

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

Wines Vines Analytics

DtC Shipments Grow 30% in May

Direct-to-consumer shipments in May brought in 30% more dollars than in May 2015, and helped boost the 12-month performance to 11%. The big gain was at least partly due to the calendar, and that shippers like to send their packages early in the week. May wrapped into a fifth week including Memorial Day Monday and the day after, so May had one more peak shipping period than most months. Large wineries are also becoming active in DtC shipments, swelling the sales total with lower-priced wines.

Direct-to-Consumer Shipments »	Month	12 Months
May 2016	\$183 mil	\$2,111 mil
May 2015	\$141 mil	\$1,896 mil

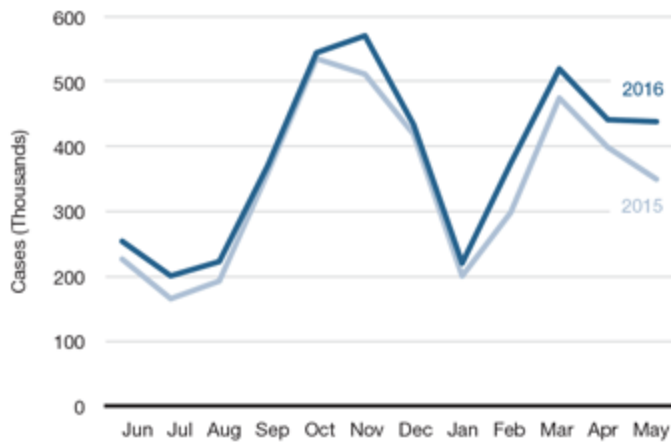
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

The value of DtC shipments in May was \$182,967,973, which was 30% higher than May 2015.

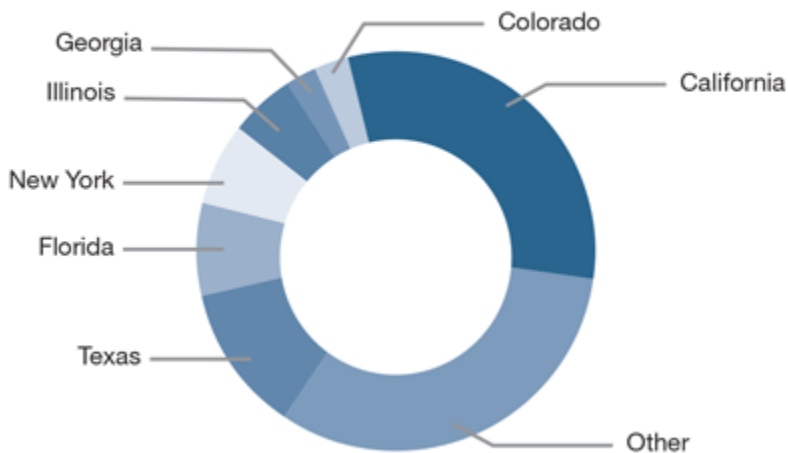
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipments from U.S. wineries totaled 432,006 cases in May.

DTC SHIPMENTS FROM NAPA COUNTY BY STATE



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

Californians buy the largest percentage of wines direct-shipped from Napa County wineries, followed by Texans and citizens of several other states with large populations.

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

WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903
info@winesandvines.com

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