

ProWein 2018

Exhibitors total	6,871
Exhibitors Germany	987
Exhibitors other countries	5,884
Number of countries	64

Net space total (sqm)	72,738
Net space Germany	19,166
Net space other countries	53,572



Visitor data from registry:

Visitors total	60,560
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	133%

Visitor data from registry:

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

International Trade Fair
Wines and Spirits

Düsseldorf • Germany
18th to 20th March 2018

www.prowein.com

Preliminary data; Subject to change

(G1-MF/March 2018)

1,263 accredited journalists from 49 countries

Quality and structure of trade visitors

Based on the results of 1.008 interviews with trade visitors (95%) during ProWein 2018 conducted by means of the Computer-Interview-System

Area of responsibility*	
Business/company/plant management	41%
Sales, distribution	16%
Purchasing/procurement	14%
Marketing, advertising, PR	6%
Manufacture, production, quality control	5%
Other	10%

Occupational status	
Top-Management	63%
Middle-Management	13%
Low-Management	24%

Further interest in product ranges	
<i>Several answers possible</i>	
Spirits	24%
Champagne	23%
Sparkling wines	20%
Organic-wines	18%
Accessories	9%
Services	5%
Mineral water	4%

Decision-making powers	
Decisively	43%
Contributory	23%
In an advisory capacity	16%
No influence	18%

Interest in product ranges	
<i>(Several answers possible)</i>	
German wines	51%
French wines	42%
Italian wines	40%
Spanish wines	32%
Austrian wines	22%
Portuguese wines	18%
South African wines	17%
Australian wines	16%
Californian wines	16%
New Zealand wines	16%
Chilean wines	13%
Argentinean wines	13%
Hungarian wines	7%
Greek wines	6%
Swiss wines	6%
Canadian wines	6%
Slovene wines	5%
Chinese wines	4%
Romanian wines	4%
Uruguayan wines	4%
Brazilian wines	4%
Bulgarian wines	3%
Other european wines	9%
Other non-european wines	5%

Reasons for visit	
<i>Several answers possible</i>	
new developments/trends	26%
Contact with existing suppliers and business partners	27%
identifying new suppliers and business partners	34%
initiating purchase decisions	12%
Purchase/Order	12%

Industrial sector*	
Specialist retail for wines, sparkling wines, spirits	19%
Other retail	10%
Import, Export	11%
Wholesale trade in wine, sparkling wine and spirits	9%
Other wholesalers/exporters	4%
Restaurant, inn, cafe, bar	10%
Hotels	5%
Other gastronomy	2%
Services	8%
Processing industry (Viticulture, production and accessories)	11%
Other	3%

New suppliers were found	
Yes	53%

Overall assessment	
Satisfied	99%

Recommendation	
Yes	98%

*Difference to 100% = Pupil, student, not gainfully employed (8%)



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