



WBWE 2026: HOW THE BULK SECTOR REVEALS THE STRUCTURAL SHIFTS SHAPING THE WINE AND SPIRITS INDUSTRY

Amsterdam, 15 September 2026 – The sharp decline in global bulk wine and spirits exports tells only part of the story. Behind the figures lies a market undergoing profound structural change driven by shifting sourcing strategies between producer countries and destination markets, evolving end uses, price pressure and the reconfiguration of global trade flows. Between April 2025 and March 2026, global bulk wine exports fell by 10.3% in volume and 11.8% in value, while average prices remained relatively stable at €0.78 per litre*.

Against this backdrop, World Bulk Wine Exhibition (WBWE) returns to Amsterdam on 30 November and 1 December 2026 for its 18th edition. Organised by Vinexposium, WBWE is reinforcing its position not only as an international business event, but also as a platform for market intelligence and analysis of one of the wine and spirits industry's most strategic segments.

PRESSURE IN THE BULK MARKET REFLECTS THE INDUSTRY'S STRUCTURAL TRANSFORMATION

Less volume, more strategy: the bulk market is undergoing a profound reset. Global exports are declining, but the picture varies sharply across producer and destination markets. Spain remains the world's leading exporter, shipping 10.2 million hectolitres and offsetting a 5.2% volume decline with a value increase of 0.9%. New opportunities are emerging in regions such as Africa, while white wines, varietal wines, bag-in-boxes and no/low categories are driving market diversification.

At the same time, cost pressures, freight issues and changing sourcing dynamics are prompting businesses to rethink their supply models and trade flows. Increasingly flexible and data-driven, logistics are becoming a strategic lever for both competitiveness and environmental performance. More than ever, the bulk sector is acting as a bellwether for an industry reshaping itself around competitiveness, diversification and shifting consumer patterns.

**Bulk wine market changes through to March 2026, Rafael del Rey / Del Rey Analysis of Wine Markets (AWM), June 2026
Access the full report [here](#)*

FROM MARKET INTELLIGENCE TO BUSINESS MEETINGS, WBWE TURNS BULK TRENDS INTO OPPORTUNITIES

Over two days, producers, traders, importers, distributors and international buyers gather to source new origins, secure volumes, grow brands and unlock new business opportunities. **In 2025, more than 2,150 trade visitors from 60 markets met 240 exhibitors with nearly 1,000 business meetings taking place over the course of the exhibition.** These figures underline WBWE's role as a leading international forum connecting supply and demand.

The 2026 edition will build on this momentum by showcasing new origins and market players at a time when businesses are looking to strengthen sourcing strategies, diversify markets and identify new avenues for growth.

"WBWE is a long-standing event for the bulk sector and our ambition is to continue evolving its role in line with market shifts. In a complex environment, we want to support producers in identifying new markets. We rely on studies and concrete data to understand where the potential lies and to reach qualified buyers, particularly in West Africa, Asia and Central Europe. Our objective remains clear: to support the bulk sector in diversifying its markets and creating new commercial opportunities", explains **Caterina Tucci, Director of World Bulk Wine Exhibition.**

HOW MARKET INTELLIGENCE SUPPORTS BETTER DECISION-MAKING

WBWE's strength also lies in its ability to decode the major trends shaping the wine and spirits industry. Through the **Academy**, conferences, panel discussions and masterclasses provide industry members with the insight they need to understand the forces transforming the market. **New for 2026, a hybrid space will sit at the heart of the exhibition floor**, bringing market insight even closer to visitors and business conversations. Around **10 sessions** will bring together European and international experts to discuss key topics including no/low, industry resilience and profitability, the outlook for the global bulk wine market and value creation through branding, packaging and storytelling.

An institutional perspective adds further depth to the economic analysis, with attendance by representatives from producer regions. In 2026, they will be joined by diplomatic representatives offering insights into the economic, commercial and international issues shaping trade.

