

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

Wines Vines Analytics

DtC Shipments Rose 19% in March, a Popular Wine Club Month

The value of direct-to-consumer shipments from U.S. wineries in March rose 19% from the March 2014 value, and the 12-month growth rate stayed at last month's level of 14%. March is a big month for wine club shipments, including numerous high-value purchases, and those contributed to the monthly total of \$251,896,707.

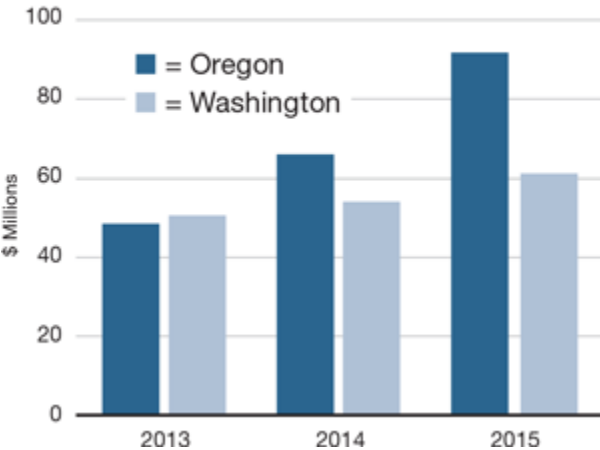
Direct-to-Consumer Shipments »	Month	12 Months
	March 2015	\$1,863 mil
	March 2014	\$1,634 mil

DIRECT-TO-CONSUMER SHIPMENTS



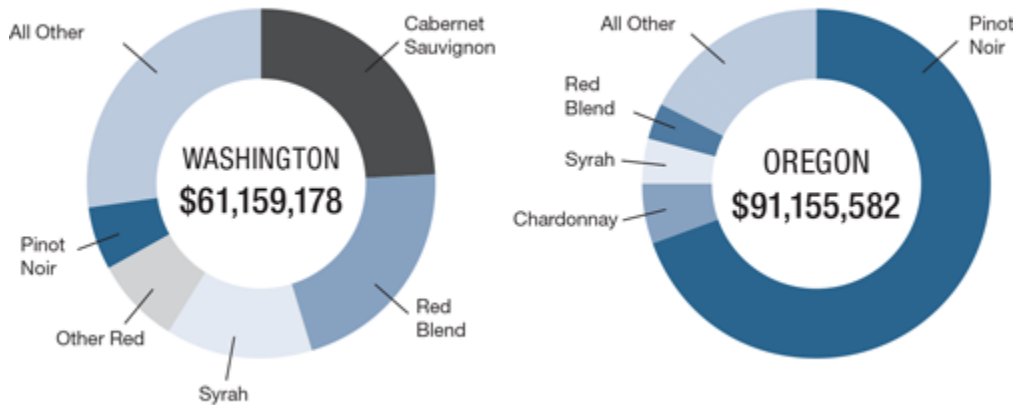
Source: Wines Vines Analytics/ShipCompliant

DTC SHIPMENT VALUE



Oregon wineries passed Washington wineries in value of DtC shipments about two years ago and stretched their lead in the 12 months ending in March. Also, the average bottle price for Oregon DtC shipments grew \$2.18 in three years to \$40.27, while Washington's average bottle price decreased by \$1.18 to \$35.44.

DTC SHIPMENT VALUE SHARE



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

The charts of DtC shipment market share by varietal show the radically different product mixes in the adjoining states.

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

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