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ProWein Publishes Sparkling Report

New market analysis highlights growth opportunities, trends and future markets in the global sparkling wine sector

ProWein is now making its first-ever *Sparkling Report* available to the international wine and spirits industry. The comprehensive market analysis provides an in-depth overview of the most important developments in the global sparkling wine market and can be downloaded free of charge from the ProWein website.

Sparkling Wine Defies Market Challenges and Continues to Grow

The global sparkling wine market remains one of the most dynamic segments of the wine industry. Despite changing consumer habits, economic uncertainty and a decline in overall wine consumption, sparkling wine continues to demonstrate greater resilience than many other wine categories. The global market is expected to reach a value of approximately USD 54.7 billion in 2025. At the same time, new consumption occasions are emerging, new consumer groups are embracing sparkling wine, and innovative product categories are gaining increasing relevance.

Premiumisation and Emerging Regions Shape the Market

The *Sparkling Report* analyses developments across the world's leading sparkling wine-producing regions and identifies where growth is currently taking place and where future market potential is strongest. The report covers established categories such as Prosecco, Champagne, Crémant, Cava, German and Austrian Sekt, Franciacorta and Lambrusco, as well as emerging sparkling wine regions and producing countries including the United Kingdom, Hungary, California and Tasmania.

Among the report's key findings is the continued momentum of the premium segment. While some traditional categories are facing

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Messe Düsseldorf

Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland

+49 211 4560 01
info@messe-duesseldorf.de
www.messe-duesseldorf.de

Geschäftsführung
Wolfram N. Diener (Vorsitzender)
Marius Berlemann
Bernhard J. Stempfle

Vorsitzender des Aufsichtsrats
Dr. Stephan Keller

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Düsseldorf HRB 63
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challenges due to economic conditions and shifting consumer demand, other sparkling wine categories continue to expand. Crémant, in particular, is experiencing strong growth with record sales volumes, Prosecco is further strengthening its international market leadership, and emerging regions are increasingly establishing their identities. At the same time, global demand for high-quality, terroir-driven sparkling wines and alcohol-free alternatives continues to rise.

Alcohol-Free Becomes the Strongest Growth Driver

Another key focus of the report is the market for alcohol-free sparkling wines, currently one of the fastest-growing categories within the wine industry. In Germany alone, more than 22 million bottles of alcohol-free sparkling wine were sold most recently. International market researchers expect double-digit growth rates to continue over the coming years.

"The global sparkling wine market is undergoing an exciting transformation. Alongside established producing regions, we are seeing the emergence of new markets, new styles and new consumption occasions. With the Sparkling Report, we aim to provide the industry with valuable guidance and a concise yet comprehensive overview of current developments," says Frank Schindler, Director of ProWein Düsseldorf.

ProWein Expands Its Year-Round Knowledge Offering

With the launch of the *Sparkling Report*, ProWein is further expanding its year-round information and knowledge platform for the international wine industry. Building on the momentum generated by *Sparkling Visions*, the format presented for the first time at ProWein 2026, the publication analyses the key developments and growth trends shaping the global sparkling wine market.

The report was conceived and produced by A2 Wine & Things under the direction of Alexandra Wrann, wine journalist and DipWSET graduate.

The full *Sparkling Report* is now available for free download via the ProWein website.

Download: **https://www.prowein.com/SR26_1_EN**

Press Contact
Christiane Schorn
SchornC@messe-duesseldorf.de
Tel. : +49 211 45 60 - 991