



ProWine



# EXPLORE FINESSE.

10 – 12 April 2024, Tokyo Big Sight

International Trade Fair  
for Wines and Spirits.

[www.prowine-tokyo.com](http://www.prowine-tokyo.com)

# 東京

Organized by:



Co-events:



# PROWINE TOKYO 2024 YOUR TICKET TO A THRIVING MARKET

ProWine Ticket to the World is excited to announce the inaugural edition of ProWine Tokyo, the most attended trade fair for wines and spirits in Japan. With Japan's growing demand for wines and spirits, ProWine Tokyo is the ideal opportunity for exhibitors to gain exposure in this thriving market. Take advantage of the early bird rate by completing the application below before Saturday, 30 September 2023.

As a leading organizer of wine and spirits trade fairs, ProWein is bringing its wealth of experience and expertise to Japan with ProWine Tokyo. This premier event promises industry professionals an unrivalled platform for connecting, partnering and growing their business in Japan.



## PROWINE TOKYO AT A GLANCE:

- **Date:** 10-12 April 2024 (Wed.-Fri.)
  - **Venue:** Tokyo Big Sight, East Hall
  - **Organiser:** Messe Düsseldorf Japan Ltd.
  - **Co-events:** FABEX Tokyo, ISM Japan, Anuga Select
- Japan aiming for more than 1,000 exhibitors and 55,000 visitors**



## ProWine Tokyo

10 – 12 April 2024

# MAIN VISITOR TARGET MARKETS

- Japan
- South Korea
- China
- Hong Kong, Macau
- Vietnam
- Singapore

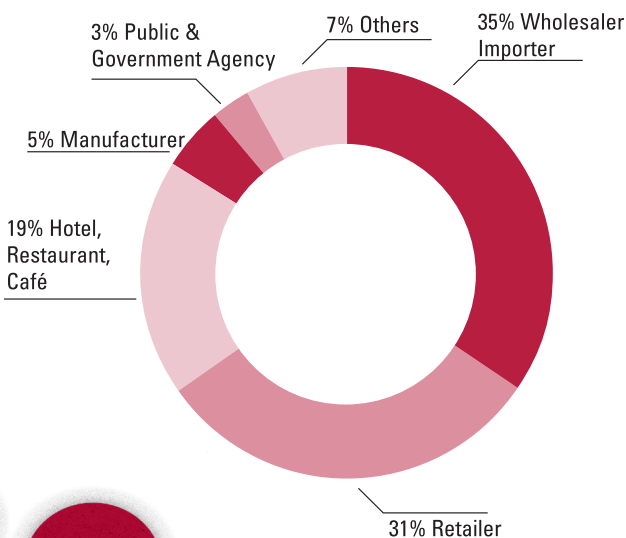
# STRENGTHS OF PROWINE TOKYO

- The only-one professional wine & spirits show in Japan
- Market of “connoisseur,” searching for originality and variety
- Tokyo, town of gourmet with 220+ Michelin starred restaurants
- No. 1 importer in Asia in unit value

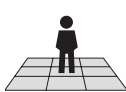
# STATISTICS OF WINE & GOURMET 2023

- 53,000 participants visited the fair in 2023 including all co-events
- 90% of the exhibitors said, they met their relevant Customer Group
- 980 exhibitors from 13 Countries
- Key buyers that attended the Wine & Gourmet were
  - Wholesalers & Importers
  - Gastronomes from hotels & restaurants
  - Retailers

## VISITORS BY INDUSTRY GROUP 2023



# BE PART OF PROWINE TOKYO 2024!



Raw space

Standard

Pavillon

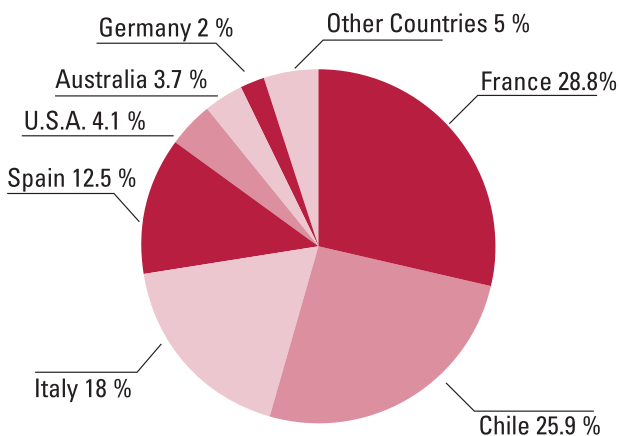
Minimum space	18 m <sup>2</sup>	9 m <sup>2</sup>	36 m <sup>2</sup>
Space	✓	✓	✓
Booth construction		✓	✓
Basic furniture & Power supply		✓	✓
Country tower design			✓
Prices	49,500 ¥/m <sup>2</sup>	69,300 ¥/m <sup>2</sup>	71,500 ¥/m <sup>2</sup>

