

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

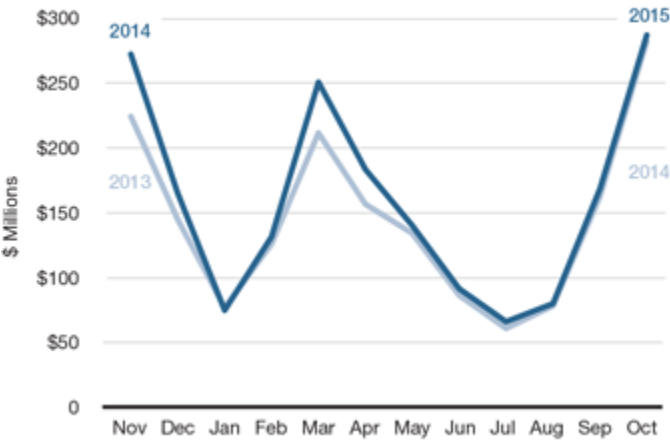
Wines Vines Analytics

## October DtC Shipments Reach New High of \$288 Million

October was the biggest month for direct-to-consumer shipments since 2010 when Wines Vines Analytics began partnering with ShipCompliant to measure the sales. October brought in \$288,411,582 for an increase of 2% from October 2014. Volume rose by 2% also, to 533,270 cases. The 12-month growth rate in dollars dipped slightly to 10%.

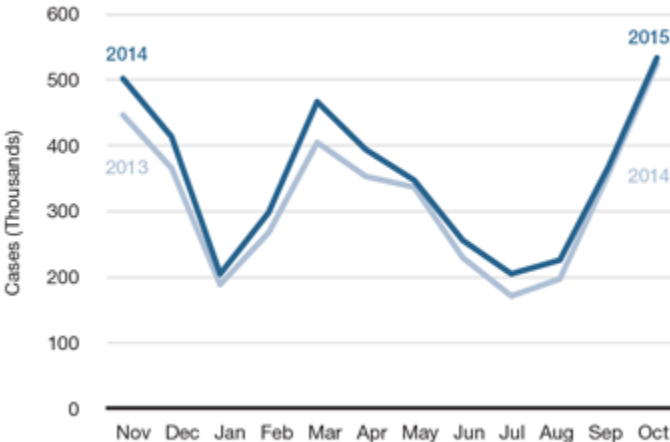
Direct-to-Consumer Shipments »	Month	12 Months
October 2015	\$288 mil	\$1,919 mil
October 2014	\$284 mil	\$1,751 mil

## DIRECT-TO-CONSUMER SHIPMENTS



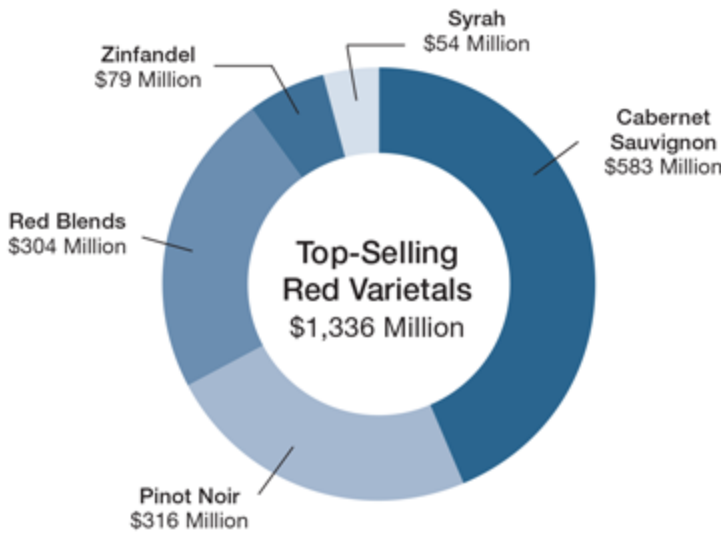
Source: Wines Vines Analytics/ShipCompliant

## DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

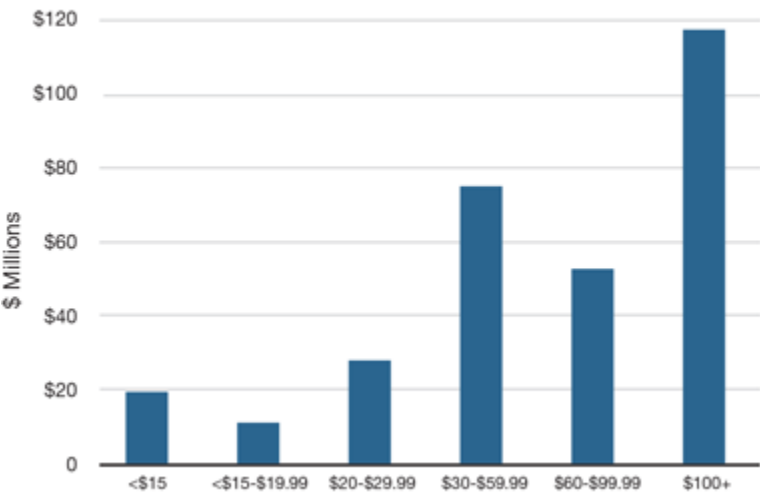
DTC SHIPMENTS RELATIVE MARKET SHARE



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

Red blends are the third most valuable red wine type in DtC shipments, showing \$304 million in 12-month sales.

DTC SHIPMENTS OF RED BLENDS BY BOTTLE PRICE



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

Customers receiving DtC shipments clearly skew toward red blends at high per-bottle prices. Many of the \$100 and over wines are Bordeaux-style blends from Napa Valley and Sonoma County.

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

# WINES&VINES

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