

Wine Industry Metrics - Direct-to-Consumer - January 2016

Wines Vines Analytics

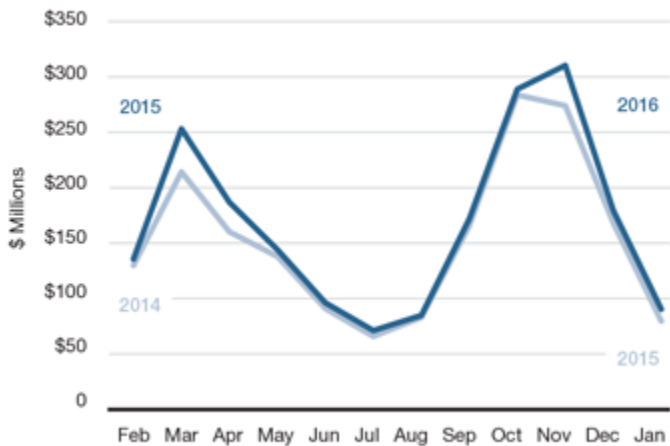
DtC Shipments Grow Fast From a Small Base in January

The 15% sales growth of direct-to-consumer shipments in January easily beat the 12-month average of 9%. January shipments are typically among the lowest of the year, however, so the change was from a small base.

Direct-to-Consumer Shipments »	Month	12 Months
	January 2016	\$1,978 mil
	January 2015	\$1,818 mil

[Download the 2016 Direct-to-Consumer Wine Shipping Report](#)

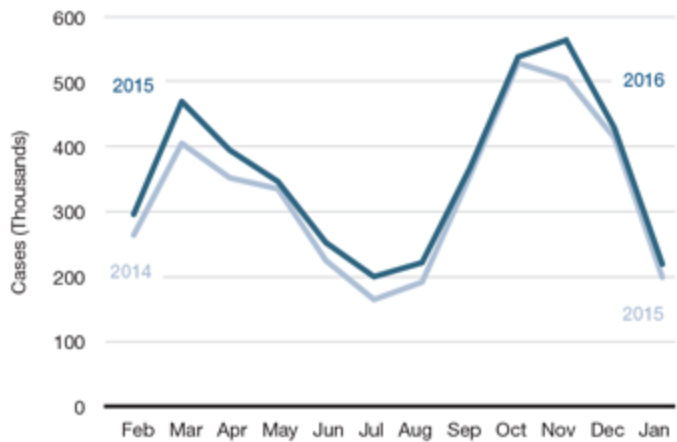
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

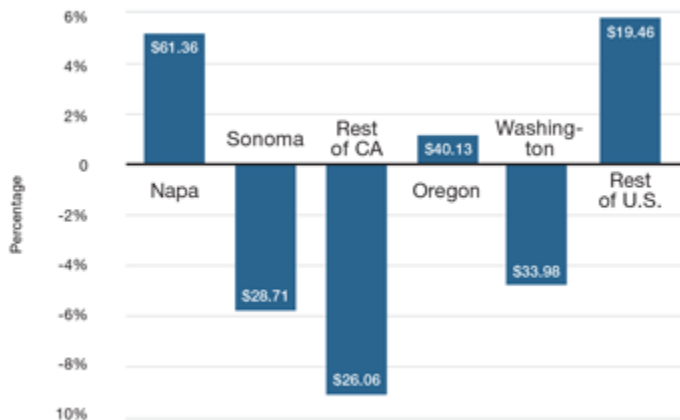
DtC shipments from U.S. wineries reached \$86 million in January, an \$11 million improvement from a year ago.

DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DTC SHIPMENT BOTTLE PRICE CHANGE BY REGION



Source: Wines Vines Analytics/ShipCompliant model. 12 months through January 2016.

A downward trend in average bottle price has emerged for DtC shipments, at least among half the major winery origin districts. In Sonoma and other down-trending areas, the decrease is partly due to newly active DtC wineries offering products at lower prices, not from other brands dropping prices. Napa, Oregon and the Rest of US regions were up, however.

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

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