

Wine Industry Metrics - January 2016

Wines Vines Analytics

All Wine Sales Metrics Move Up in January

All our wine sales metrics were in the green for January and also for the most recent 12 months ending in January. Direct to consumer shipments and off-premise sales in the IRI channels had the highest growth numbers, while total sales of U. S. wine in all channels grew modestly at 2%. The Winery Job Index decreased by 5% in January while maintaining 16% growth for 12 months.

Total U.S. Wine Sales »	Month	12 Months
January 2016	\$2,462 mil	\$37,570 mil
January 2015	\$2,486 mil	\$37,022 mil

Off-Premise Sales IRI Channels »	Month	12 Months
January 2016	\$673 mil	\$8,311 mil
January 2015	\$628 mil	\$7,983 mil

Direct-to-Consumer Shipments »	Month	12 Months
January 2016	\$86 mil	\$1,978 mil
January 2015	\$75 mil	\$1,818 mil

Winery Job Index »	Month	12 Months
January 2016	250	269
January 2015	257	230

Data sources: BW166.com, IRI, ShipCompliant, winejobs.com



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