

Wine Industry Metrics - March 2016

Wines Vines Analytics

Domestic Wine Sales and Winery Hiring Grow 4% in March

The same growth rate applied across several metrics in March, as total U.S. wine sales, off-premise sales in IRI channels and the Winery Job Index all grew by 4% compared to last March. Total domestic wine sales caught up with the off-premise performance as measured by IRI, and the rate of winery hiring activity cooled slightly. Direct-to-consumer shipments increased by 12%.

Total U.S. Wine Sales »	Month	12 Months
March 2016	\$3,222 mil	\$37,930 mil
March 2015	\$3,250 mil	\$36,702 mil

Off-Premise Sales IRI Channels »	Month	12 Months
March 2016	\$639 mil	\$8,360 mil
March 2015	\$628 mil	\$8,068 mil

Direct-to-Consumer Shipments »	Month	12 Months
March 2016	\$283 mil	\$2,052 mil
March 2015	\$252 mil	\$1,863 mil

Winery Job Index »	Month	12 Months
March 2016	382	276
March 2015	346	240

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



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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