

Wine Industry Metrics - Direct-to-Consumer - January 2018

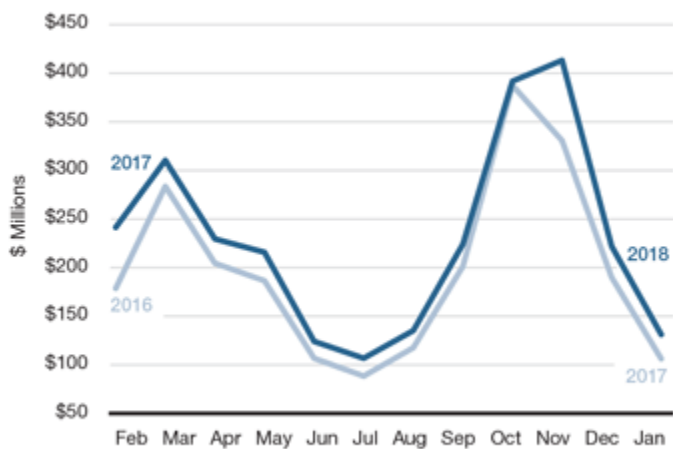
Wines Vines Analytics

DtC Gains Continue as Shipments Rise 25%

Direct-to-consumer (DtC) shipments rose 25% in January 2018, Wines Vines Analytics/ShipCompliant data showed, nearing \$126 million. Case volume rose just 16% to 309,352, however, indicating that shipments primarily included more expensive wines. Average price per bottle rose 5% to \$33.82 versus January 2017. Regionally, average bottle price in the 12 months through January 2018 was highest for Napa shipments, at \$62.98. Oregon was in second place at \$39.25, followed by Washington at \$33.34.

Direct-to-Consumer Shipments »	Month	12 Months
January 2018	\$126 mil	\$2,717 mil
January 2017	\$100 mil	\$2,345 mil

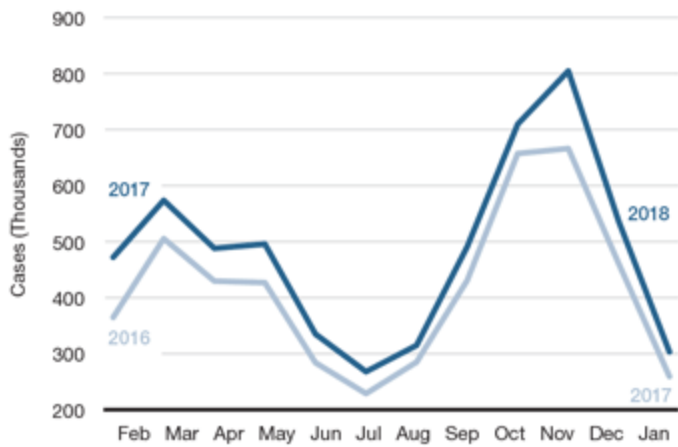
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipments approached \$126 million in January 2018, up 25% versus a year ago.

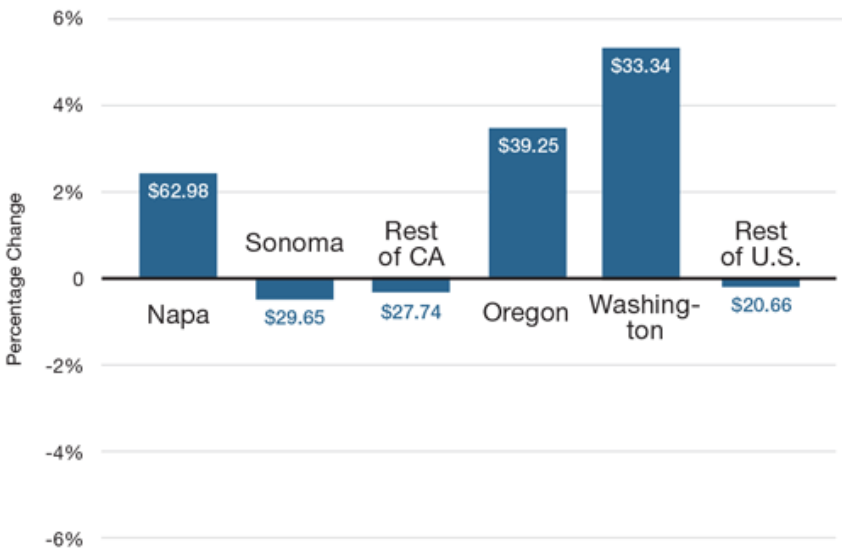
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipment volume in January 2018 totaled 309,352 cases, up 16% from a year earlier.

DTC SHIPMENT BOTTLE PRICE CHANGE BY REGION



Price reflects average bottle price.
Source: Wines Vines Analytics/ShipCompliant model; 12 months through January 2018.

DtC shipments from Napa continue to have the highest average bottle price at \$62.98, while Washington shipments saw the strongest growth in average bottle price at 5% to \$33.34.

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



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