

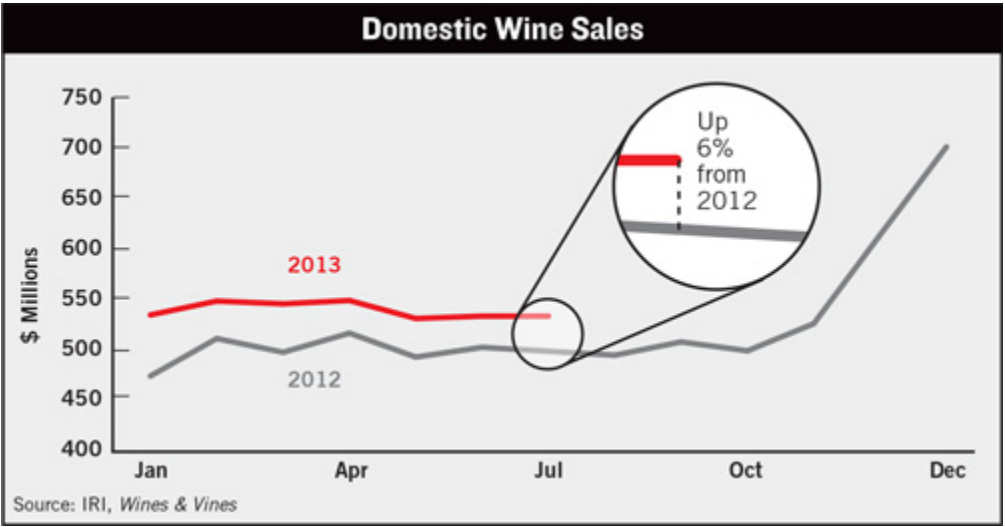
# Wine Industry Metrics - Off-Premise Sales - June 2013

Wines Vines Analytics

## Sales in U.S. Stores Grow 7% Since June 2012

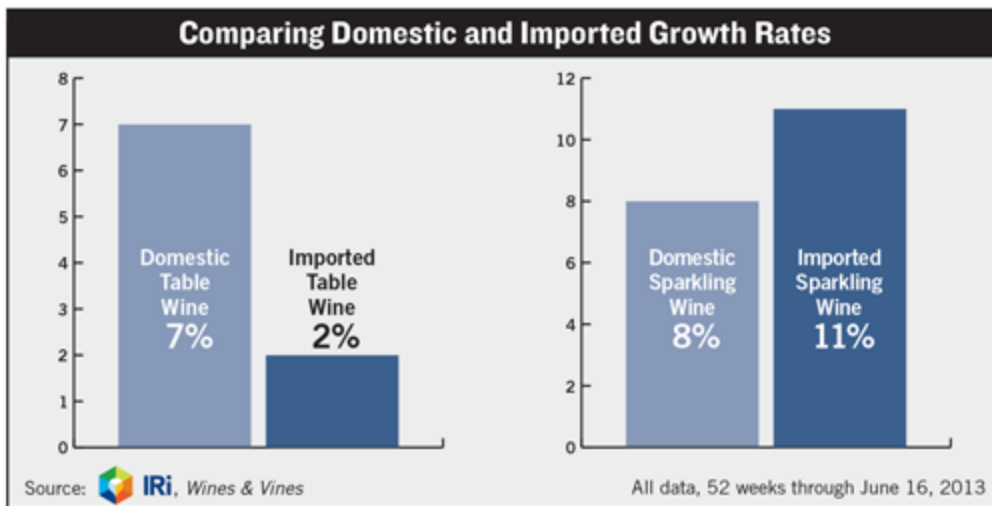
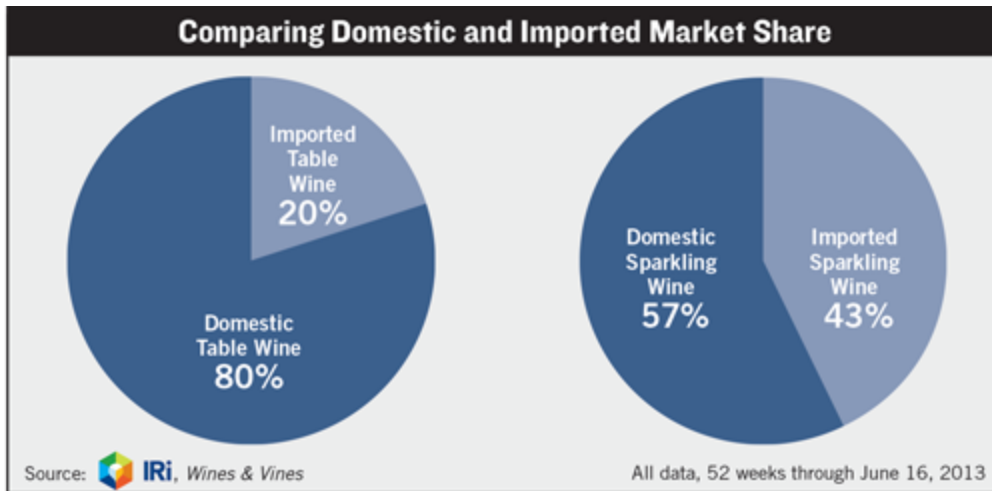
Domestic wine sales in U.S. stores grew by 7% during the 52 weeks ending in June, according to IRI, the Chicago, Ill.-based market research firm. Consumers bought more U.S. wines in eight of nine price/package categories. The hottest segments were \$20-plus bottles (up 18%) and premium box wines (up 24%).

Off-Premise Sales		
IRI Channels »		
	Month	12 Months
June 2013	\$535 mil	\$7,094 mil
June 2012	\$505 mil	\$6,617 mil



## Domestic Still Wines Beat Imports, but Imported Bubbly Grows Faster

Growth in domestic table wine sales continued to far outpace the growth of imports through June. Domestic wines grew by 7% in value during the past 52 weeks, and totaled \$6.7 billion, while imports rose by 2% and totaled \$1.7 billion. Sparkling wines showed a counter trend: Domestic bubbly grew by 8% and held 57% of the market at an average of \$8.33 per bottle, while sparkling imports increased by 11% and captured a 43% share.



## Off-Premise Sales Data Expands to More Outlets

*Editor's note:* Wines & Vines' content for off-premise wine sales now includes a wider base of data from IRI, the Chicago, Ill.-based market research firm, covering about 45% of all U.S. off-premise sales for table wine and sparkling wine. The data incorporates IRI's more inclusive multi-outlet and convenience store tracking, which includes food and drug stores, dollar stores, warehouse clubs, Target and Walmart. Wines & Vines continues to focus its analysis on sales of domestic wine.

## About IRI Channels

Sourced from Chicago-based IRI, these figures cover sales in multiple-outlet and convenience store channels. These include grocery, drug, mass marketers, membership clubs, dollar and convenience stores. Liquor store sales are not included.

# WINES&VINES

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