

November 12–14
2025

Shanghai
China



Shanghai

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International Trade Fair
for Wines & Spirits

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2025 Post Show Report

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ProWine Shanghai 2025: Steady Progress Fuels Innovation, Gathering Momentum to Empower the Industry

630 Exhibitors Gathered, Showing Steady Growth Amid Structural Adjustments; White Wines in the Spotlight

As the leading professional trade fair for the wine and spirits industry in mainland China, ProWine Shanghai 2025 concluded successfully on November 14 at the Shanghai New International Expo Centre. The fair once again demonstrated its role as a highly efficient platform for trade, professional exchange, and industry insight, supported by a strong programme of masterclasses and thematic forums.

The 2025 edition attracted approximately **630** exhibitors from **29** countries and regions, with international exhibitors accounting for over **75%**. A total of **21,590 professional visitors** attended the show, reflecting an increasingly diversified buyer structure. Notably, **51.2%** of registered visitors came from outside Shanghai, highlighting the fair's expanding nationwide reach. Beyond traditional importers and distributors, visitor composition continued to evolve. Participation from hotels, catering, and emerging bistro channels increased, alongside a visible rise in professionals from e-commerce and instant retail, reflecting ongoing channel diversification across the market.

Through **nearly 100 city roadshows held nationwide**, ProWine Shanghai further strengthened its regional market penetration. Buyer registrations from third- and fourth-tier cities continued to grow, reinforcing the fair's unique ability to connect multi-tier market demand and integrate industry resources.

“ProWine Shanghai stands out for its ability to create meaningful and efficient connections at a time of global industry transition, serving both producers seeking targeted visibility and buyers looking for relevant, high-quality portfolios.”

Frank Schindler
Director of ProWein Düsseldorf

““Fine Drinks + Fine Food” platform has proven increasingly relevant, with strong participation from premium catering, high-end retail, and food importers injecting new vitality into the industry ecosystem.”

Ian Roberts
Vice President of Informa Markets Asia Pacific

The fair welcomed **26** national and regional pavilions in 2025, with continued participation from major wine-producing countries and regions, underscoring ProWine Shanghai's professional standing and its role as a key link in global wine and spirits trade.

Against the backdrop of structural market adjustment, white wines emerged as a key

highlight. Varieties such as Riesling and Sauvignon Blanc gained increasing attention for their freshness and versatility, gradually reshaping China's traditionally red wine-dominated consumption structure.

Despite ongoing market recalibration, ProWine Shanghai 2025 demonstrated strong confidence and vitality. The German and New Zealand pavilions both achieved record participation in terms of exhibitor numbers and floor area, standing out as major highlights of the show.



Record Number of Chinese Wineries Showcasing Diverse Terroirs and Vibrant Industry Potential

ProWine Shanghai continues to serve as a key platform for telling the story of Chinese wine. In 2025, a record **93** domestic wineries participated, presenting a vivid picture of the industry's growing diversity and vitality.

For the first time, the Helan Mountain East Foothills Wine Region organized a joint pavilion, reflecting increasing coordination at the regional level. Wineries from Xinjiang, Yantai (Shandong), and the YGCW alliance also featured prominently, while Domaine de Dameiyong from Tibet made its debut, further expanding the terroir narrative of Chinese wine.

A milestone highlight was ProWine Shanghai's first Shangri-La Highland Terroir Masterclass, offering in-depth insight into the region's unique climatic and geographic characteristics. Additional high-profile masterclasses, including a 20-year retrospective tasting by Helan Qingxue Winery, provided a broader perspective on the evolution of Chinese winemaking.

The participation of five Master of Wine (MW) leading multiple masterclasses further reinforced the fair's professional depth and educational value.

“The Chinese wine market is entering a more mature, diverse, and knowledge-driven stage, with growing consumer interest in terroir, craftsmanship, and authenticity forming the foundation for sustainable industry development.”

Professor Li Demei

Themed Zones, Creative Experiences, and F&B Linkages: A Multi-Dimensional Strategic Upgrade Leading the Industry

Responding to evolving consumer demand, ProWine Shanghai 2025 introduced three dedicated themed zones: the Champagne & Sparkling Zone, ProWine Zero Bar and ProWine Bar. This marked a strategic shift from broad showcasing toward more targeted, category-focused empowerment, supporting niche segments with tailored solutions.

The debut of the ProWine Souvenir Center added a creative and engaging layer to the visitor experience, while the “ProWine in the City” programme extended the fair's influence beyond the exhibition halls, connecting with restaurants and bars and bringing wines closer to everyday consumption scenarios.



