

Wine Industry Metrics - October 2016

Wines Vines Analytics

Steady Metrics Growth Includes Surging DtC Shipments

Growth in U.S. wine sales remained steady at 5% in October as consumers favored domestic table wines, according to bw166. Direct-to-consumer shipments rose 35% versus the same month a year earlier, among the strongest showings this year. Winemakers remained in demand on the jobs front, while sales, marketing and direct-to-consumer staffing at wineries slowed. Click on the black bars below for details.

Total U.S. Wine Sales »	Month	12 Months
October 2016	\$3,462 mil	\$39,600 mil
October 2015	\$3,284 mil	\$37,659 mil

Off-Premise Sales IRI Channels »	Month	12 Months
October 2016	\$635 mil	\$8,536 mil
October 2015	\$595 mil	\$8,116 mil

Direct-to-Consumer Shipments »	Month	12 Months
October 2016	\$391 mil	\$2,299 mil
October 2015	\$288 mil	\$1,919 mil

Winery Job Index »	Month	12 Months
October 2016	173	289
October 2015	179	269

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



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