

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

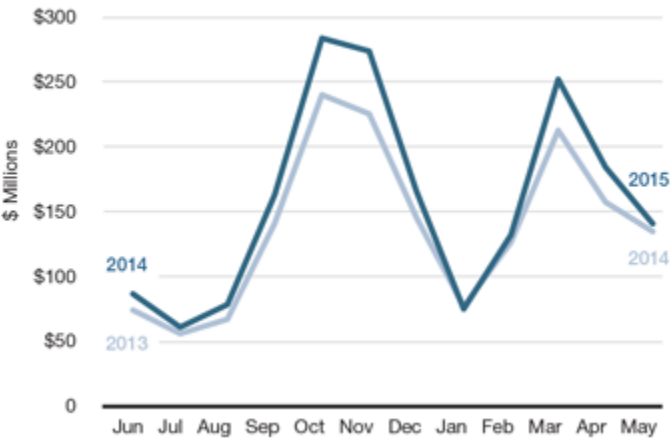
Wines Vines Analytics

DtC Shipments Increase in Value, Volume

The regular summer swoon for direct to consumer shipments is well underway, but May's DtC numbers are still higher than the previous year. DtC shipments rose 4% in value compared to May 2014 and the 12-month total also increased 14% to \$1.9 billion.

Direct-to-Consumer Shipments »	Month	12 Months
May 2015	\$141 mil	\$1,896 mil
May 2014	\$135 mil	\$1,657 mil

DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

May's shipments totaled \$141 million in value, which is about \$6 million more than May 2014 and 17% more than the total in May 2012. The total cases shipped in May grew 3% over the previous year to 347,440. Total shipments have been higher in every month of 2015 compared to last year, and the five month total is 1,711,867, 10% more than 2014.

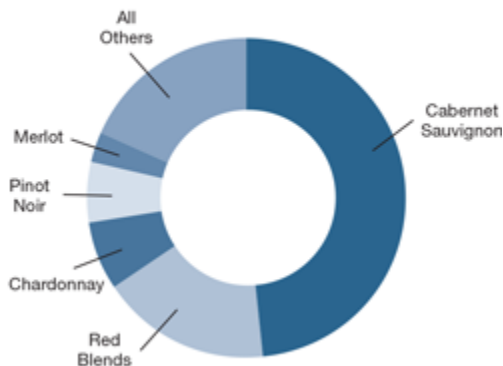
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

This month Wines Vines Analytics focused on Napa County wines for additional metrics analysis. DtC shipments from Napa County wineries in the past 12 months totaled \$948 million. Cabernet Sauvignon accounted for 48% or \$174 million of total shipments, followed by Red Blends at \$164 million or 17% of the total. Sauvignon/Fume Blanc had the largest share of the “others” category with \$25.2 million, just topping Zinfandel’s \$25 million.

DTC SHIPMENTS FROM NAPA COUNTY WINERIES



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

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

WINES & VINES

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