

Wine Industry Metrics - May 2013

Wines Vines Analytics

Strong Growth Across Major Channels

The outlook remained positive for the wine industry in May, as domestic wine sales stayed up 6% over last year, direct-to-consumer shipments rose by 17% in volume and value, and winery hiring activity--led by openings in winery tasting rooms--jumped 32%, continuing its record pace.

Off-Premise Sales IRI Channels »	Month	12 Months
May 2013	\$386 mil	\$5,149 mil
May 2012	\$365 mil	\$4,866 mil

Direct-to-Consumer Shipments »	Month	12 Months
May 2013	\$127 mil	\$1,503 mil
May 2012	\$108 mil	\$1,349 mil

Winery Job Index »	Month	12 Months
May 2013	291	180
May 2012	220	151

Data sources: IRI, ShipCompliant, winejobs.com

WINES & VINES

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

Copyright © 2001-2024 by Wine Communications Group, Inc. All Rights Reserved.
 No material may be reproduced without written permission of the Publisher.