

VINEXPO ASIA

HONG KONG
26-28 MAY
2026

Hong Kong Convention
and Exhibition Centre

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Kit**



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VINEXPO ASIA HONG KONG 2026

The major gathering of wine and spirits professionals in Asia Pacific

Organised by Vinexposium, the world leader in events dedicated to wine and spirits professionals, Vinexpo Asia is back in Hong Kong from 26 to 28 May 2026. This key event for stakeholders in the alcoholic beverages sector but also for the no-low category, which will be held at Hong Kong Convention and Exhibition Centre (HKCEC), offers exclusive access to the region's key buyers in Asia Pacific, one of the most dynamic markets in the world, with a focus on Greater China.



EDITORIAL

Asia is a key market in the balance of global trade in wine and spirits. At a time when international flows are being reshaped, the region is a strategic area for producers looking to diversify their outlets and access new sources of growth, notably in markets such as China, Hong Kong, Singapore or Japan, which are among the world's leading importers. In this context, the challenge is no longer merely to be present there, but to understand rapidly changing dynamics driven by shifts in consumer behaviour and the reconfiguration of regional trade.

Asia is not a uniform market. Alongside mature markets, Southeast Asia is emerging as one of the world's most dynamic growth hubs. These contrasting trajectories require viewing the region as a strategic space for producers seeking to diversify their outlets and access new sources of growth, in order to adapt their strategy to increasingly specific local realities. At the heart of this changing ecosystem, Hong Kong retains a key role. A genuine hub for exchange, the city remains an indispensable gateway. At the 2024 edition, 75% of visitors came from Mainland China, Hong Kong, Macau and Taiwan, concretely illustrating this hub's central role in regional exchanges.

In this context, Vinexpo Asia is clearly illustrating this hub's central role in regional exchanges. For three days, Vinexpo Asia brings together in Hong Kong the region's leading buyers and exhibitors from around the world, creating the conditions for

direct meetings and business development in an increasingly demanding environment. More than ever, being present on the ground is essential to sustain operations in Asia. The event thus acts as a tangible means to establish, maintain and develop business relationships. With The Academy, Vinexposium also brings high-level international expertise to serve the industry, providing insights and supporting professionals in their decision-making.

At the same time, consumption habits are changing. Consumers are exploring new categories, diversifying their practices and increasingly segmenting their expectations. This transformation forces the sector to broaden its horizons, rethink its offering, and reposition itself. Beyond wine and spirits, new categories are gradually asserting themselves, reflecting a broader evolution in consumption occasions. This shift is reshaping the market balance and requires continuous adaptation from market players. In this spirit, Vinexposium supports these developments by evolving its formats to more faithfully reflect market realities. Vinexpo Asia is part of this momentum, offering a broader, up-to-date perspective on the sector.

Historically rooted in the Asia Pacific region, Vinexpo Asia thus confirms its role as a reference platform to support industry players in understanding Asian markets and in their business development.



Rodolphe Lameyse

Chief Executive Officer
of Vinexposium



Asia: a key market for wine and spirits

From 26 to 28 May 2026, Vinexpo Asia, one of the must-attend business meetings for the global wine and spirits industry in Asia, returns to the Hong Kong Convention and Exhibition Centre, a major gateway to Mainland China and Northeast Asia. Vinexposium continues to support the industry by strengthening its presence in the region through Vinexpo Asia, an event historically rooted in Hong Kong and resolutely forward-looking. Since 1998, Vinexpo Asia has been supporting industry professionals wishing to develop or consolidate their presence in Mainland China, Hong Kong, Macau and Taiwan, as well as in mature Asia Pacific markets such as Japan and South Korea.

In China, consumption is shifting towards more casual occasions, often at home. Despite the continued decline

in still wine volumes, the market is showing very positive signs. Value is gradually rising again as consumers shift towards more accessible but quality-focused segments. Consumers now favour the affordable premium, fresher, lighter wines, aromatic whites, rosé wines and entry- and mid-range sparkling wines.

Meanwhile, Hong Kong remains a major commercial and financial hub, even though some premium segments are showing more mixed dynamics. Despite the contraction of imports in 2024 and demand more sensitive to the quality price ratio, Hong Kong remains a key commercial and financial hub for Asia. The total absence of customs duties on wine, combined with an exceptional re-export capacity, still makes it the ideal gateway to access neighbouring markets.



Greater China: understanding a market in transition

Asia is undergoing profound change; in Greater China in particular, consumption has evolved significantly. These changes are altering buyers' expectations and redefining selection criteria. For producers and international brands, opportunities remain very real, but they need to meet the new expectations of professionals. The market remains fragile but it is rebalancing.

