

# Wine Industry Metrics - Direct-to-Consumer - November 2014

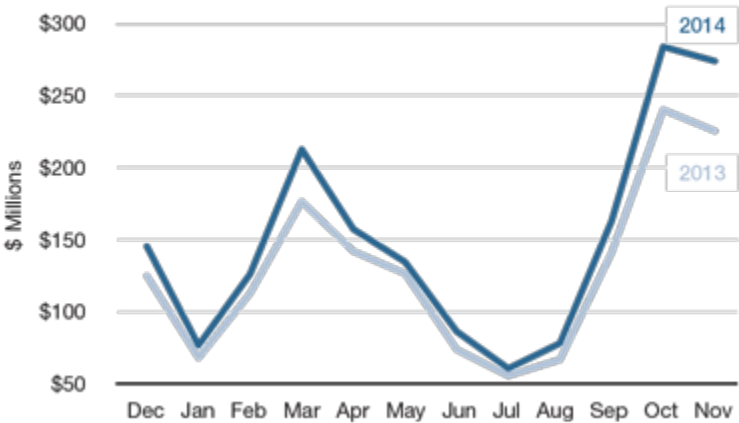
Wines Vines Analytics

## DtC Shipment 12-Month Total Approaches \$1.8 Billion

Direct-to-consumer shipments of wine in November grew 21% from November 2013 and barely dipped from their usual annual high point in October. Performance during 12 months ending in November was 16% higher than a year ago, and nearly reached \$1.8 billion.

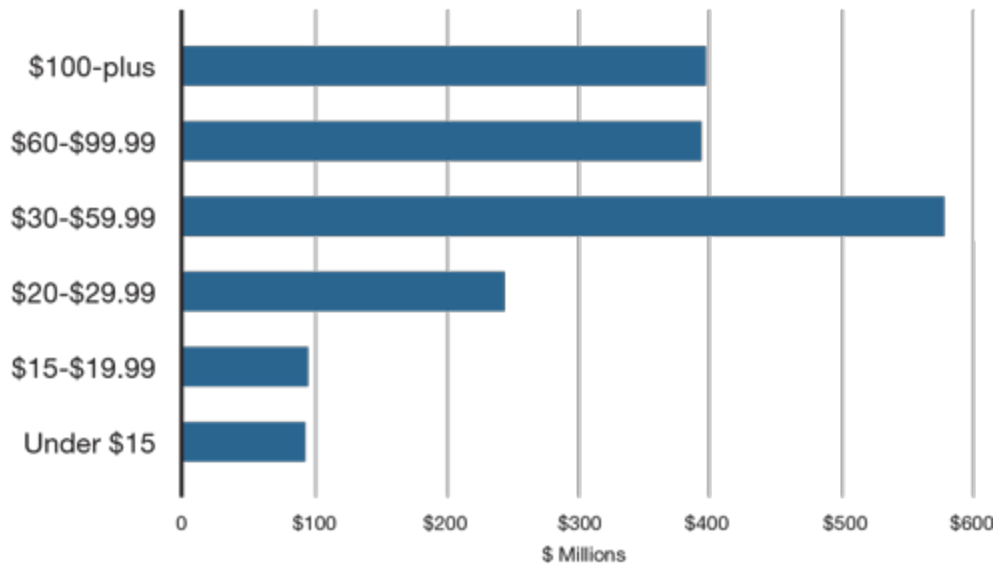
Direct-to-Consumer Shipments »	Month	12 Months
November 2014	\$274 mil	\$1,799 mil
November 2013	\$225 mil	\$1,558 mil

## DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

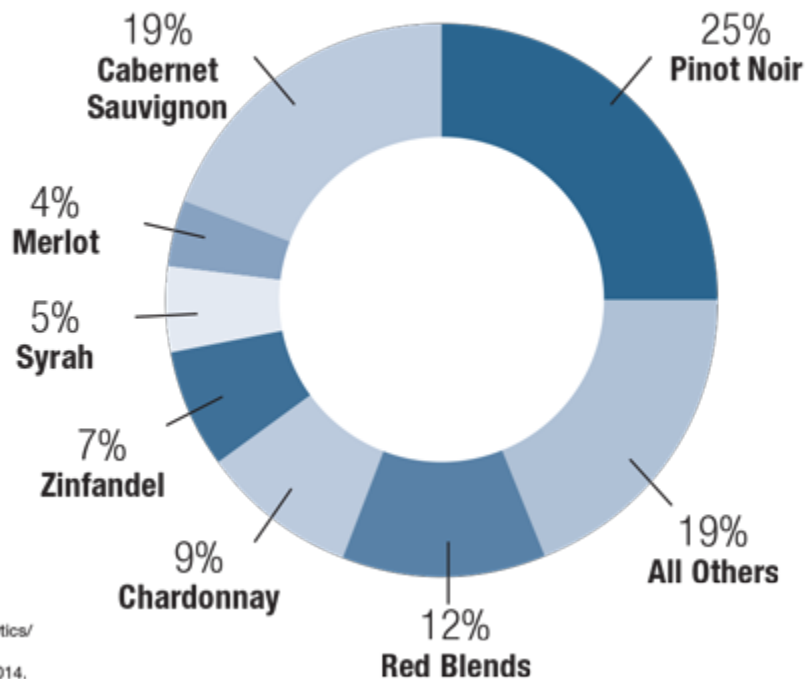
## DTC SHIPMENTS BY BOTTLE PRICE



Source: Wines Vines Analytics/ShipCompliant model, 12 months through Nov. 2014.

Consumers spent the most dollars on wine shipments priced from \$30-\$59.99 per bottle, although wines priced even higher were not far behind.

## DTC SHIPMENTS WITHIN \$30-\$59.99 SEGMENT



Source: Wines Vines Analytics/  
ShipCompliant model.  
12 months through Nov. 2014.

Within the most valuable price segment for DtC shipments, Pinot Noir has the largest value share followed by Cabernet Sauvignon and Red Blends.

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



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