

ProWein Düsseldorf 2026 – Press Release, 19 March 2026

ProWein 2026 confirms strategic reorientation: The sector moves closer together and looks to the future

ProWein Düsseldorf 2026 is driving forward its strategic development as an international trade fair for wine and spirits in a targeted manner. With a clear business focus, efficient hall concept and strengthened future formats it continues honing its new focus.

3,400 exhibitors from 63 nations presented themselves in Düsseldorf from 15 to 17 March 2026. 31,000 trade visitors from 105 countries used the trade fair as a platform for concrete commercial and distribution decisions. A special focus here was on buyers from top import markets such as Germany – being the world’s most important market – as well as Belgium, the Netherlands, Scandinavia and the USA. This approach was supported by a revised and well-received Hosted Buyer programme.

In a consolidating market environment ProWein deliberately banks on sharpening its profile and relevance for merchants. The aim is to make decision-making processes more focused and develop business even more efficiently. Proving a key tool for this was the ProWein App with integrated match-making tool *Fair Match*. Prior to and during the trade fair 72,488 high-quality business contacts were initiated between exhibitors and trade visitors.

On the last day of the trade fair, Messe Düsseldorf responded to a local public transport strike by organising a shuttle service comprising 30 coaches that reliably transported visitors and exhibitors to the fairgrounds as well as to the airport and central train station right afterwards.

“We cannot be complacent about ProWein’s development over recent years – our aspiration is to consistently develop the trade fair further.



Düsseldorf

March 15–17, 2026

International Trade Fair
for Wines & Spirits

prowein.com



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This is why we are clearly honing ProWein's relevance for the trade and decision-makers. With Frank Schindler we have had a director on board since October 2025 who knows the industry and drives this development with a clear focus," says Marius Berlemann, Chief Operating Officer at Messe Düsseldorf.

A joint start – with optimism and respect for the task

ProWein's new formats have injected significant further growth into the trade fair. *ProWein Agora* became established as a central stage for market analyses, business insights and strategic discourse. Introducing *Sparkling Visions*, the international sparkling wine segment was given a fresh staging and was well attended. Beyond this, *ProWein Zero* with its Tasting Zone provided a structured overview of the dynamically growing No/Low category. The *ProSpirits* area was significantly expanded: to the tune of 500 exhibitors from 50 countries showcased the variety of international spirits in two halls. With this presentation ProWein underscores the importance of this segment. And the event format *ProWein City Vibes* finally also made the trade fair an experience for end users in Düsseldorf, too. 64 curated events connected the exhibitors with food service providers and numerous food and drink enthusiasts all over Düsseldorf.

"The new hall concept with clear segments and shorter distances was accepted well by both exhibitors and visitors alike. At the same time, their feedback delivered important input prompting further improvements especially regarding the link with the New World and Spain in Hall 6. The feedback overall confirmed we are on the right track," sums up Frank Schindler, Director of ProWein.

Planning of the next steps in this multi-year development process is underway and results will be presented as part of a press talk in late May.



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The next ProWein Düsseldorf will be held from 7 to 9 March 2027. On an international scale the two satellites ProWine Tokyo and ProWein Singapore are to follow in April.

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