

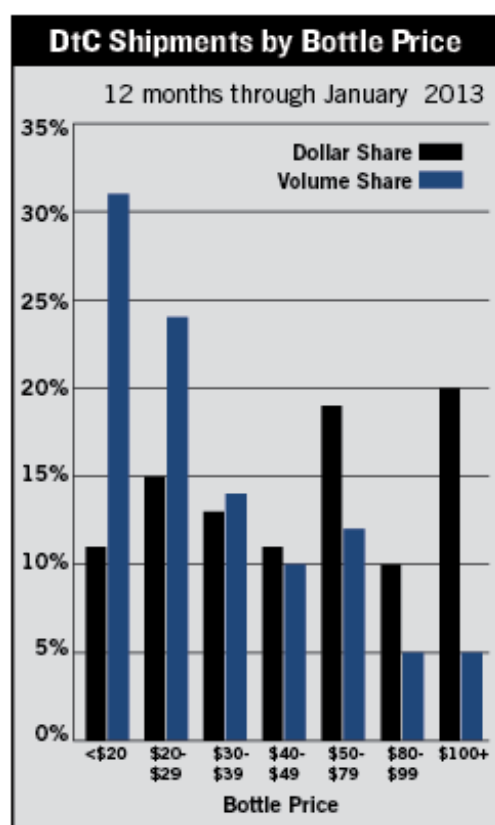
Wine Industry Metrics - Direct-to-Consumer - January 2013

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 »](#)

WINES & VINES

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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