

Wine Industry Metrics - Direct-to-Consumer - August 2017

Wines Vines Analytics

DtC Shipments Strengthen 16% in August

Direct-to-consumer (DtC) activity increased 16% in August 2017 versus August 2016, Wines Vines Analytics /ShipCompliant reported. Shipments totaled \$130 million on 320,754 cases. While growth in case shipments lagged value for the month, value and volumes increased by 17% each in the 12 months ended August. Cabernet Sauvignon was the most popular varietal with \$748 million shipped DtC in the 12 months ended August, up 17% from a year ago. Wines priced \$60-79.99 a bottle saw 38% growth.

Direct-to-Consumer Shipments »	Month	12 Months
August 2017	\$130 mil	\$2,546 mil
August 2016	\$112 mil	\$2,167 mil

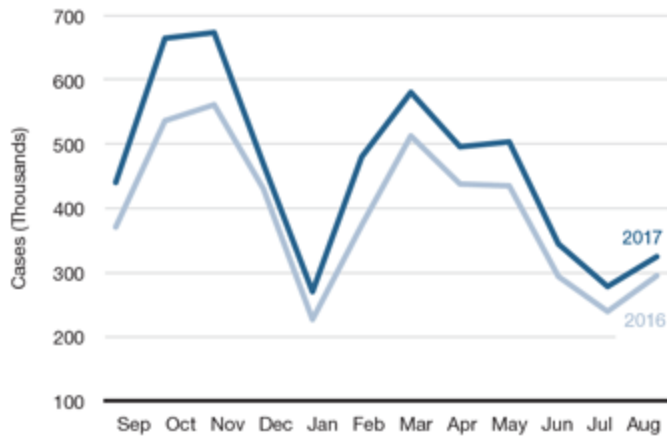
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipments increased 16% to \$130 million in August 2017 versus August 2016.

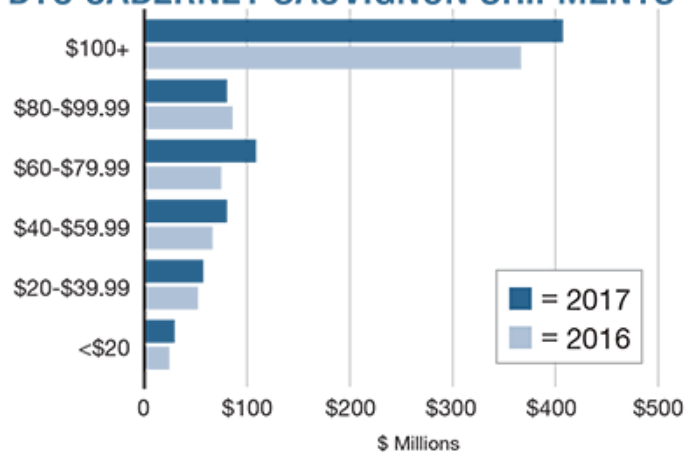
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipments totaled 320,754 cases in August 2017, up 10% from August 2016.

DTC CABERNET SAUVIGNON SHIPMENTS



Source: Wines Vines Analytics/Ship Compliant; 12 months through August 2017.

Cabernet Sauvignon saw \$748 million shipped in the 12 months ended August, up 17% from a year ago. Varietal growth was led by bottles priced \$60-\$79.99.

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

WINES & VINES

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