

# Wine Industry Metrics - Direct-to-Consumer - January 2013

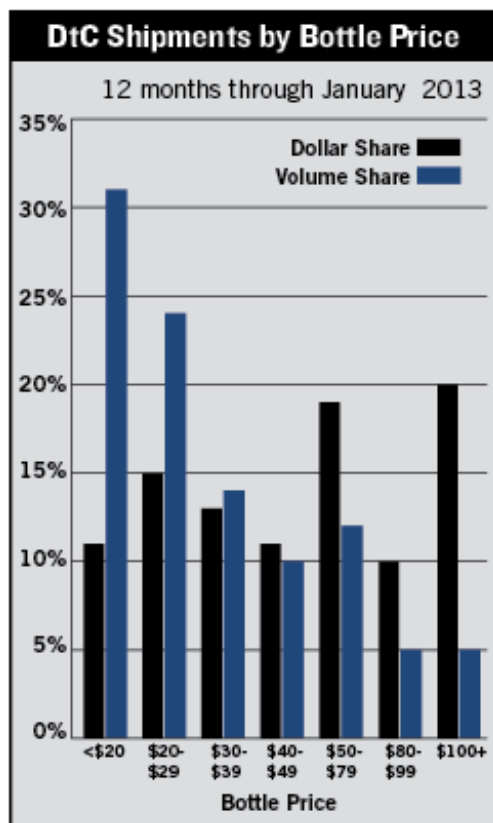
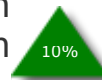
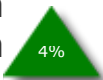
Wines Vines Analytics

## Slow Month of January Still Sees 4% Growth for DtC Shipments

DtC shipments made a modest gain in January, increasing 4% in value compared to January 2012. This is much slower growth than in December but good enough to keep the 12-month trend at 10%. January has been the third-slowest month for DtC shipments for several years, next to July and August when the weather is too hot for safely shipping wine club purchases and others.

### Direct-to-Consumer Shipments >>

	Month	12 Months
January 2013	\$68 million	\$1,468 million
January 2012	\$66 million	\$1,335 million



The share of market that different bottle price segments hold in dollars versus volume of DtC shipments shows a dramatic inverse relationship. The most expensive wines -- \$100-plus -- account for the largest share of dollars and the smallest share of bottles shipped. The least expensive wines -- less than \$20 per bottle -- held the largest share of volume and the second to lowest share of dollars.

# WINES & VINES

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