\*Consumption tax (10%) is included in the price. All rates quoted in Japanese Yen (JPY).

## THE JAPANESE MARKET AT A GLANCE

- Japan is the No 1 wine importer in Asia in unit value
- Japan is the No 2 wine importer in Asia in volume
- Japan is the No 1 spirits importer in the Asia-Pacific Region
- Japan has a very diversified food culture: Three of the world's top 5 cities with Michelin-starred restaurants are Tokyo (1st), Kyoto (3rd) and Osaka(4th).
- Beer & beer taste are the biggest trend in the Japanese alcoholic beverage market

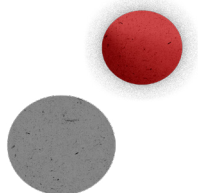
# WINE MARKET SHARE IN JAPAN



# WORLD'S 3RD BIGGEST MARKET FOR CHAMPAGNE IN 2021

Rank	Country	Volume 2021*	Evolution
1	United States	34 120	+63,9%
2	United Kingdom	29 877	+40,5%
3	Japan	13 814	+28,1%
4	Germany	11 174	+10,4%
5	Belgium	10 310	+14,6%

\* in million bottles



# CONSUMPTION TRENDS IN JAPAN

- Despite overall alcohol consumption is decreasing, some alcoholic beverages are trending in Japan
- The Main trend is beer & beer taste, but wine & whiskey are strongly increasing

Beverage	Volume 2020*	increase since 2010
Liquor	2,561,245	+145%
Beer & beer taste	2,385,675	+63%
Spirits as material	708,642	+333%
Wine & Fruit wines	358,245	+130%
Whiskey	170,092	+180%

\* amount in KL

# IMPORTED BRANDS RANKING IN JAPAN

## STILL WINE

- 1 Santa Helena
- 2 Frontera
- 3 Santa Carolina
- 4 Franzia
- 5 Conosul

## CHAMPAGNE

- 1 Moët & Chandon
  - 2 Veuve Cliquot
- ## SPARKLING WINE
- 1 Les Grands Chais
  - 2 Freixenet
  - 3 Martini

## ITALIAN WINE

- 1 Cavillo (Tavernello)
- 2 Gruppo Italiano Vini
- 3 Sensi
- 4 NEWS (BIB)
- 5 Pasqua

## FRENCH WINE

- 1 Other Brands
- 2 Rochet Mazet
- 3 Baron de Rothschild
- 4 Resolme de Cumbras
- 5 Georges Duboeuf

## SPANISH WINE

- 1 Tears of the King
- 2 Felix Solis
- 3 Don Romero
- 4 Kaleo
- 5 Torres

## CHILEAN WINE

- 1 Santa Helena
- 2 Frontera
- 3 Conosul
- 4 Luis Felipe Edwards
- 5 Ladera Verde

## SPIRITS

- 1 Cuervo (Mexico)
- 2 Beefeater (UK)
- 3 Vodka (domestic bottled)
- 4 Smirnoff
- 5 Wilkinsin Gin (domestic bottled)



# TICKET TO THE WORLD

**DÜSSELDORF | SHANGHAI**  
**SINGAPORE | MUMBAI | TOKYO**  
**HONG KONG | SÃO PAULO**

**ProWein takes you to the  
world's key markets.**

<b>Düsseldorf</b>	10 – 12 March 2024
<b>São Paulo</b>	03 – 05 October 2023
<b>Shanghai</b>	08 – 10 November 2023
<b>Mumbai</b>	24 – 25 November 2023
<b>Tokyo</b>	10 – 12 April 2024
<b>Singapore</b>	23 – 26 April 2024
<b>Hong Kong</b>	14 – 16 May 2025

*Book your  
ticket today!*  
*[prowein-world.com](http://prowein-world.com)*

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