Recently, data-independent acquisition (DIA) proteomics has gained significant popularity for a wide range of applications. The strengths of DIA include high proteomic depth, data completeness and quantitative accuracy. Novel DIA-based technologies are being actively developed, addressing many of the historical shortcomings of DIA. In this talk, I will discuss the factors that determine the performance of DIA methods and their optimisation for the specific experiment, as well as how recent progress in technologies and computational data analysis can boost the performance of DIA proteomics and enable new applications.