

ProWein 2022

Exhibitors total	5,726
Exhibitors Germany	701
Exhibitors other countries	5,025
Number of countries	62

Net space total (sqm)	68,168
Net space Germany	12,516
Net space other countries	55,652



Visitor data from registry:

Visitors total	38,002
From Europe	85%
- Germany	38%
- Other Europe	47%
From Non-European countries	15%
- Asia	5%
- America	8%
- Africa	0,7%
- Australia/Oceania	1,2%
Number of countries	145

Visitor data from registry:

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Netherlands	7%
Belgium	4%
France	4%
Italy	4%
UK and Northern Ireland	3%
USA	3%
Denmark	2%
Spain	2%
Sweden	2%
Canada	2%

International Trade Fair
Wines and Spirits

Düsseldorf • Germany
15th to 17th May 2022

www.prowein.com

919 accredited journalists from 44 countries

(VG-GE-NM/June 2022)

Quality and structure of trade visitors

Based on the results of 932 interviews with trade visitors (98%) during ProWein 2022 conducted by means of the Computer-Interview-System

Area of responsibility*	
Business/company/plant management	37%
Sales, distribution	21%
Purchasing/procurement	19%
Marketing, advertising, PR	5%
Manufacture, production, quality control, other	11%

Occupational status	
Top-Management	64%
Middle-Management	13%
Low-Management	23%

Further interest in product ranges	
Several answers possible	
Champagne	26%
Spirits	25%
Sparkling wines	23%
Organic wines	19%
Accessories	8%
Services	7%
Mineral water	5%

Decision-making powers*	
Decisively	44%
Contributory	23%
In an advisory capacity	17%
* Difference to 100% not specified (16%)	

Interest in product ranges	
<i>(Several answers possible)</i>	
Italian wines	49%
German wines	47%
French wines	47%
Spanish wines	43%
Austrian wines	23%
Portuguese wines	21%
South African wines	16%
Argentinean wines	16%
Chilean wines	15%
Californian wines	13%
Australian wines	12%
Greek wines	12%
New Zealand wines	11%
Hungarian wines	10%
Swiss wines	7%
Slovene wines	6%
Uruguayan wines	5%
Canadian wines	5%
Romanian wines	5%
Chinese wines	4%
Brazilian wines	4%
Bulgarian wines	4%
Other European wines	10%
Other non-European wines	7%

Reasons for visit	
Several answers possible	
see new developments/trends	31%
networking	28%
contact with existing suppliers and business partners	28%
identifying new suppliers	28%
identifying business partners	26%
taste certain products on offer at the exhibition	22%
preparation/implementation of purchase decisions	14%

Industrial sector**	
Specialist retail for wines, sparkling wines, spirits	26%
Other retail	12%
Import, Export	12%
Wholesale trade in wine, sparkling wine and spirits	7%
Other wholesalers/exporters	2%
Restaurant, inn, cafe, bar	9%
Hotels	3%
Other gastronomy	1%
Services	6%
Processing industry (Viticulture, production and accessories)	11%

Overall assessment	
Satisfied	96%

Recommendation	
Yes	96%

**Difference to 100% = not specified, other (11%)

