

ProWein 2023

Exhibitors total	5,764
Exhibitors Germany	697
Exhibitors other countries	5,067
Number of countries	61

Net space total (sqm)	72,986
Net space Germany	13,357
Net space other countries	59,629



International Trade Fair
Wines and Spirits

Düsseldorf • Germany
19th - 21st of March 2023

www.prowein.com

Visitor data from registry:

Visitors total	49,304
From Europe	87%
- Germany	43%
- Other Europe	44%
From Non-European countries	13%
- Asia	5%
- America	6%
- Africa	1%
- Australia/Oceania	1%
Number of countries	141

Visitor data from registry:

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Netherlands	11%
Belgium	6%
France	6%
Italy	6%
UK and Northern Ireland	5%
USA	4%
Denmark	4%
Swiss	4%
Austria	3%
Spain	3%

937 accredited journalists from 41 countries

(G1--VE-MF/April 2023)

Quality and structure of trade visitors

Based on the results of a total of 1.079 interviews including 1.039 interviews with trade visitors (98%) during ProWein 2023 conducted as CASI (Computer Assisted Self Interview)

Area of responsibility*	
Business/company/plant management	37%
Sales, distribution	19%
Purchasing/procurement	18%
Marketing, advertising, PR	7%
Manufacture, production, quality control, other	13%

Occupational status	
Top-Management	64%
Middle-Management	12%
Other	24%

Further interest in product ranges	
<i>Several answers possible</i>	
Non-alcoholic wines	37%
Spirits	29%
Champagne	27%
Sparkling wines	24%
Organic wines	18%
Accessories	11%
Services	6%

Decision-making powers*	
Decisive	45%
Contributory (jointly decisive)	22%
Advisory function (consultative)	18%
Not involved	9%

Interest in product ranges	
<i>(Several answers possible)</i>	
German wines	47%
Italian wines	46%
French wines	42%
Spanish wines	38%
Austrian wines	21%
Portuguese wines	20%
Argentinean wines	18%
South African wines	17%
Californian wines	16%
Chilean wines	16%
New Zealand wines	15%
Australian wines	15%
Greek wines	10%
Hungarian wines	6%
Uruguayan wines	5%
Swiss wines	5%
Canadian wines	5%
Slovene wines	5%
Romanian wines	4%
Chinese wines	4%
Bulgarian wines	4%
Brazilian wines	4%
Other European wines	8%
Other non-European wines	6%

Reasons for visit	
<i>Several answers possible</i>	
See new developments/trends	32%
Visit specific exhibitors	30%
Contact with existing suppliers and business partners	28%
Identifying new suppliers	26%
taste certain products on offer at the exhibition	26%
Identifying new business partners	25%
Networking	25%
preparation/implementation of purchase decisions	13%

Industrial sector*	
Specialist retail for wines, sparkling wines, spirits	21%
Other retail	11%
Import, Export	12%
Wholesale trade in wine, sparkling wine and spirits	9%
Other wholesalers/exporters	2%
Restaurant, inn, cafe, bar	
Hotels	13%
Other gastronomy	4%
Services	3%
Processing industry (Viticulture, production and accessories)	12%
Other	7%

New suppliers were found	
Yes	49%

Overall assessment	
Satisfied	96%

Recommendation	
Yes	97%

* Difference to 100% = Pupils, Students, not employed (6%)



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