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ProWein Unveils 2026 Business Report as Strategic Guide for Wine Industry Transformation

New edition shifts focus from market analysis to actionable insights, offering early access to key industry players and survey participants

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ProWein has launched the first release cycle of the ProWein Business Report 2026, marking a new phase for one of the wine industry's most recognized international reports. Produced in partnership with Geisenheim University for nine years, the report

is widely regarded as a key indicator of global wine market trends and sentiment. This year, ProWein has shifted the report’s focus from traditional market analysis to a more strategic tool designed to guide decision-making in an industry facing rapid transformation.

The latest survey, conducted in late autumn 2025, gathered input from over 1,000 experts across more than 30 countries. Participants included wine producers, exporters, importers, specialist merchants, and professionals from hospitality and food service sectors. The report centers on strategies for corporate success amid increasingly challenging market conditions.

Frank Schindler, Director of ProWein Düsseldorf, explained that the 2026 edition aims to provide more than just economic analysis. “With this year’s edition we are deliberately taking it to the next level: moving away from the pure analysis towards a strategic guidance tool for an industry undergoing transformation,” Schindler said.

Starting February 6, 2026, early access to the full report will be granted exclusively to those who participated in the survey and all exhibitors at ProWein 2026. This approach ensures that key market players—those shaping current and future trends—receive timely insights.

The ProWein Business Report 2026 is intended as a working document rather than a static collection of statistics. It will serve as a foundation for new formats and in-depth content that address central questions about the future of the wine industry. Planned initiatives include themed whitepapers that analyze critical topics such as export strategies during periods of tariffs and geopolitical uncertainty, as well as case studies highlighting successful business models among importers, distributors, retailers, and food service operators.

Additionally, the report will feature opinion papers where leading figures in the international wine sector share their perspectives on selected issues and offer ideas for strategic development. A new series called Visionary Talks will replace previous Business Talks, connecting data-driven analysis with forward-looking discussions aligned with ProWein’s guiding theme: Shape. Elevate.

Alongside the release of the wine-focused report, ProWein is also preparing to launch its next survey round for spirits. Following its debut last year, the ProSpirits Business Report will continue to evolve and is expected to play an increasingly important role in tracking developments within the global spirits market.

ProWein’s efforts reflect its broader ambition to be more than just an annual trade fair. By providing ongoing resources and platforms for dialogue throughout the year, ProWein aims to support innovation and informed decision-making across the international beverage industry.