While the wine market is experiencing a slowdown, it is mainly still wines that have been affected by this decline. And in a market that is beginning to stabilise, value is gradually picking up. This is all the more true as consumers are showing increasing interest in wines with a fresher, lighter style, particularly aromatic whites and rosé wines, but also approachable sparkling wines such as Prosecco, Cava and Moscato.

It is also about meeting the expectations of a new generation of consumers. Some millennials who favour a more occasional consumption and attach great importance to the experience. The market is also affected by changes in drinking occasions. Consumers now favour more informal occasions and drinking at home.

Key consumption trends in Greater China

Although it still represents considerable potential, the Chinese market for alcoholic beverages is undergoing rapid change. A trend that is partly explained by the economic uncertainty weighing on discretionary spending. The old model, which can be summed up as business banquets, lavish gifts and ostentatious consumption, is losing momentum. Today, consumers drink less and spend more wisely.



Premiumisation continues

Despite an overall decline in volumes, interest in high-end products persists, whether it is wines, aperitifs, Western spirits or premium baijiu. Consumers seeking authenticity place greater importance on product origin.



White wines are on the rise

Future growth will come from lighter, fresher wines — particularly accessible white wines and sparkling wines — from good value-for-money offerings rather than from ultra-premium wines. It must be said that these wines with a fresher style pair perfectly with Asian cuisine.



Spirits are on the rise

The spirits market in China illustrates the duality of two worlds: a domestic production of spirits that must contend with the dynamism brought by imported spirits such as whisky, agave spirits, gin, rum and vodka. The diversification of spirits is expanding, as is cocktail culture in the cities. Younger consumers are also turning to ready-to-drink (RTD) beverages, which show real long-term momentum.



The no-low trend is growing

There is also a growing appeal for non-alcoholic or low-alcohol beverages, a trend linked to the pursuit of wellbeing and to more moderate consumption. Beer is also prominent in this segment of accessible, low-alcohol beverages intended for occasional consumption.



Distribution channels are evolving

While the on-trade is strengthening, e-commerce is becoming central. Retail has gained ground and e-commerce is on the rise, with wine particularly driven by online sales: more than 25% of the value of wines sold on-trade is online*. There is also strong digital adoption for ready-to-drink (RTD) beverages and cider. Travel retail is also growing.

*Source:  IWSR

Understanding distribution channels in Greater China

In Asia, importers' strategies are evolving. Rather than expanding their catalogues, they favour products adapted to retail, e-commerce and casual dining: lighter wines such as aromatic whites, rosé wines and accessible sparkling wines.

To better understand the expectations of distribution channels in Greater China, Vinexpo Asia relies on an ecosystem of around twenty professional associations across Mainland China, Hong Kong, Macau, Taiwan and Southeast Asia, including the wine and spirits associations of Henan and Guangdong,

the Hong Kong General Chamber of Wine & Spirits, the Hong Kong Bartenders Association, as well as the sommelier associations of Hong Kong, Taiwan, Singapore, Malaysia, Vietnam and the Philippines.

Members of these partner associations are key decision-makers, rooted locally and with an in-depth understanding of their markets. For exhibitors, these buyers, who hold genuine sourcing mandates and possess real decision-making power, facilitate access to Asian markets.



FOCUS

The four pillars of Greater China



Mainland China

In 2024, the Chinese alcoholic beverages market is down 5% *versus* 2023*. A slowdown that reflects changing consumption habits, notably fewer banquet occasions. While the appeal of baijiu, still wine and beer-based cocktails has fallen sharply, young consumers tend to favour highballs, sparkling wines and Western spirits. Moreover, e-commerce and retail have gained ground, notably for wine.



Taiwan

In 2024, Taiwan's alcoholic drinks market is down 3.2% *versus* 2023*. While wine and whisky saw their sales decline, ready-to-drink (RTD) beverages are favoured by younger consumers. Taiwan, a mature market dominated by imports, nonetheless stands out for a growing interest in wine among younger consumers and a genuine enthusiasm for whisky.



Hong Kong

In 2024, the alcoholic beverages market in Hong Kong is down 8.2% *versus* 2023*. Despite a difficult environment, Hong Kong remains a premium market where growth is now concentrated on lighter styles, accessible sparkling wines, ready-to-drink beverages, agave spirits, aperitifs and non-alcoholic or low-alcohol beverages, rather than on traditional high-end wines and Cognacs. The alcoholic beverages market is import-driven, Hong Kong being a historic hub of the wine trade, notably a redistribution platform to China.

Macau

In 2024, the alcoholic beverages market in Macau is down 0.2% *versus* 2023*. Per capita spending fell by 14.6% but visitor spending rose by 5.8%, even though the average length of stay decreased.

