

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

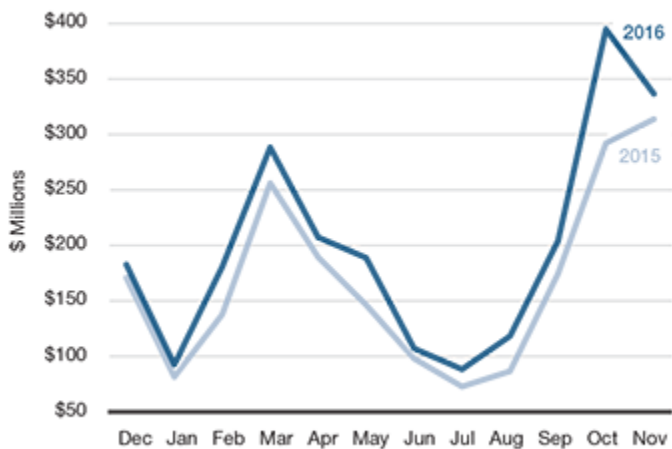
Wines Vines Analytics

DtC Shipments Rise on Lower-Priced Shipments

Direct-to-consumer (DtC) shipments increased in the traditionally strong month of November, according to Wines Vines Analytics/ShipCompliant. Sales topped \$332 million, a 7% increase from November 2015. Shipments totaled 668,450 cases, a 20% increase driven by the movement of lower-priced bottles. Among bottles \$60-plus, Cabernet Sauvignon led the way with 49% market share, but strong gains in Pinot Noir and Chardonnay reflect the growing scope of DtC shipments.

Direct-to-Consumer Shipments »	Month	12 Months
November 2016	\$332 mil	\$2,321 mil
November 2015	\$310 mil	\$1,956 mil

DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC sales topped \$332 million in November, the second-highest monthly tally of 2016.

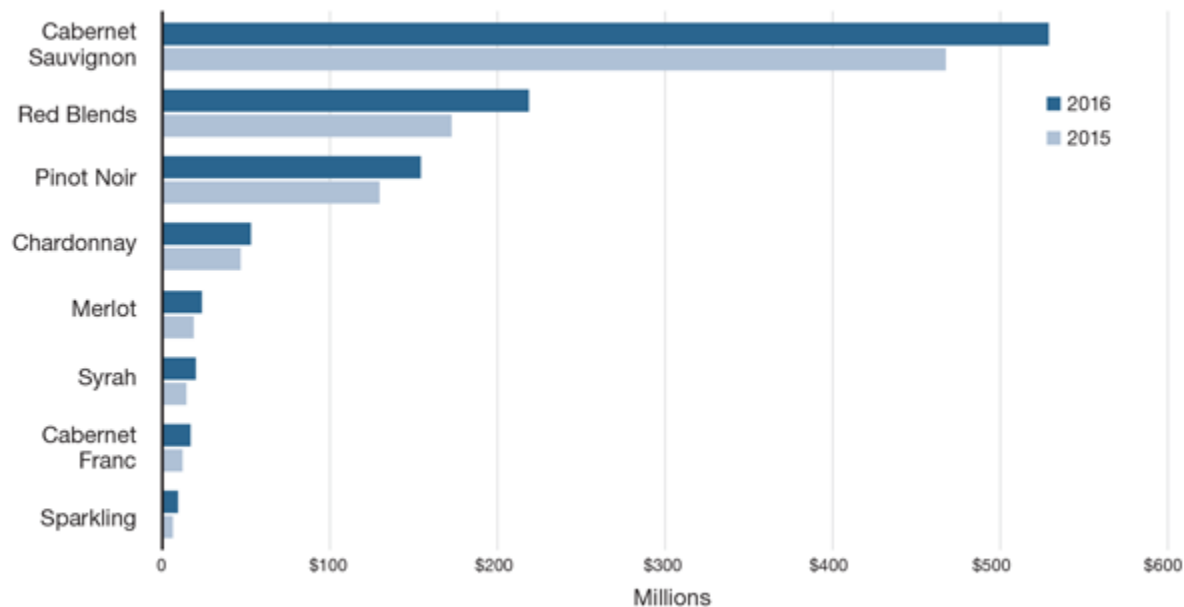
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

A rise in lower-priced bottles moving DtC boosted case shipments to 668,450 in November.

DTC SHIPMENT SALES FOR \$60-PLUS



Source: Wines Vines Analytics/ShipCompliant model, 12 months through November 2016.

Cabernet Sauvignon leads DtC shipments of \$60-plus wines, with 49% market share, with Chardonnay a rising star.

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

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