Looking Ahead

ProWine Shanghai will continue to leverage its international platform to support sustainable development and innovation across China's wine and spirits industry.



ProWine Shanghai 2026 will return to the Shanghai New International Expo Centre from **November 10–12, 2026**. ProWein Düsseldorf 2026 will take place in Düsseldorf, Germany, from **March 15–17, 2026**. For more information, please visit www.prowine-shanghai.com.

Exhibition Statistics 2025



Show Title	ProWine Shanghai 2025 International Trade Fair for Wines & Spirits
Date	12 - 14 November 2025
Exhibition Hours	12 November - 10:00 to 18:00 13 November - 10:00 to 18:00 14 November - 10:00 to 16:00
Venue	Shanghai New International Expo Centre (SNIEC) Hall W4 & W5 No. 2345 Longyang Road, Pudong, Shanghai, China
Organiser	Messe Düsseldorf (Shanghai) Co., Ltd. Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Events at ProWine Shanghai 2025	Forums & Master Classes <ul style="list-style-type: none">■ 24 Masterclasses■ 7 ProWine Classes■ ProWine Industry Forum Exhibitors Activities <ul style="list-style-type: none">■ German Wine Short Seminars■ Serbia Wine Short Seminars■ Wines of Slovenia Short Seminars■ Taste The Difference Short Seminars
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4 Special Zones	<ul style="list-style-type: none">■ Champagne & Sparkling Zone■ ProWine Zero Bar■ ProWine Bar■ ProWine Souvenir Center
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Countries



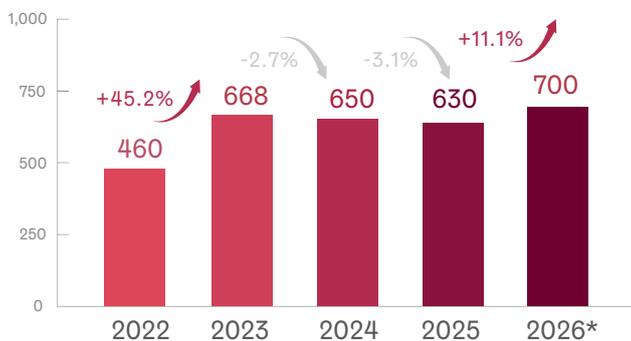
Regional and Organizational Pavilions

CATALONIA-PRODECA
DO Toro
IPEX CASTILLA-LA MANCHA
California Wine
Junta de Castilla y León

Helan Mountain's East Foothill Wine Region
European Garnacha/Grenache Quality Wines
European Quality Wines: Taste The Difference
Xinjiang Wine Region Exhibition Group
Yantai Municipal Convention & Exhibition Service Center

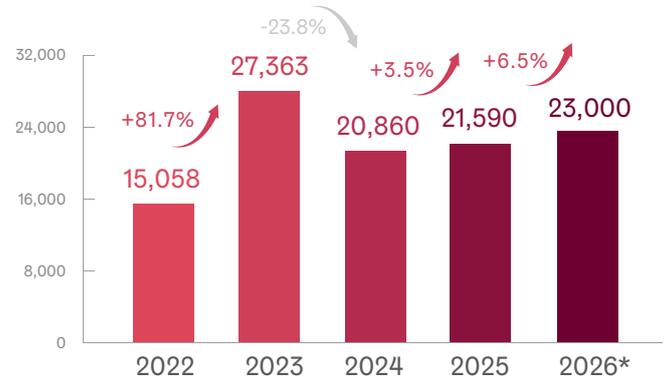
Young Generation Creative Wine
Chinese Fine Wine

Exhibitors (2022 - 2026)



* Expected growth

Trade Visitors (2022 - 2026)



More Information



www.prowine-shanghai.com



ProWine WeChat



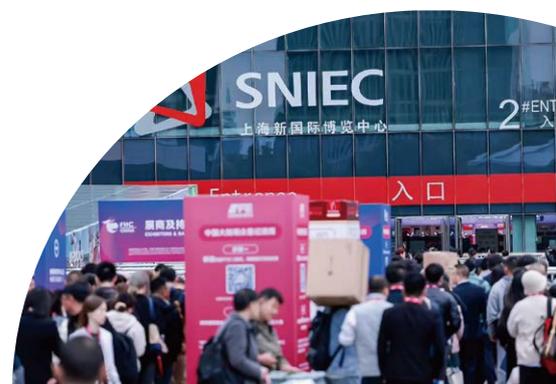
ProWine XiaohongShu
(Rednote)



