

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

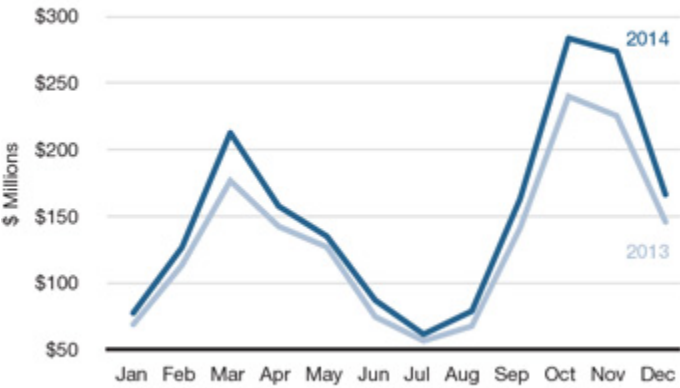
Wines Vines Analytics

DtC Shipments Pass \$1.8 Billion in 2014

The growth rate of direct-to-consumer shipments in 2014 more than doubled that of 2013, year-end data showed. With a 15% increase, the value of DtC shipments passed \$1.8 billion. Volume reached 3.9 million cases, and volume growth was 14% while the average bottle price grew by 2%.

Direct-to-Consumer Shipments »	Month	12 Months
December 2014	\$166 mil	\$1,820 mil
December 2013	\$145 mil	\$1,576 mil

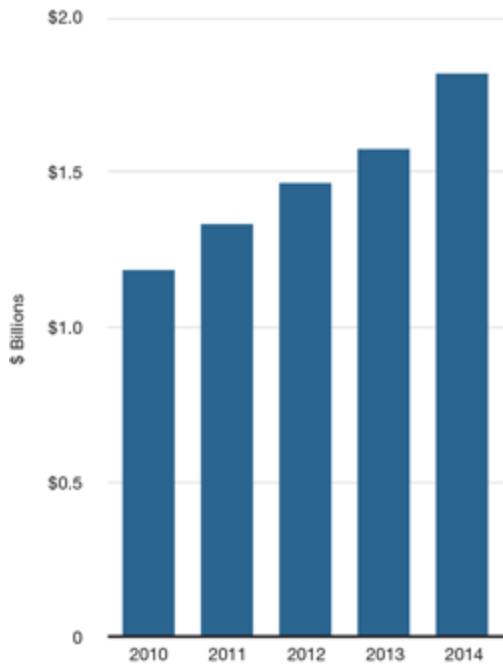
DTC SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipments in December experienced the usual drop in sales from November but stayed 14% in value above December 2013.

ANNUAL DTC SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant model

The chart shows that the value of DtC shipments increased steadily from 2010 through 2013, then accelerated in 2014. The average bottle price increased from \$36.56 in 2010 to \$38.40 in 2014.

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

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