Although sales of wine and ready-to-drink (RTD) beverages fell sharply (respectively -9.9% and -8.7%), Cognac is experiencing strong growth (+9.7%).

Vinexpo Asia: a global platform

For nearly 30 years, Vinexpo Asia has been committed to connecting international producers with importers, distributors and prescribers in the Asia Pacific region, a high-performance business environment for professionals from around the world. As proof, last year, the event brought together more than 1,030 exhibitors from 35 countries.

This year, exhibitors from more than 20 countries have already confirmed their attendance, including South Africa, Germany, Australia, Chile, China, South Korea, Spain, the United States, France, Hong Kong, Ireland, Italy, Japan, North Macedonia, New Zealand, Portugal, the United Kingdom and Switzerland. In addition to this great diversity of international exhibitors, the 2026 edition will be marked by the presence of new collective pavilions, both regional and national.

Several institutional and collective pavilions have confirmed their participation, notably Business France; ICE, the Italian Trade Agency; Wine Australia; CVR Tejo representing Portugal; Wines of Germany; the California Wine Institute and Wines of South Africa, as well as other regional and national representations. For their launches, Be Spirits and Be No will notably host a Japanese pavilion and a South Korean pavilion. This diversity reflects the plurality of Asian markets and the complementary nature of the segments represented.





3 QUESTIONS FOR

Grace Ghazalé

Director of Vinexposium Overseas Events

How has Vinexpo Asia become a must-attend event?

G.G. : For three days, Vinexpo Asia will bring together at the Hong Kong Convention and Exhibition Centre the leading players in the wine, spirits and non-alcoholic beverages sector. It is a strategic meeting place for professionals seeking to consolidate or expand their presence in Mainland China, Hong Kong, Macau and Taiwan, as well as in Asia Pacific markets such as Japan and South Korea.

What's new at Vinexpo Asia 2026?

G.G. : This year marks a first: Vinexpo Asia is expanding its scope with two new events: Be Spirits, an area dedicated to premium spirits but

also to beer, cider, sake, mixology and innovation, and Be No, the first international event entirely devoted to non-alcoholic beverages, capitalising on double-digit growth in Asia.

What are the highlights of Vinexpo Asia?

G.G. : Vinexposium's strong foothold in the region since 1998 makes it a benchmark event. Strong support for the whole sector for nearly 30 years, thanks to its ability to connect producers and prescribers, and, above all, to generate business, notably thanks to the high added value of our business matching system. Our ability to adapt to markets, with a now comprehensive offering following the arrival of Be Spirits and Be No in Asia, also contributes to its success.

The Academy: a laboratory of ideas for the sector

Vinexpo Asia marks the grand return of The Academy, a leading forum reflecting the sector's constant evolution and bringing together high-level international experts. The 2026 edition will offer more than 40 sessions – conferences, roundtables and masterclasses – designed as genuine decision-making tools for sector stakeholders. Participants will have the opportunity to exchange with recognised professionals, to explore the strategic issues of the wine and spirits markets, and of the non-alcoholic sector, to highlight new perspectives and to foster long-term thinking.

“

Vinexpo Asia has been active in Asia for nearly thirty years. This continuity is essential in a market undergoing transformation, where trust and a long-term presence make all the difference. In 2026, the event fully embraces this approach by offering a structured framework for dialogue, market understanding and the development of commercial exchanges in Hong Kong, Mainland China and beyond ”

emphasises **Grace Ghazalé**,
Director of Vinexposium
Overseas Events

The programme focuses on regional dynamics and the Chinese market, while addressing major international trends: the evolution of the fine and collectible wine market, changes in distribution, new consumption habits and the economic outlook. Key themes will include transformations in travel retail, the rise of e-commerce, instant-sale strategies and the challenges of food wine pairings in the context of Chinese cuisine.



New business opportunities between China and Africa

The entry into force of the free trade agreement between China and Africa, effective from 1st May 2026, marks an important step in strengthening commercial ties between 53 African countries and the Chinese market. By enabling African wine and spirits companies to strengthen their competitiveness on the Chinese market, one of the most dynamic in the world, this zero-tariff policy opens up new growth prospects. In this context, Vinexpo Asia, which brings together the main decision-makers from Mainland China as well as Hong Kong, Macau, Taiwan, Japan, South Korea and Southeast Asia, positions itself as a strategic platform. In addition to meeting Asian buyers and better understanding their expectations, attending Vinexpo Asia is also an opportunity to identify the right distribution partners and build strong commercial partnerships. In short, it means consolidating their presence in Asia through a long-term commitment.

