ProWein Düsseldorf 2027 – Press Release, 23. April 2026

ProSpirits Report 2026: new market insights for strategic decisions

The latest 2026 edition of the ProSpirits Report is available as of now. In the second issue ProWein again provides thoroughly researched market insights and strategically relevant analyses – exclusively for all exhibitors and trade visitors.

Compiled under the scientific guidance of Geisenheim University, the ProSpirits Report bundles perspectives along the entire value chain – from production to trade to food service. It reveals where the market is under pressure, where opportunities arise and which factors will decide upon the relevance of companies in future. The aim is to condense complex developments in such a way that they serve as a basis for decision-making for business models, portfolios and positioning on the market, for example.

Spirits sector in motion

The current ProSpirits Report 2026 shows clearly: the spirits market is undergoing more fundamental change than expected. In addition to short term pressure the situation is particularly dominated by structural shifts – in consumer behaviour, in consumption occasions and in demand. The focus is on central trends such as the tension between premiumisation and downtrading, the growing influence of no and low-alcohol products as well as the increasing relevance of ready-to-drink ranges and aperitif concepts. At the same time, conscious, context-dependent consumption is noticeably gaining in importance. In addition, the report clearly flags up where new growth potential emerges in this altered market environment.

ProWein DÜSSELDORF
March 7–9, 2027
International Trade Fair for Wine & Spirits
prowein.com

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ProWein becomes an all-year-round sectoral platform

The complete ProSpirits Report 2026 is available online at www.prowein.com. Furthermore, a compact whitepaper in German and English summarises the key learnings in an easily navigable form providing a quick introduction to the pivotal topics of the report.

With this offering ProWein consistently develops further – from a trade fair format at a defined point in time to an ongoing market monitoring tool and year-round knowledge and content platform. It aims to provide the sector reliable orientation and make available well-researched content that can be directly translated into strategic decisions.

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