

Wine Industry Metrics - Direct-to-Consumer - November 2013

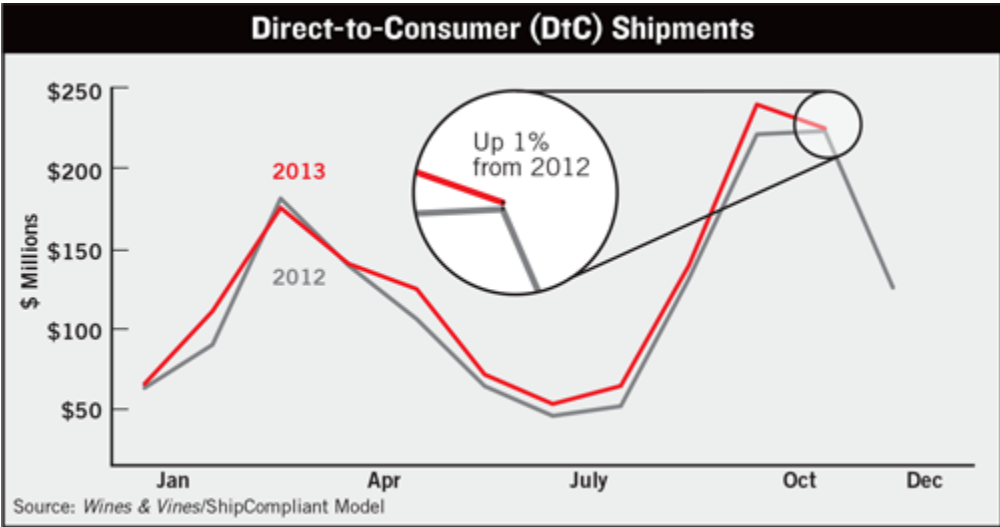
Wines Vines Analytics

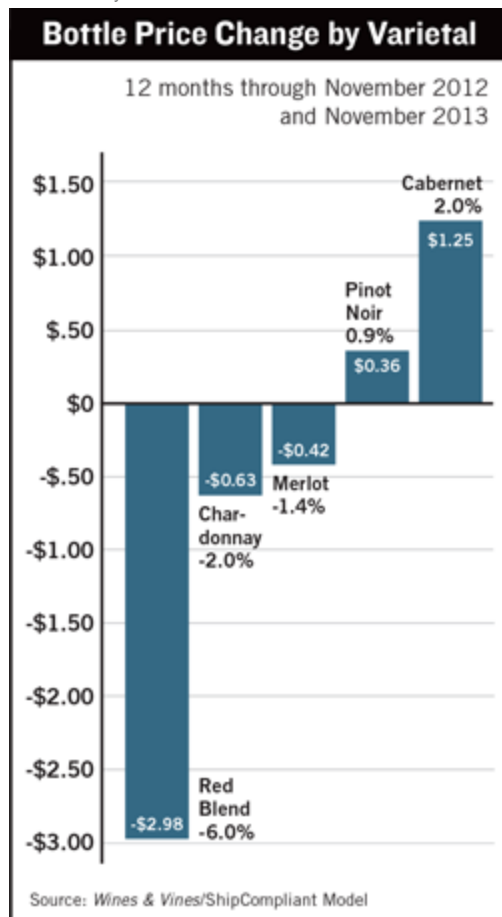
DtC Shipments Increase by 1% in November, 8% in 12 Months

Direct-to-consumer shipments of domestic wine in November increased by 1% in value. Volume rose by 2% in the same period, as the composition of shipments shifted toward an increased volume of lower-priced wines. Consumers spent \$225 million on 446,000 9L-case equivalents, making November the second best month of 2013 so far.

Direct-to-Consumer Shipments »	Month	12 Months
	November 2013	\$225 mil
	November 2012	\$224 mil
		\$1,558 mil
		\$1,442 mil

Growth for the 12-month period through November was 8% higher than a year previously. The category as a whole experienced a very slight softening of \$.13 in average bottle price in the 12-month period.





Cabernet Sauvignon Up \$1.25 in Average DtC Bottle Price

Cabernet Sauvignon and Pinot Noir grew in average bottle price in DtC shipments for the 12 months through November, while the other three biggest-selling varietals dropped in price. Cabernet gained \$1.25 per bottle for a new average price of \$63.91, which represented 2% growth. Pinot Noir rose to an average bottle price of \$41.97. Merlot and Chardonnay decreased by less than \$1 each, but red blends dropped by \$3.98 per bottle to \$46.64. A year previously red blends had grown by more than \$9 average bottle price, so even after the recent drop they remained ahead of November 2011 by more than \$5.

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