

Wine Industry Metrics - Direct-to-Consumer - February 2015

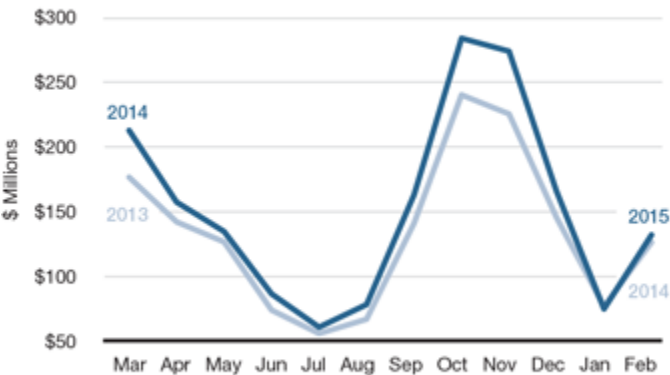
Wines Vines Analytics

DtC Shipment Value up 4% for Month, 14% for 12 Months

The value of direct-to-consumer shipments rose by 4% in February compared to February 2014, according to the Wines & Vines/ShipCompliant Model. The 12-month growth rate was 14%.

Direct-to-Consumer Shipments »	Month	12 Months
February 2015	\$132 mil	\$1,823 mil
February 2014	\$126 mil	\$1,598 mil

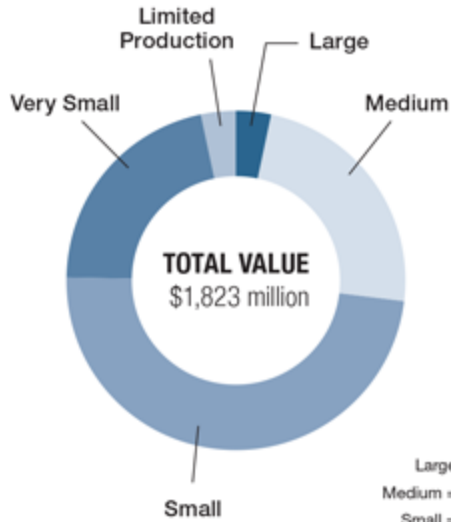
DIRECT-TO-CONSUMER SHIPMENTS



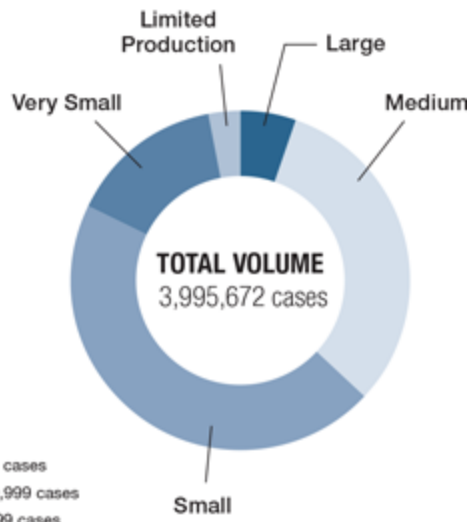
Source: Wines Vines Analytics/ShipCompliant

DtC shipments bounced back in February from their traditional January slump. Value was up 4% while volume increased by 11%

DTC SHIPMENT VALUE BY WINERY SIZE



DTC SHIPMENT VOLUME BY WINERY SIZE



Large = 500,000+ cases
Medium = 50,000-499,999 cases
Small = 5,000-49,999 cases
Very Small = 1,000-4,999 cases
Limited Production = < 1,000 cases

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

[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

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