

Wine Industry Metrics - September 2016

Wines Vines Analytics

DtC Shipments Rise 17% in September, Leading Sales Growth

U.S. wine sales continued to grow in September, rising 5%. Table wine sales strengthened, contributing most to overall growth in both on and off premise channels. Domestic wines maintained market share against imports. Direct-to-consumer shipments led with 17% growth for the month, with Washington wines in particular rising 19% from a low base. Strong consumer demand in turn drove hiring activity.

Total U.S. Wine Sales »	Month		12 Months	
September 2016	\$3,535 mil		\$39,355 mil	
September 2015	\$3,442 mil		\$37,755 mil	

Off-Premise Sales IRI Channels »	Month		12 Months	
September 2016	\$633 mil		\$8,498 mil	
September 2015	\$612 mil		\$8,083 mil	

Direct-to-Consumer Shipments »	Month		12 Months	
September 2016	\$198 mil		\$2,197 mil	
September 2015	\$169 mil		\$1,914 mil	

Winery Job Index »	Month		12 Months	
September 2016	218		289	
September 2015	192		266	

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

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