

Wine Industry Metrics - Direct-to-Consumer - August 2016

Wines Vines Analytics

DtC Shipments Post Record 39% Sales Growth in August

Direct-to-consumer (DtC) shipments rose 39% in August versus the same month a year earlier, according to Wines Vines Analytics/ShipCompliant. This was the largest year-over-year gain since 2012, due partly to the month having five Mondays, popular shipping days. Shipment values totaled \$112 million on 291,944 9-liter cases. Top-tier price categories underpinned 12-month growth; in Cabernet Sauvignon, for example, bottles worth \$100 and up saw sales rise 19% to \$339 million.

Direct-to-Consumer Shipments »	12 Months	
	Month	12 Months
August 2016	\$112 mil	\$2,167 mil
August 2015	\$80 mil	\$1,908 mil

DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

Stunning year-over-year sales growth in August reflects the ongoing strength of the direct-to-consumer segment.

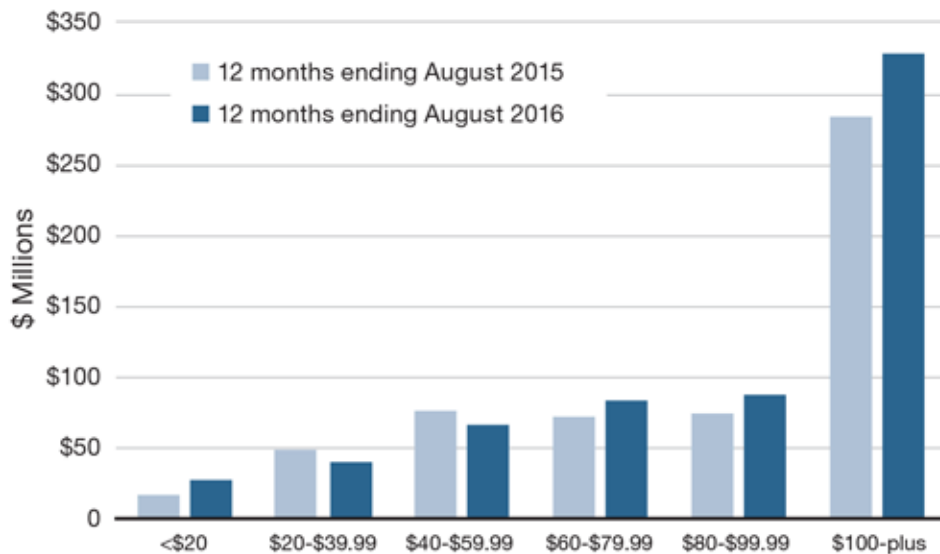
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

Greater volumes in August were partly attributable to the month having five Mondays, popular days for shipments.

DTC CABERNET SAUVIGNON SALES BY PRICE



Source: Wines Vines Analytics/ShipCompliant model. 12 months through August 2015 and August 2016.

Cabernet Sauvignon shipments were marked by consistent growth across price categories for bottles worth \$60 and more.

[Download the Wines & Vines/Ship Compliant 2018 Direct to Consumer shipping report »](#)

WINES & VINES

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