

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

Wines Vines Analytics

DtC Shipments Up 23% in Light Month

Domestic wineries in July direct-shipped wines worth 23% more than last July, according to the Wines & Vines /ShipCompliant model. July is a notoriously light month for shipping to consumers, however, so the rise was from a small base.

Direct-to-Consumer Shipments »	Month	12 Months
July 2016	\$82 mil	\$2,136 mil
July 2015	\$66 mil	\$1,906 mil

DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

Sales topped \$81 million in July in the DtC shipments channel.

DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

Volume of DtC shipments was 236,452 cases.

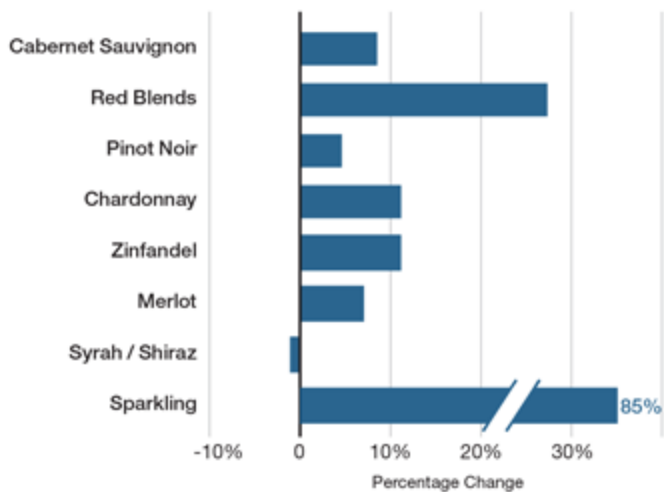
DTC SHIPMENTS BY VARIETAL



Source: Wines & Vines/ShipCompliant model, 12 months through July 2016.

Chardonnay and red blends each moved up one step from a year ago among the largest-selling varieties or types of wines shipped direct to consumers.

DTC SHIPMENTS GROWTH RATE BY VARIETAL



Source: Wines & Vines/ShipCompliant model. 12 months through July 2016.

Red blends and sparkling wines overtook all other major varietals or types as the fastest growing categories in DtC shipments. From a very small base, sparkling wines increased sales by 85%, while the much-bigger red blends category grew 27%.

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

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