

LONDON
WINE
FAIR
2026



2025 STATS

9,741

VISITORS

27.5

NET PROMOTER
SCORE (NPS)

UP 13% ↑

VISITORS

26%

ON-TRADE

18%

OFF-TRADE

6%

ANCILLARY PRODUCTS
OR SERVICES

43%

OF VISITORS ARE RESPONSIBLE FOR
OR INFLUENCE THE BUYING OF WINE

21%

NO AND LOW, SOFT DRINKS OR WATER

16%

SPIRITS

12%

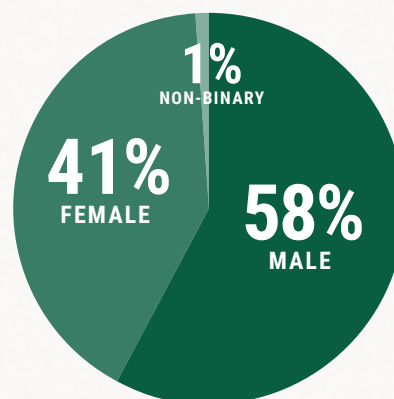
BEER OR CIDER

6%

SAKE/SHOCHU

93%

FROM THE UK



94%

Of visitors are likely
or very likely to
attend in 2026

UP 4%

93%

Of visitors would
recommend LWF

UP 3% ↑

88%

Of visitors met
their objectives
at LWF25

89%

Of visitors said LWF
is of importance to
their business

Director	22%
Manager	20%
CEO/OWNER	7%
Sommelier	5%

51%

of exhibitors have
exhibited more than
once - consecutively

98%

of exhibitors met
their objectives
for exhibiting at LWF

87,840 UP 75% ↑

Total impressions on the digital
exhibitor pages (Bottlebooks)

The Wine Writers Edit:

The wines selected by LWF's top ten
experts received over 988 views

LWF Essential Planner

The average rating of meetings booked
through the Essential Planner platform
was 4.6/5 stars

On average, exhibitors had
**65 visitors review their online
profiles (Bottlebooks)**

BOTTLEBOOKS MOST SEARCHED FOR COUNTRIES

UNITED KINGDOM
ROMANIA
PORTUGAL
SPAIN
FRANCE

COUNTRIES WITH THE MOST PAGE VISITS

UNITED KINGDOM
PORTUGAL
FRANCE
ITALY
GREECE



WHAT THE LWF25 EXHIBITORS HAD TO SAY:

"We were delighted with the turnout of our masterclass which was standing room only! The content the London Wine Fair provides is key to delivering thought provoking insights from industry leaders, and we are very pleased to be able to play a part in this."

Chris Stroud, Market Manager Europe, New Zealand Winegrowers

"For us it has been a very successful show. On Monday alone we had lots of sommeliers and distributors as well as wine press. It was fantastic."

America Brewer, Winemaker & Owner, Oastbrook

"It is great to be back at the Fair, and to have such a well-attended stand from all sectors of the trade. The Fair is an essential date in the calendar for the drinks industry."

James Murch, UK Sales Manager, VSPT Wine Group

"The London Wine Fair 2025 proved once again to be an exceptional platform for showcasing the diversity, authenticity, and export potential of Greek wines. As organisers of the Greek Pavilions, we were proud to bring together a curated selection of producers representing both established PDO/PGI regions and emerging terroirs. This year's fair attracted a dynamic mix of importers, buyers, sommeliers, and media professionals, offering unparalleled visibility and commercial opportunities for our participants. The quality of networking, the educational content, and the professional audience exceeded expectations. We look forward to returning in 2026 with an even stronger presence."

Antonis Sioulis, Managing Director, RECO Exports

"London Wine Fair was brilliant for us this year. We saw everybody that we had hoped to and more."

Helena Martin, Managing Director, Buckingham Schenk Family

"We have absolutely loved the show and have been speaking to some really incredible people. We have got the brand in front of the right people and have had really strong meetings. We are looking to return next year, bigger and better."

Sarah Turner, Head of Marketing, O'Donnell Moonshine

"What a show London Wine Fair was this year - the Loxwood Meadworks stand was buzzing (pun intended!) and the team just about managed to get the many curious sommeliers, F&B buyers, retail buyers and events professionals to sample this range of British honey wine."

Sales Manager, Loxwood Meadworks

"This year's London Wine Fair was bustling with a diverse collection of wine - and an increasing number of spirits - producers, importers and buyers. There was a positive atmosphere amid a mood of change, with high quality conversation, new partnerships and plenty of business done. Despite all the noise, the UK remains a global hub for the wine trade. It was fantastic to see such a vibrant gathering of companies big and small and people from all parts of the country, and beyond, under the great glass roof at Olympia."

Miles Beale, Chief Executive of the Wine and Spirit Trade Association

"The fair is busy with all the right people, so it looks like it's going to be another good year."

Robin Copestick, Managing Director, Freixenet Copestick

"The London Wine Fair remains one of the most relevant events in the wine and beverage industry, bringing together producers, distributors, and trade professionals from around the world. This year's edition reflected a dynamic and evolving market, with strong international participation and a clear focus on innovation and global growth. For April, it was a valuable occasion to strengthen existing relationships, meet new partners, and reaffirm our support for the sector through end-to-end logistics solutions that preserve quality, timing, and trust throughout the supply chain."

Aprile - International Freight Forwarding

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"This is a really fantastic event for me. Everybody in the industry and I have a really interesting time. Frankly, I learn an awful lot. I learn an awful lot from other countries, other professions. I just think this is the event to be at."

Ben Ellis, Founder, Everflyht