

Wine Industry Metrics - December 2015

Wines Vines Analytics

All Channels Add to \$38 Billion Market for U.S. Wine in 2015

Retailers, restaurants and wineries all saw sales increases in 2015, swelling the size of the market for U.S. wine to more than \$38 billion. Off-premise sales grew by 7% through December, direct-to-consumer shipments rose by 8% and the on-premise channel showed improvement, too. A further sign of the health of the U.S. wine industry was that winery hiring activity increased by 19% in 2015. Read more about each metric by clicking on the black bars below.

Total U.S. Wine Sales »	Month	12 Months
December 2015	\$3,688 mil	\$37,894 mil
December 2014	\$3,701 mil	\$36,879 mil

Off-Premise Sales IRI Channels »	Month	12 Months
December 2015	\$820 mil	\$8,250 mil
December 2014	\$782 mil	\$7,877 mil

Direct-to-Consumer Shipments »	Month	12 Months
December 2015	\$177 mil	\$1,967 mil
December 2014	\$166 mil	\$1,820 mil

Winery Job Index »	Month	12 Months
December 2015	141	270
December 2014	156	225

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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