

Wine Industry Metrics - March 2015

Wines Vines Analytics

Key Indicators Show Healthy Wine Industry in March

March brought very significant growth in direct-to-consumer shipments and the Winery Job Index compared to March 2014, plus steady growth in off-premise domestic wine sales. All three of these key indicators of U.S. wine industry health in March beat their 12-month averages.

Off-Premise Sales IRI Channels »	March 2015	
	Month	12 Months
	March 2015	\$8,068 mil
	March 2014	\$7,588 mil

Direct-to- Consumer Shipments »	March 2015	
	Month	12 Months
	March 2015	\$1,863 mil
	March 2014	\$1,634 mil

Winery Job Index »	March 2015	
	Month	12 Months
	March 2015	240
	March 2014	208

Data sources: 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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