

# Wine Industry Metrics - Direct-to-Consumer - January 2015

Wines Vines Analytics

## DtC Shipment Value Dips in January as Volume Grows

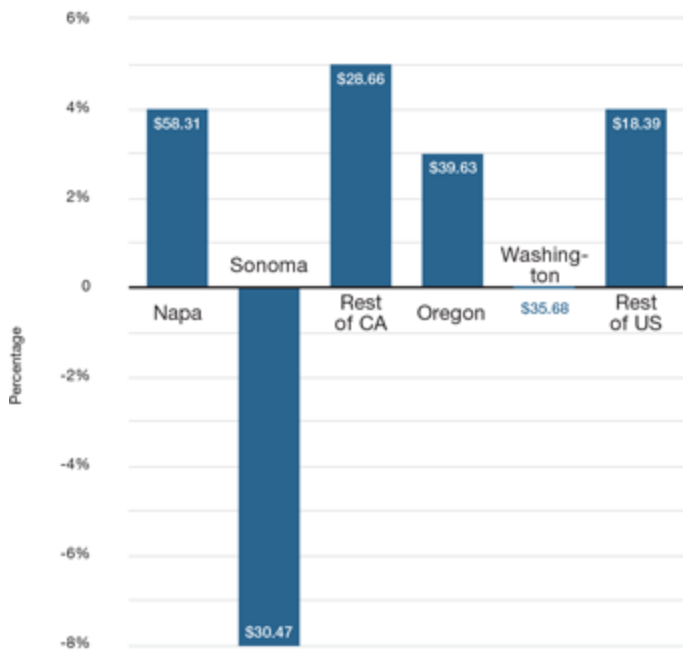
Direct-to-consumer shipments of wine in January dipped below last January's sales by 3%, while the 12-month performance was still 15% higher than a year ago. January volume rose by 8% and average bottle price decreased by 10%.

Direct-to-Consumer Shipments »	Month	12 Months
January 2015	\$75 mil	\$1,818 mil
January 2014	\$77 mil	\$1,584 mil

## DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

**DTC SHIPMENT BOTTLE PRICE CHANGE BY REGION**

Source: Wines Vines Analytics/ShipCompliant model. 12 months through January 2015.

The average bottle price by winery region grew for four out of six regions in the 12 months ending in January. Washington State was flat, and Sonoma County saw the average bottle price decrease by 8%. This was due to wineries with lower average prices expanding their use of the channel.

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

# WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

[info@winesandvines.com](mailto:info@winesandvines.com)

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