

ProWein 2019

Exhibitors total	6,900
Exhibitors Germany	977
Exhibitors other countries	5,923
Number of countries	64

Net space total (sqm)	74,105
Net space Germany	19,560
Net space other countries	54,545



Visitor data from registry:

Visitors total	61,500
From Europe	89%
- Germany	46%
- Other Europe	43%
From Non-European countries	11%
- Asia	4%
- America	6%
- Africa	0.5%
- Australia/Oceania	0.5%
Number of countries	143

Visitor data from registry:

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Netherland	11%
France	8%
Belgium	7%
Italy	6%
Great Britain & Northern Ireland	5%
USA	5%
Austria	4%
Spain	4%
Russian Fed.	4%
Denmark	4%

International Trade Fair
Wines and Spirits

Düsseldorf • Germany
17th to 19th March 2019

www.prowein.com

1,140 accredited journalists from 54 countries

(G1-MF/March 2019)

Quality and structure of trade visitors

Data from the registry

Interest in product ranges

(Several answers possible)

German wines	60%
Italian wines	57%
French wines	54%
Spanish wines	47%
Austrian wines	33%
Portuguese wines	27%
South African wines	23%
Californian wines	19%
New Zealand wines	18%
Australian wines	18%
Chilean wines	18%
Argentinean wines	17%
Greek wines	8%
Swiss wines	8%
Hungarian wines	7%
Slovene wines	6%
Canadian wines	5%
Romanian wines	5%
Bulgarian wines	5%
Chinese wines	5%
Uruguayan wines	4%
Brazilian wines	4%
Other european wines	9%
Other non-european wines	6%

Further interest in product ranges

Several answers possible

Champagne	35%
Sparkling wines	34%
Spirits	31%
Organic-wines	25%
Craft beer, craft spirits, cider	14%
Accessories	11%
Services	6%
Mineral water	6%

Reasons for visit

Several answers possible

Contact with existing suppliers and business partners	69%
new developments/trends	65%
identifying new suppliers and business partners	52%
initiating purchase decisions	20%
Purchase/Order	18%

Decision-making powers

Decisively	54%
Contributory	25%
In an advisory capacity	15%

Industrial sector

Specialist retail for wines, sparkling wines, spirits	20%
Other retail	7%
Import, Export	21%
Wholesale trade in wine, sparkling wine and spirits	14%
Other wholesalers/exporters	6%
Restaurant, inn, cafe, bar	10%
Hotels	3%
Other gastronomy	5%
Processing industry (Viticulture, production and accessories)	15%

Area of responsibility*

Buyer	44%
Sales, Marketing	36%
Manufacture	5%
Other	15%



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