

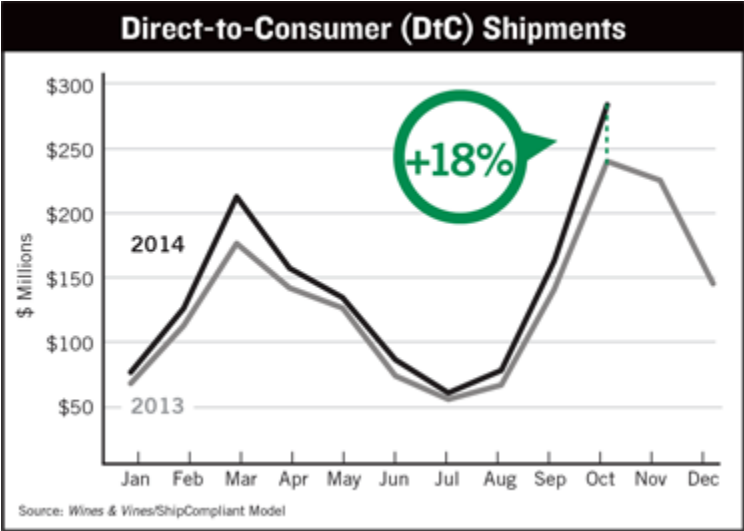
Wine Industry Metrics - Direct-to-Consumer - October 2014

Wines Vines Analytics

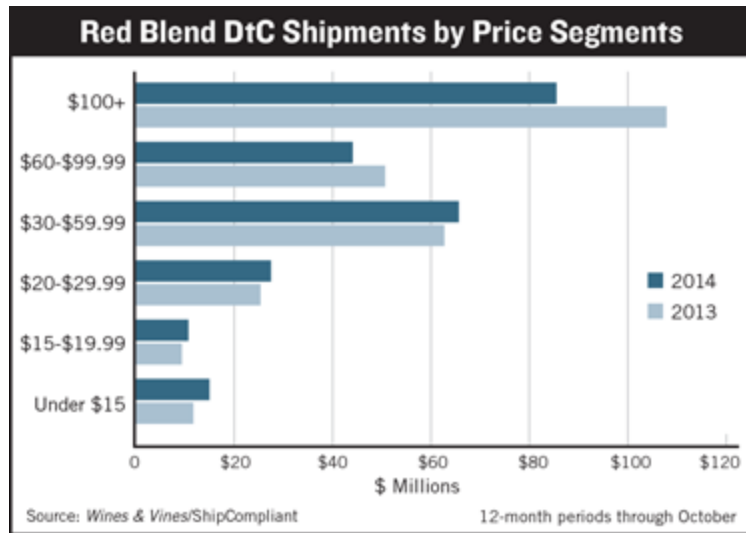
DtC Shipments Grow Rapidly in October

Direct-to-consumer shipments had a big growth month in October, as the value of shipments from U.S. wineries grew 18% from October 2013. This rapid increase helped raise the 12-month growth rate from 11% in September to 13% in October.

Direct-to-Consumer Shipments »	Month	12 Months
October 2014	\$284 mil	\$1,751 mil
October 2013	\$240 mil	\$1,556 mil



DtC shipments typically spike from September to October as the weather cools enough to avoid heat damage during shipping and fall wine club shipments go out. Still, October shipments grew 18% compared to October 2013.



The category of red blends in DtC shipments grew in the lower price points during the past 12 months, but shrank in the two highest price points. Overall, red blends lost \$19 million in the period due to declines at the highest price levels that account for the largest volume of shipments.

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

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