

Brazil on the Rise

- **Successful ProWine Sao Paulo 2025**
- **International producers gain access to one of the world's most dynamic markets**
- **New ProWein World Business Report confirms strong growth potential for wine and spirits in Brazil**

ProWine Sao Paulo 2025 came to a successful close on October 2, surpassing all expectations. With over 20,000 trade visitors, 1,500 brands from 36 countries, and business deals worth around 250 million Reais, it has firmly established itself as South America's leading wine and spirits trade fair. For international producers, it offers the perfect gateway to the booming South American market. The newly released *ProWein World Business Report Brazil 2025* underscores this tremendous potential:

- 76% of professionals expect rising sales of Brazilian wines
- 52% forecast growth in imported wines
- White wines are seen as the most promising category, followed by red and sparkling wines
- In the spirits segment, white spirits – led by Cachaça – clearly dominate, ahead of gin and ready-to-drink products

“Brazil is no longer a market of the future – it's happening now. Those who are here today are shaping the market,” says Malu Sevieri, Director of ProWine Sao Paulo.

Wine becomes part of the Brazilian lifestyle

According to the *ProWein World Business Report 2025 Brazil*, wine is increasingly being embraced in Brazil as part of a modern, mindful lifestyle. The key growth drivers are innovation, gastronomy, wine tourism, and education – rather than prestige. Authentic brands, clear origins, and sustainable production are in high demand.

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Christian Burgos, Co-Director of ProWine Sao Paulo, highlights the opportunity for international producers: "Wine has become a symbol of conviviality and enjoyment in Brazil. Those entering the market now will find an open-minded, expanding audience – and strong distribution partners."

ProWine Sao Paulo – the business hub for South America

The fair provides direct access to buyers, importers, and industry professionals from across South America. Numerous export initiatives – such as the *Buyer Project* by Wines of Brazil – connect producers with qualified international purchasers.

Following its resounding success in 2025, ProWine Sao Paulo will move to an expanded venue at Expo Center Norte from October 6–8, 2026. The relocation will offer additional space and new opportunities for exhibitors to position their brands in the thriving South American market.

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