

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

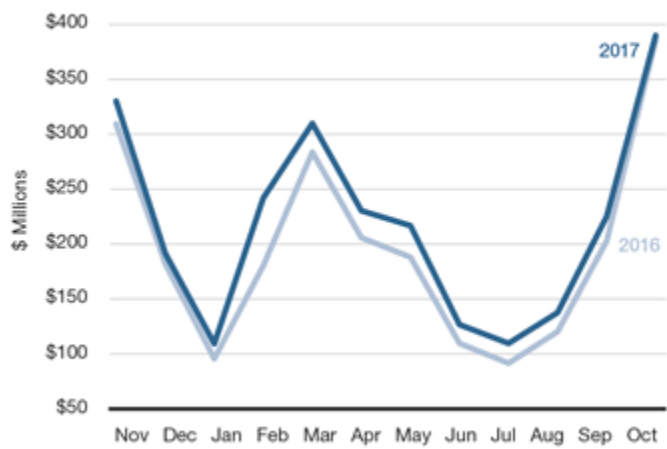
Wines Vines Analytics

DtC Shipments Set New Benchmark in October

Direct-to-consumer (DtC) shipments hit \$395 million in October, Wines Vines Analytics/ShipCompliant reported, up 1% from October 2016 in a new benchmark for the channel. Average bottle price fell 6% to \$46.36 as case volumes rose 8% to 709,693, underscoring greater shipments of lower-priced wines. DtC shipments of red varietals totaled \$412 million, led by Cabernet Sauvignon with 39% market share. Bottles priced \$15-\$19.99 rose 21% to total \$18 million in the 12 months ended October 2017.

Direct-to-Consumer Shipments »	Month	12 Months
October 2017	\$395 mil	\$2,574 mil
October 2016	\$391 mil	\$2,299 mil

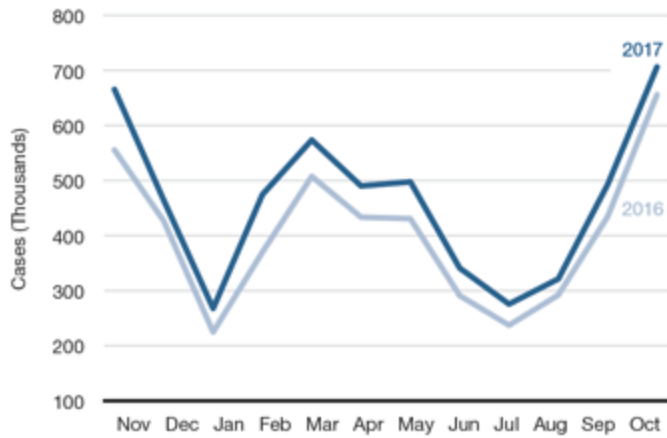
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipments increased 1% to \$395 million in October versus a year earlier.

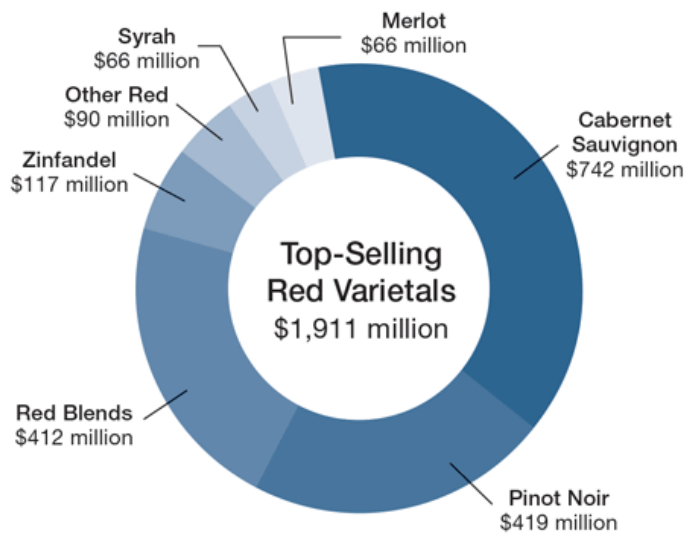
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipment volumes totaled 709,693 cases in October, up 8% from a year ago.

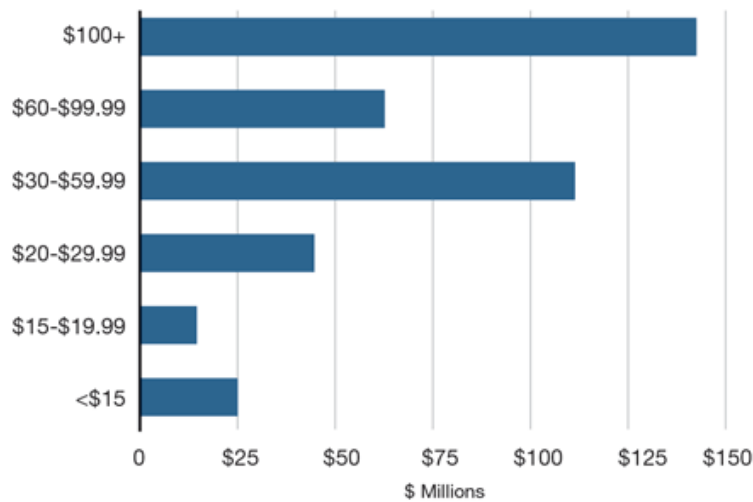
DTC SHIPMENTS BY RELATIVE MARKET SHARE



Source: Wines Vines Analytics/ShipCompliant model; 12 months through October 2017.

Cabernet Sauvignon leads with 39% of red varieties shipped DtC, while Pinot Noir claims second place, neck-and-neck with red blends at 22% of total red shipments.

DTC SHIPMENTS OF RED BLENDS BY BOTTLE PRICE



Source: Wines Vines Analytics/ShipCompliant model; 12 months through October 2017.

Shipments of bottles priced \$100-plus were flat while bottles priced \$15-\$19.99 increased 21% to \$18 million versus a year ago, and \$20-\$29.99 bottles rose 18% to \$45 million.

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

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