The programme's highlights also include the **International Bulk Wine Competition (IBWC)**. In 2025, the international judging panel was chaired by José Luis Murcia and included Robert Joseph, Barry Dick MW (Waitrose), Cathrine Hernes (Vinmonopolet) and Wanda Augustyn (Wineland Media), alongside **25 international experts** representing procurement, winemaking and the trade media. The calibre of the panel reflects the level of expertise brought together to assess the wines and spirits entered into the competition. The 2025 awards recognised **39 medal-winning wines and spirits from 10 countries**, including four Grand Gold medals, illustrating the diversity of origins and styles honoured by the competition.

In 2026, the IBWC will bring together 20 international judges on Sunday 29 November, the day before the exhibition opens. Entries will open in mid-September and close on 9 November.

A SINGLE GLOBAL PERSPECTIVE ON MARKET TRENDS, FROM MENDOZA TO AMSTERDAM

In a market landscape marked by rapidly shifting benchmarks, WBWE aims to go beyond the traditional trade event by providing **a platform for observation, engagement and forward thinking in a changing industry**. Since 2024, WBWE has benefited from Vinexposium's expertise and has become part of an international ecosystem of trade events where market and segment perspectives across the wine and spirits industry can be compared and contrasted. This approach was further developed in June 2026 when **Vinexpo Explorer – Bulk Wine Chapter was held in Mendoza, Argentina**. From Mendoza to Amsterdam, the strategy offers an in-depth view of local market realities while placing them within a broader international context.

For more information, visit the [WBWE website](#) and its [media corner](#)

Register for the WBWE LinkedIn newsletter [here](#)

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OUR NEXT EVENTS

[Vinexpo Explorer Chile](#) (23 – 26 November 2026, Chile)

[Vinexpo Discover India](#) (15 – 16 October 2026, Mumbai)

[Wine Paris – Be Spirits – The Other Sip](#) (15 – 17 February 2027, Paris)

[Vinexpo Americas – Be Spirits – The Other Sip](#) (11 – 12 May 2027, Miami)

[Vinexpo Asia – Be Spirits – The Other Sip](#) (8 – 10 June 2027, Hong Kong)

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 year-round ally to the global wine and spirits trade. Through international business events and editorial content, it creates momentum and brings together every segment of the industry to foster growth and visibility. Combining connection opportunities and market insight, including Voice of the Industry, Vinexposium helps professionals, around the world, navigate change, unlock opportunities, and stay aligned with emerging trends in sustainability, innovation, and consumer expectations. Vinexposium is part of the Food & Beverage division of **Comexposium**, a global leader in events.

ABOUT **COMEXPOSIUM**

Comexposium is one of the world's leading organisers of professional and consumer events. The Group organizes 400 trade shows & consumer exhibitions, convention-exhibitions, and one-to-one events, across 80 major cities in 24 countries around the world.

Through its Food & Beverage division, Comexposium operates leading brands such as SIAL, the world's largest network of food industry events (including SIAL Paris, SIAL China and Food & Drinks Malaysia by SIAL...); Vinexposium (wine and spirits events such as Wine Paris, Vinexpo Asia and Vinexpo Americas); the Salon du Chocolat et de la Pâtisserie, Gourmet Selection, the Cheese and Dairy Products Show, and Djazagro. Comexposium's Food & Beverage Division brings together 1.5 million participants and 26,000 exhibitors across 35 events held in Paris, Amsterdam, Shanghai, Hong Kong, Ho Chi Minh City, Mumbai, Dubai, New York, Montreal, Toronto, Algiers, Istanbul and Lima.

Comexposium also operates leading brands such as Milipol (security), NRF Retail's Big Show Europe and One to One Retail E-commerce (retail), IMCAS (healthcare), Les Assises de la cybersécurité (digital), Foire de Paris (leisure), as well as Rétromobile, GIIAS and Top Transport (transport & mobility).

Having implemented a responsible engagement strategy recognized with the Positive Company® CSR label in 2025, the Group is headquartered in Courbevoie, near Paris, and employs 1,200 people across its various subsidiaries.