

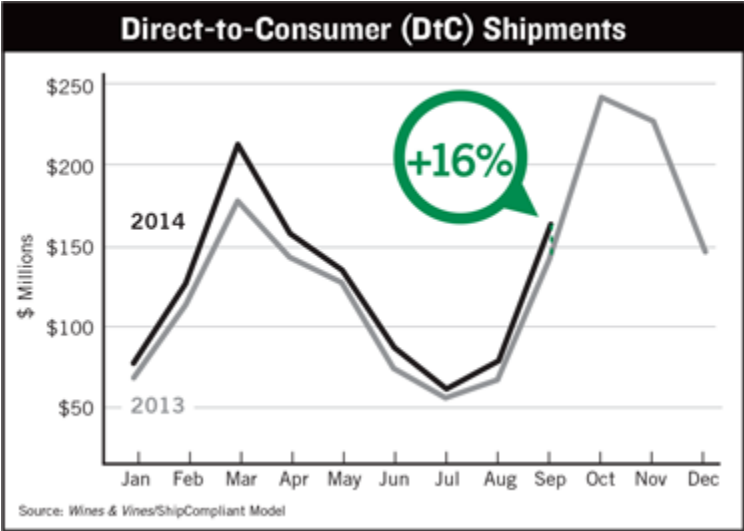
Wine Industry Metrics - Direct-to-Consumer - September 2014

Wines Vines Analytics

Strong September DtC Shipments Raise 12-Month Growth by 11%

The 12-month growth rate for the value of direct-to-consumer shipments from U.S. wineries increased 11% in September, pulled by 16% growth in shipments for the month compared to September 2013. DtC shipments in September totaled \$163 million for 357,000 cases. The average bottle price was \$38.01, down from \$38.92 a year ago.

Direct-to-Consumer Shipments »	Month	12 Months
September 2014	\$163 mil	\$1,708 mil
September 2013	\$141 mil	\$1,538 mil



The value of September DtC shipments more than doubled compared to August and rose 16% from September 2013. Volume was up 18% from a year ago.



The value of DtC shipments from Napa wineries for the 12 months ending in September totaled \$820 million. This more than doubled the value of shipments from Sonoma wineries and was 12% higher than a year ago. DtC shipments from Sonoma grew by 5%.

[Download the Wines & Vines/Ship Compliant 2018 Direct to Consumer shipping report »](#)

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