ProWein Düsseldorf Launches ProWein Agora to Spotlight Future Trends in Wine and Spirits Industry

New format will deliver data-driven insights on emerging markets, consumer shifts, technology, and product innovation at 2026 event

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ProWein Düsseldorf will introduce a new format called ProWein Agora at its 32nd edition, scheduled from March 15 to 17, 2026. The event aims to provide strategic insights for professionals in retail, food service, industry, and distribution. ProWein Agora is designed as a curated stage focused on the future of the wine and spirits

sector, offering around 14 hours of programmed content. The sessions will address how wines and spirits will be bought, sold, and presented in the coming years, with an emphasis on identifying growth markets, target groups, technologies, and business concepts.

The format responds to the increasing complexity and fragmentation of the global wine market. Organizers say that decision-makers face more challenging choices than ever before. ProWein Agora seeks to simplify these decisions by clustering relevant topics into concise keynotes and discussions. The program promises data-driven analysis and actionable strategies rather than relying on trends or intuition.

Trade visitors can attend condensed 20-minute sessions throughout all three days of the fair. These talks will cover practical approaches to placing and selling wine and spirits across various channels, including retail shelves, hospitality venues, and online platforms. The agenda includes perspectives on opportunities in Europe, North America, South America, and Asia.

ProWein Agora is structured around four main themes: New Markets, New Consumers, New Technology, and New Products. The New Markets sessions will analyze which regions are expected to grow in the next few years and where investments may yield returns. Speakers such as Laurence Whyatt from Barclays Bank and Ian Anderson Ford from Nimbility will discuss both emerging and established markets. Spiros Malandrakis from Euromonitor International and Irem Eren will focus on product categories like ready-to-drink beverages (RTDs) and NoLo (no- or low-alcohol) wines that are performing well despite challenging conditions.

The New Consumers stream will examine shifts in consumer behavior, particularly among younger generations like GenZ. It will also address the impact of health debates on purchasing decisions and the growing importance of experiences such as wine tourism. Alisa Selezneva from Innova Market Insights will present on successful innovations, while Kaleigh Theriault from NielsenIQ will discuss GenX consumers, who currently generate the highest revenue for the industry.

New Technology sessions will explore how data analytics, digital platforms, artificial intelligence (AI), and social commerce are changing wine merchandising. Morten Hueing from Vivino will discuss AI-driven marketing recommendations; Giorgio Benaglia from Amazon will highlight new e-commerce opportunities; Charlotte Read from NZ Winegrowers will share how social media helped Sauvignon Blanc gain traction in China.

The New Products theme will evaluate which new product concepts have real potential beyond short-lived trends. Keynotes by Theis Søndergaard of Dry Boots and Malwine Steinbock of Food Republik are expected to address how fine wine can reposition itself and why lifestyle-oriented products are attracting attention.

Each day at noon, a #Futurist session will offer a 30-minute outlook on long-term developments affecting the industry. Speakers include Kevin Gaskell (The Business Fixer), Alex Becket (Mintel), and Theresa Schleicher (Retail Trend Researcher), who will discuss strategic thinking at the point of sale.

The day’s agenda concludes with #WineVisions in a relaxed setting. Notable participants include André Hueston Mack, sommelier and winemaker, who will address how industry language is perceived by today’s consumers.

Frank Schindler, Director of ProWein, stated that ProWein Agora positions the event as a leader in addressing market changes and industry challenges. The program was developed with Dr. Anja Zimmer and Alexandra Wrann of A2 Wine & Things. All sessions are open to trade visitors without registration on a first-come, first-served basis. The full program is available online at www.prowein.de/Programm. Organizers plan to make content accessible online after the event concludes.