

# Wine Industry Metrics - Direct-to-Consumer - September 2018

Wines Vines Analytics

## Cooler Weather Lifts DtC Shipments 14% in September

September direct-to-consumer (DtC) shipments rose 14% from a year earlier to \$252 million, Wines Vines Analytics /ShipCompliant by Sovos reported. Volumes gained just 9% in the period to 537,446, pointing to shipments of more expensive wines as cooler shipping weather arrived. Napa led the channel with \$1.3 billion worth of shipments in the 12 months ended September 2018. Sonoma ranks second with \$622 million worth of shipments. However, Sonoma led in volume with 1,776,913 cases shipped.

Direct-to-Consumer Shipments »	Month	12 Months
September 2018	\$252 mil	\$2,896 mil
September 2017	\$222 mil	\$2,570 mil

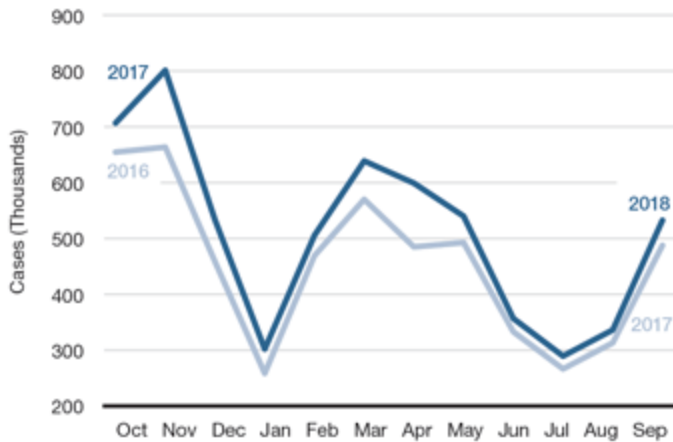
## DIRECT-TO-CONSUMER SHIPMENT VALUE



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC shipments totaled \$252 million in September, up 14% from a year ago.

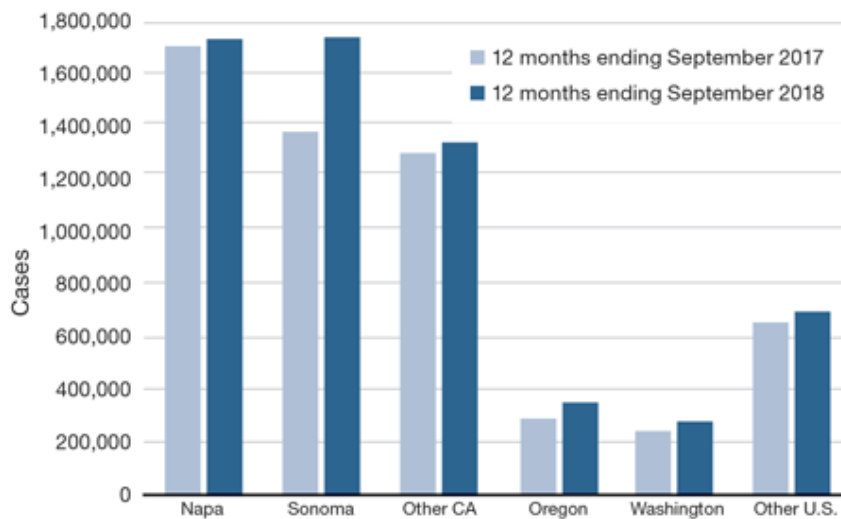
## DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC case volume totaled 537,446 in September, up 9% from a year ago.

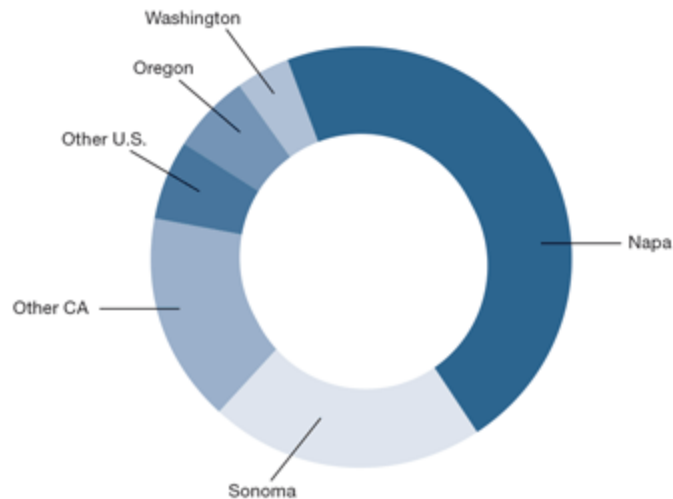
## DTC SHIPMENT VOLUME BY WINERY REGION



Source: Wines Vines Analytics/ShipCompliant by Sovos; 12 months ended September 2017 and September 2018.

Sonoma wineries posted the largest gain in shipments in the 12 months ended September 2018, rising 27% to a volume of 1,776,913 cases. Napa ranked second with 1,726,309 cases shipped.

## DTC SHIPMENTS BY WINERY REGION, SHARE BY VALUE



Source: Wines Vines Analytics/Ship Compliant by Sovos; 12 months ended September 2018.

Napa claims 46% of DtC shipments with a value of \$1.3 billion in the latest 12 months. Sonoma ranked second at 21%, while Oregon gained a percentage point to 6% with a value of \$178 million.

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

# WINES&VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

[info@winesandvines.com](mailto:info@winesandvines.com)

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