

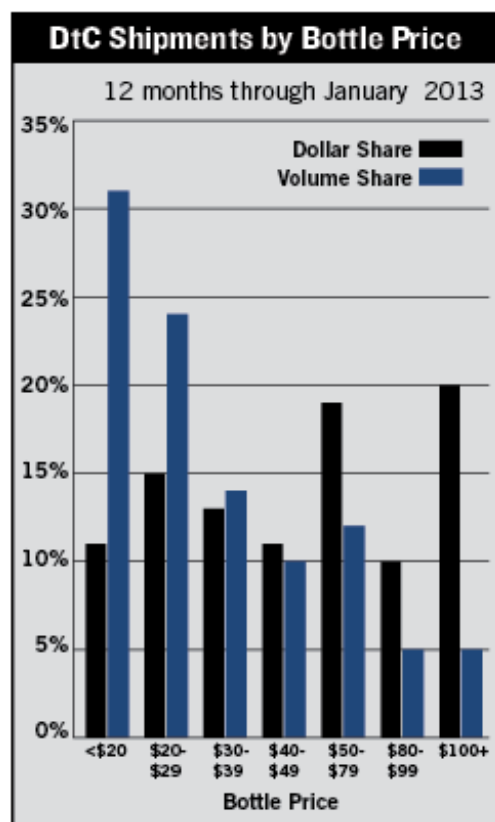
Wine Industry Metrics - Direct-to-Consumer - January 2013

Wines Vines Analytics

Slow Month of January Still Sees 4% Growth for DTC Shipments

DtC shipments made a modest gain in January, increasing 4% in value compared to January 2012. This is much slower growth than in December but good enough to keep the 12-month trend at 10%. January has been the third-slowest month for DTC shipments for several years, next to July and August when the weather is too hot for safely shipping wine club purchases and others.

| Direct-to-Consumer Shipments » | Month | 12 Months |
|--------------------------------|----------|-------------|
| January 2013 | \$68 mil | \$1,468 mil |
| January 2012 | \$66 mil | \$1,335 mil |



The share of market that different bottle price segments hold in dollars versus volume of DTC shipments shows a dramatic inverse relationship. The most expensive wines -- \$100-plus -- account for the largest share of dollars and the smallest share of bottles shipped. The least expensive wines -- less than \$20 per bottle -- held the largest share of volume and the second to lowest share of dollars.

[Download the Wines & Vines/Ship Compliant 2017 Direct to Consumer shipping report »](#)

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