ProWine Weibo



ProWine Douyin



Exhibition Statistics 2025

VISITOR BREAKDOWN BY AREA

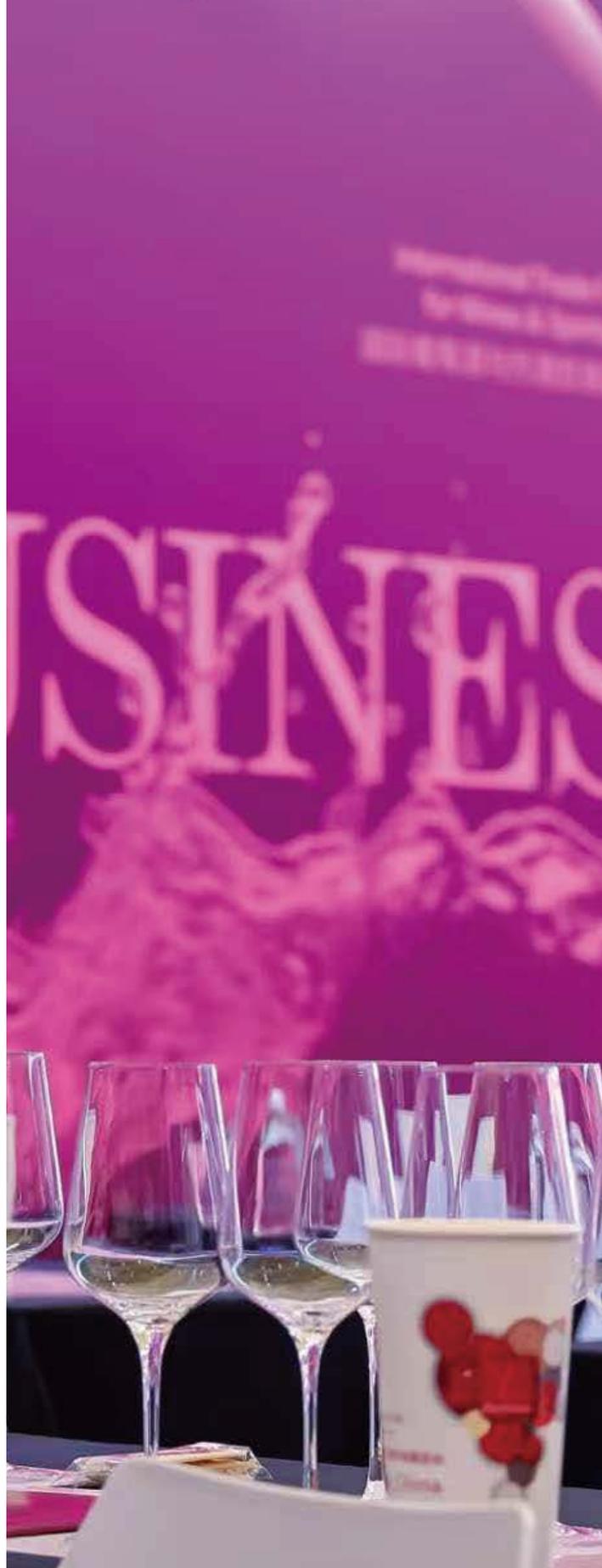
Area	No.of Visitors	Percentage (%)
Outside of Shanghai	11,054	51.2
Shanghai	10,536	48.8
Grand Total	21,590	100.00

VISITOR BREAKDOWN BY VISIT PURPOSE

Sector	Percentage (%)
To purchase / To place the order / To look for new supplier	22.71%
Understand market trends and industry developments	22.15%
Identify new products, new brands, and partnership opportunities	20.42%
Enhance professional knowledge (masterclasses, forums, etc.)	14.63%
To consolidate relationships with suppliers/partners	13.85%
To evaluate the feasibility of participation	4.27%
Others	1.97%
Total	100.00

VISITOR BREAKDOWN BY PRODUCTS/SERVICES INTEREST

Products / Services	Percentage (%)
Red Wine	19.99%
White Wine	18.09%
Sparkling Wine	12.54%
Rose Wine	8.70%
Natural Wine	7.52%
Spirits	7.03%
Organic Wine	7.01%
Non-alcoholic Beverages	6.54%
Low-alcohol Beverages	5.56%
Wine Accessories	5.13%
Others	1.89%
Total	100.00



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