

WORLD BULK WINE EXHIBITION 2025: AT THE HEART OF THE GLOBAL BULK MARKET

Amsterdam, 2 December 2025 — With 2,150 participants from 60 markets and 240 exhibitors representing 25 countries, the 17th edition of World Bulk Wine Exhibition confirmed its position as an influential hub for the global bulk wine and spirits trade. In the current international context of economic tensions and evolving consumption patterns, bulk remains resilient and is continuing its upward value trend.

Organised by Vinexposium, the 2025 edition stood out for its strengthened business dynamic, the premiumisation of bulk products and the arrival of new producing countries.

“After 17 editions, WBWE continues to evolve. It follows the market, supports its shifts and stands today as a key professional tool for the bulk wine and spirits sector,” says Rodolphe Lameyse, CEO of Vinexposium.

WBWE: A BENCHMARK FOR THE GLOBAL BULK MARKET

Over two days, WBWE showcased a sector undergoing rapid transformation. Bulk accounts for **more than a third of global wine trade volumes (34.2%)** and remains the **market’s most stable category** (–0.3% in value compared with –3.1% for bottled still wines).

This resilience puts bulk **at the heart of international strategies**, driven by the **rising value of premium wines and the growth of bulk spirits**, represented by **6% of exhibitors** this year. The arrival of new countries such as **Lebanon, Mauritius, and Panama** further illustrates the evolving geography of the sector.

During the opening conference, two guest experts observed that **international flows are shifting**: purchasing changes in the United Kingdom and Germany, renewed imports into China and the central role of Spain, which alone accounts for a third of global bulk exports.

INTERNATIONAL ENGAGEMENT AT THE HIGHEST LEVEL

This edition also welcomed **17 diplomatic representatives — ambassadors, consuls general, high commissioners and economic counsellors** — signalling the growing strategic importance of bulk trade in national export policies.

A STRENGTHENED BUSINESS DYNAMIC

Every year, **the key players covering 70% to 80% of the global wine volumes** gather in Amsterdam for WBWE. **In 2025, the number of pre-scheduled and on-site business meetings almost doubled compared with 2024**, supported by the business matching service deployed by Vinexposium.

“This is our third time exhibiting at World Bulk Wine Exhibition. We come back because each event delivers a clear and measurable return on investment. This year again, we met buyers from a wide range of markets — Ukraine, Georgia, China, Japan, Sweden and the United Kingdom — as well as buyers based here in the Netherlands,” explains **Carrie Meslar, Director of Marketing and International Growth of Endless West (USA)**.

Buyers also expressed a **clear intention to secure and diversify their sourcing strategies**.

AN OBSERVATORY FOR TODAY'S AND TOMORROW'S TRENDS

WBWE 2025 confirmed its role as a key observatory for the changes shaping the bulk market.

NEW USES, NEW CATEGORIES

One of the most notable changes is **the rise of no/low-alcohol beverages and premium ready-to-drink (RTD) products**. It demonstrates the structuring of new segments that rely on bulk to gain flexibility, volume and quality. **Bulk acts as an industrial accelerator**, enabling rapid adjustments to formulations in response to new market expectations.

Beyond product trends, WBWE also sheds light on the sector's structural dynamics through two key initiatives: the International Bulk Wine Competition and the Academy programme, offering additional insight into the market and its developments.

2025 IBWC : RECOGNISING EXCELLENCE

The **International Bulk Wine Competition (IBWC)** once again showcased the excellence of international expertise with **39 winners from 10 countries**: Argentina, Australia, Chile, France, Georgia, Italy, Lebanon, New Zealand, Romania and Spain. The blind tastings were conducted by **a jury of 25 international experts** — oenologists, buyers, sommeliers and specialised journalists.

A bulk spirit won a gold medal, confirming a growing openness to premium bulk spirits for both the competition and the market.

Italy, France, New Zealand, Argentina and Spain won the most awards this year.



THE ACADEMY : A STRATEGIC PROGRAMME FOR THE INDUSTRY

With a programme of **10 sessions**, the Academy confirmed **its role as a hub for expertise**, offering professionals clear insights into the dynamics shaping the sector. Strategic conferences, geopolitical analyses and masterclasses delivered data-driven, internationally informed perspectives.

The most attended sessions included:

- ***Why blends are the future of the wine industry*** (Barry Dick et Robert Joseph) ;
- ***Bulk and beyond: the global wine trade today and tomorrow*** (Meininger's International) ;
- ***Sustainability: the great packaging conundrum*** (Sustainable Wine Roundtable).

MENDOZA: VINEXPOSIUM EXPANDS ITS INTERNATIONAL PRESENCE

Before returning to Amsterdam next November, Vinexposium is extending its bulk expertise and joining forces with Promendoza with **the launch of a new Vinexpo Explorer chapter dedicated to bulk for the first time**, to be held in Mendoza (Argentina) **from 8 to 10 June 2026**.

"Building on our experience in Amsterdam, we are offering in Mendoza an immersive format entirely dedicated to bulk wine. It is a new lever supporting the industry's global development by connecting international buyer delegations directly with key producing territories," says **Grace Ghazalé, Director of Vinexposium Overseas Events**.

The next edition of World Bulk Wine Exhibition will be in Amsterdam, from 30 November to 1st December 2026.

2025 Key Figures

- **2,150 participants (+8%) from 60 markets**
- **240 exhibitors from 25 countries**
- **1,000+ wines and spirits tasted**
- **17 diplomatic delegations**
- **1,000+ pre-scheduled qualified business meetings**
- **10 Academy sessions**
- **39 IBWC medals**

For more information, visit the [WBWE website](#) and its [media corner](#).
To view the photo gallery for the 2025 exhibition, [click here](#).

ABOUT WBWE:

World Bulk Wine Exhibition (WBWE), held every year in Amsterdam, gathers producers and buyers of bulk wines and spirits from around the world. More than just a trade show, it is a unique platform for business and exchange, offering industry players the chance to expand their sales channels and discover new opportunities. As a true barometer of the market, WBWE shines a light on emerging consumer trends and has become a launchpad for innovative brands and business models in the wine and spirits industry.

ABOUT VINEXPOSIUM:

Vinexposium is the leading year-round partner for wine and spirits professionals worldwide. Through its flagship international events and editorial content, including *Voice of the Industry*, it brings the entire sector together to drive business growth and deepen market knowledge. By fostering connections and sharing strategic insights, Vinexposium supports the global industry in tackling key challenges around innovation, sustainability, and shifting consumer expectations.



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Follow our next events:

- [Wine Paris, Be Spirits and Be No](#) (9-11 February 2026)
- [Vinexpo Americas, Be Spirits and Be No](#) (29-30 April 2026)
- [Vinexpo Asia, Be Spirits and Be No](#) (26-28 May 2026)
- [Vinexpo Explorer Bulk](#) (8-10 June 2026)
- [Word Bulk Wine Exhibition](#) (30 November-01 December 2026)