challenges, new methods for dealcoholization, reducing packaging’s carbon footprint, and using oak in winemaking.

Ahead of the main event, the International Bulk Wine Competition (IBWC) will recognize outstanding bulk wines and spirits through blind tastings conducted by professionals and journalists. For the first time this year, Grand Gold and Gold medal winners will present their cuvées during an exclusive Grand Gold Pitch session. All award-winning products will be available for tasting by attendees.

Grace Ghazalé, Director of Vinexposium Overseas Events, said these initiatives are designed to increase visibility for top producers while enhancing the experience for visitors by combining business opportunities with innovation and discovery.

In its previous edition in 2024, WBWE hosted 245 exhibitors from 25 countries and welcomed nearly two thousand visitors from seventy countries. Ten conferences and masterclasses were held during that event.

With its international reach and focus on sustainability and innovation, WBWE continues to serve as a key event for those involved in bulk wine and spirits worldwide. The exhibition will take place at RAI Amsterdam on November 24-25, 2025.