Key figures

The first edition of Vinexpo Asia dates back to

1998

The event generated more than

4,200

business meetings

At the previous edition in Hong Kong in 2024, the event brought together

1,032

exhibitors from **35 countries**

&

14,203

professional visitors from **60 countries**

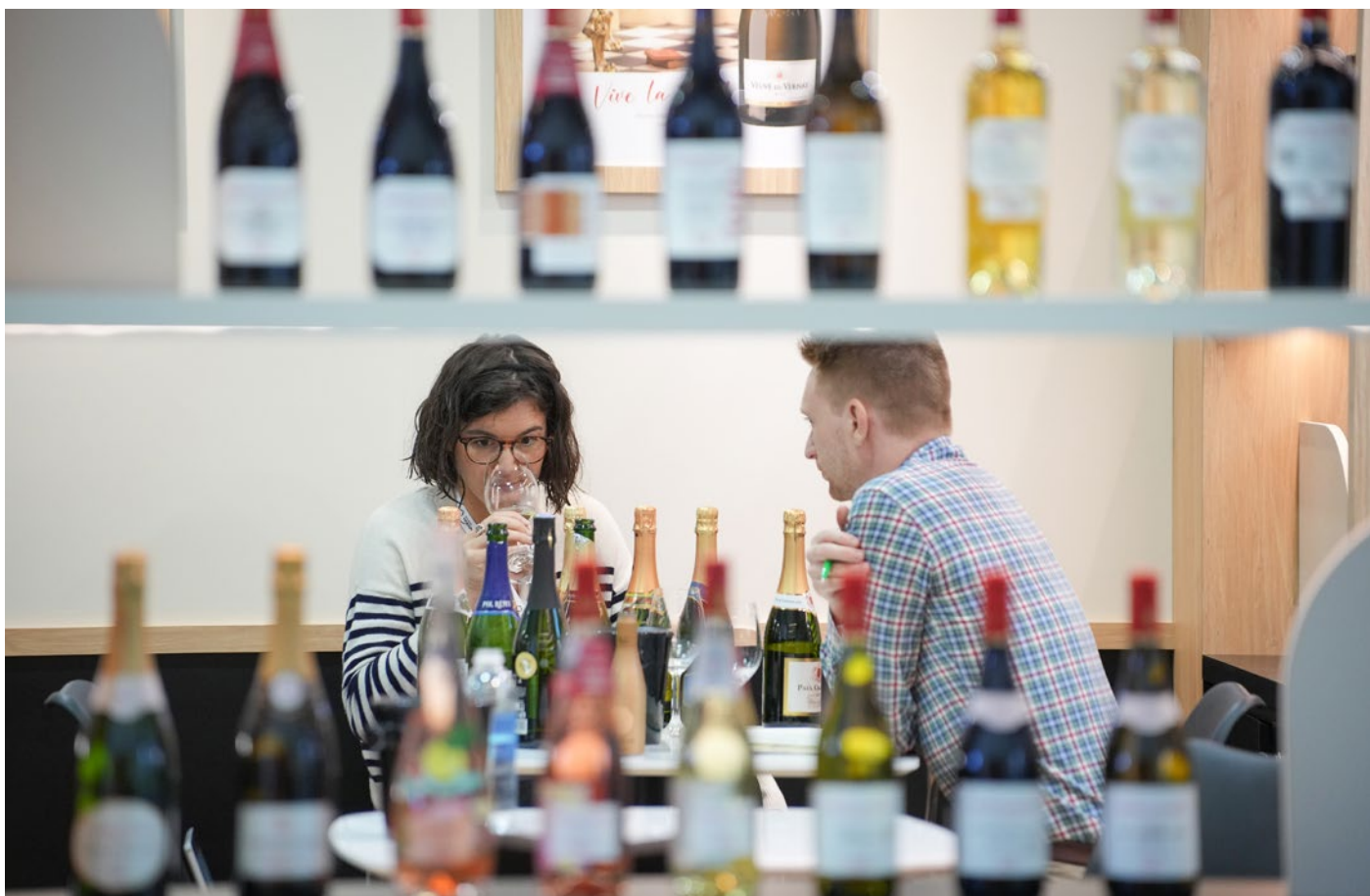
75%

of visitors were importers, distributors or retail buyers

75%


of visitors mainly came from Mainland China, Hong Kong, Macau and Taiwan





Practical informations

Tuesday 26 May | 09:30 - 18:30
Wednesday 27 May | 09:30 - 18:30
Thursday 28 May | 09:30 - 17:30

 Hong Kong Convention and
Exhibition Centre, 1 Expo Drive,
Wan Chai, Hong Kong

vinexpoasia.com



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