

Wine Industry Metrics - Off-Premise Sales - September 2014

Wines Vines Analytics

Domestic Wine Sales Grow 5% in September, 6% in 52 Weeks

Off-premise sales of domestic wine, combining table and sparkling wines, grew 5% in the four weeks ending Sept. 7 compared to the similar period in 2013. For the fifth month in a row, 52-week sales grew 6%, according to IRI, the Chicago, Ill.-based market-research firm. Sales of Chardonnay, the top-selling varietal, increased by 3%; the second-largest varietal, Cabernet Sauvignon, rose 9% in sales during the 52 weeks.

Off-Premise Sales		
IRI Channels »		
	Month	12 Months
September 2014	\$578 mil	\$7,757 mil
September 2013	\$550 mil	\$7,311 mil

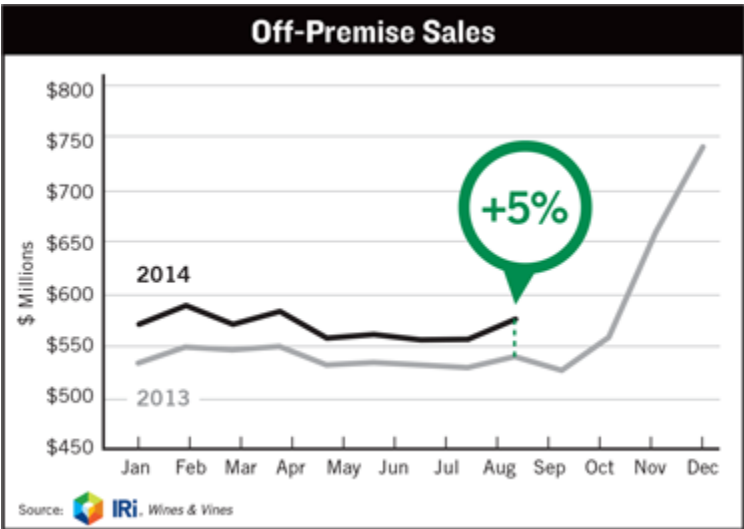
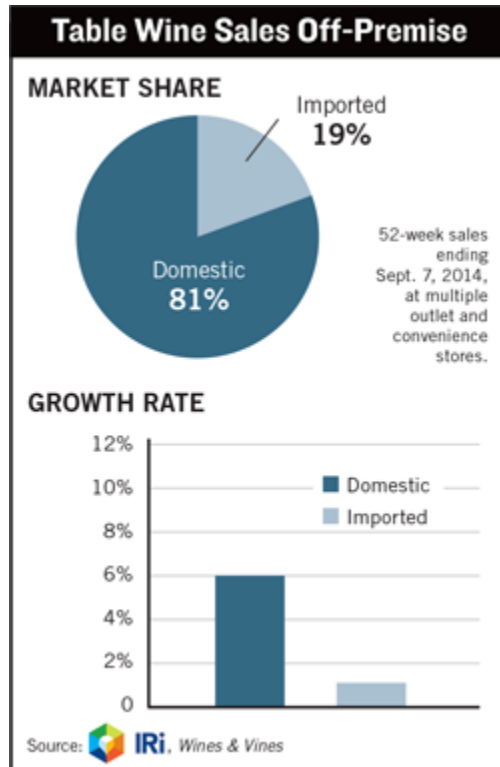


Table wine had 92% market share in sales during the most recent 52 weeks, according to IRI. Sparkling wine sales, though growing at a faster rate than table wine sales, held just 8%.



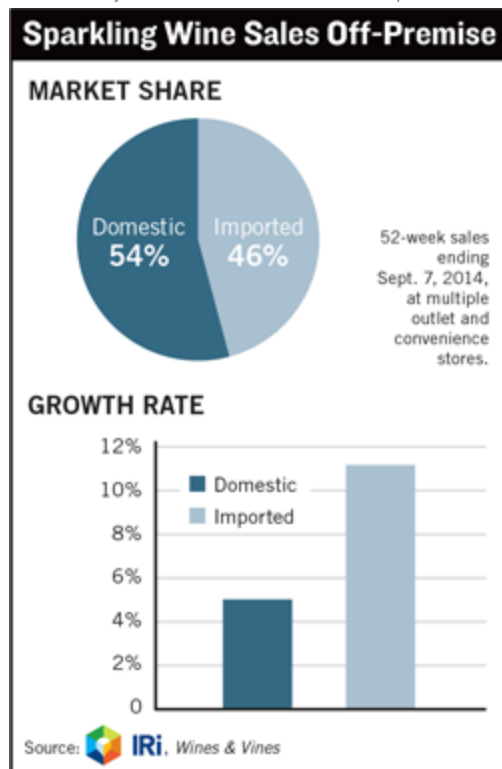
U.S. Table Wine Gains 1 Point in Market Share

Domestic table wine gained 1% in market share compared to imports in off-premise accounts in the past year. The 1% gain in market share related to 6% sales growth for domestic table wine and just 1% for imports. California alone held 73% market share in table wine, followed by Italy as the leading import country and Australia, both of which shrank slightly in market share.



U.S. Sparkling Wines Lead, But Grow Slower Than Imports

In the sparkling wine category, both domestic and imported categories grew in sales: 5% for domestic and 11% for imported during the past 52 weeks. Domestic sparkling wine sales grew by 7% in the most recent four weeks. The volume gains were 4% and 10%, respectively. It is not surprising to see that prices rose: 13 cents per bottle for domestic and 17 cents for imported sparkling. Italy held 29% market share.



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.

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