

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

Wines Vines Analytics

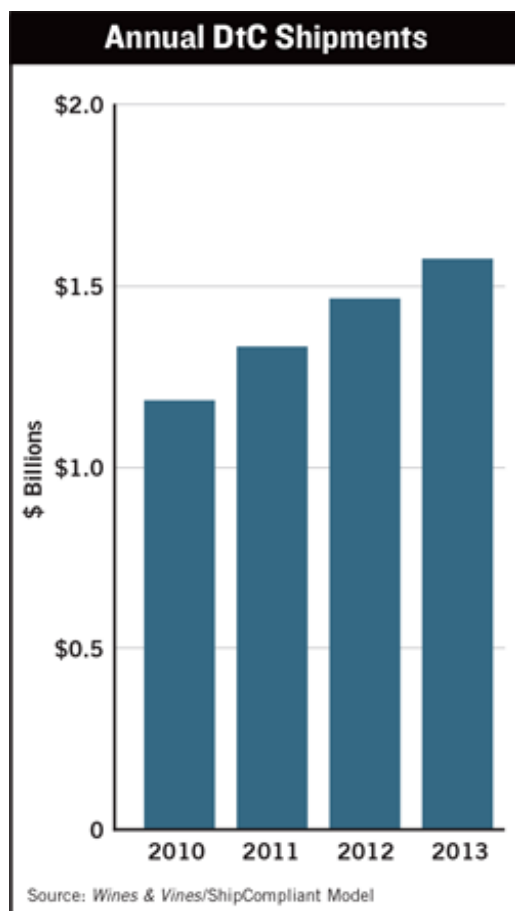
DtC Shipments Reach New High in 2013

The value of direct-to-consumer shipments from U.S. wineries reached \$1.58 billion in 2013, the highest annual level since at least 2010, when this metric was created with the Wines & Vines/ShipCompliant model. Sales in December 2013 alone grew to \$145 million.

Direct-to-Consumer Shipments »	Month	12 Months
December 2013	\$145 mil	\$1,576 mil
December 2012	\$128 mil	\$1,466 mil

December DtC Shipment Value up 14%, Volume up 23%

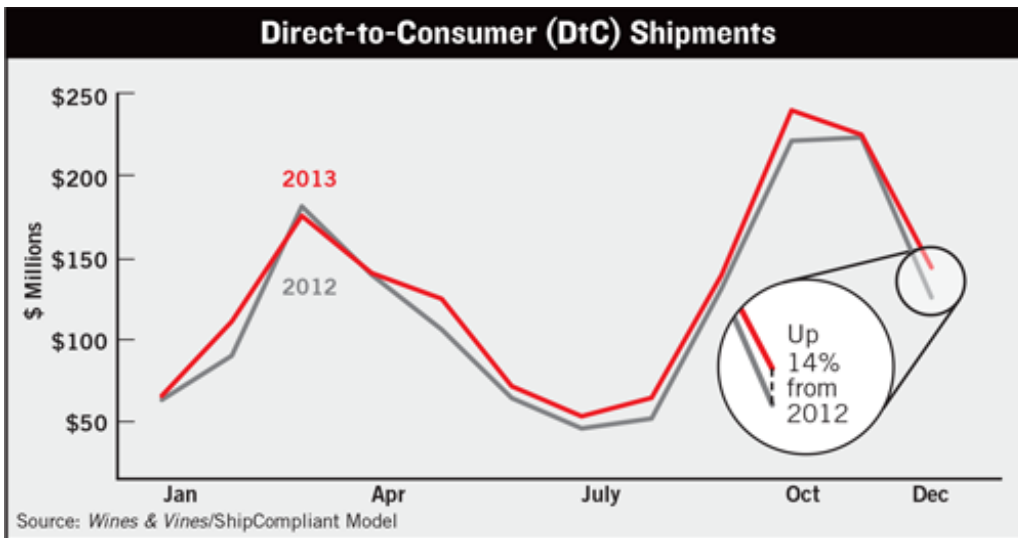
DtC shipments typically peak in October or November each year, then fall in December after the peak buying period. December 2013 kept to this pattern, yet sales grew 14% over the previous December. Volume rose even faster—up 23% to 366,929 case equivalents.



DtC Shipments Climb Steadily to \$1.58 Billion

DtC shipments stepped up again in 2013, continuing a steady climb since 2010. Dollar sales were up 7% to \$1.58 billion, while volume rose by 9% to reach 3.48 million 9-liter case equivalents. Average bottle price for

DtC shipments dipped slightly, from \$38.42 in 2012 to \$37.78 in 2013.



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

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