

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

Wines Vines Analytics

Wineries Increase DtC Shipments by 9%

Direct-to-consumer shipments by U.S. wineries grew 9% in value in April compared to a year ago. While a fast rate of growth, it was the smallest monthly increase since December. The growth rate for the past 12 months was also 9%.

Direct-to-Consumer Shipments »	Month	12 Months
April 2016	\$202 mil	\$2,069 mil
April 2015	\$184 mil	\$1,890 mil

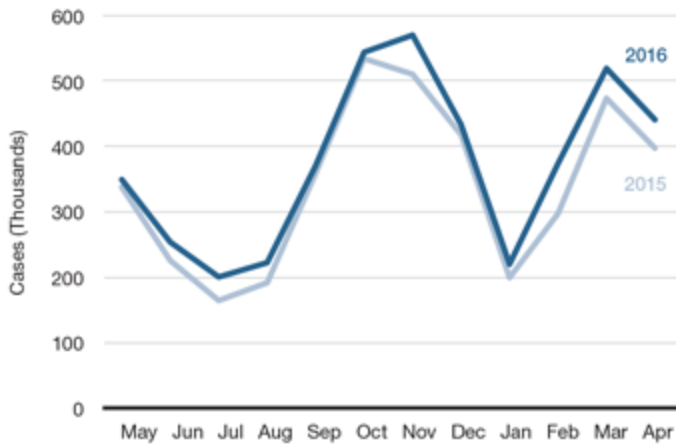
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

April sales totaled \$201,618,226 according to the Wines Analytics/ShipCompliant model.

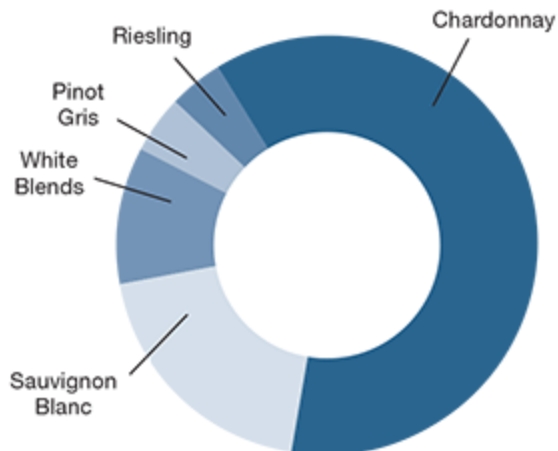
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

The volume of direct-to-consumer shipments in April was 434,800 cases.

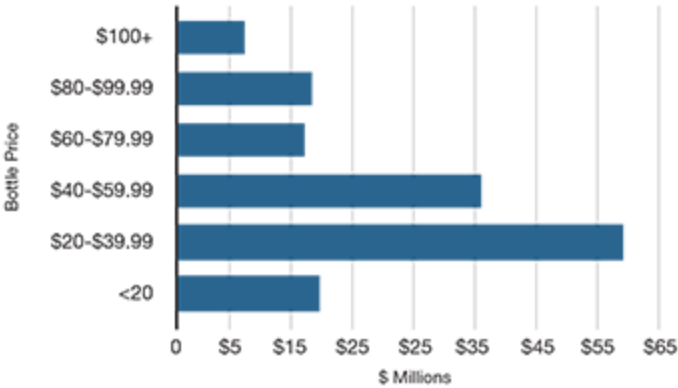
DTC SHIPMENT VALUE SHARE



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

Chardonnay had triple the market share of Sauvignon Blanc in the DtC shipment channel.

DTC CHARDONNAY SALES BY PRICE SEGMENT



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

Chardonnay sales by price segment for DtC shipments vary drastically from off-premise sales (see the off-premise Metrics page). The majority of DtC shipments come from wines priced at \$20 to \$60, while in the off-premise channel it is \$4 to \$11.

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



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