Wine Industry Metrics - June 2017

Wines Vines Analytics

Summer Brings Stronger Sales Growth, Steady Hiring

June brought stronger growth to U.S. wine sales, which bw166 reported rose 5% in June 2017 versus a year earlier. Total wine sales rose 3% for the year, while off-premise sales through multiple outlet and convenience stores tracked by IRI increased 3% in June and 4% for the year. Direct-to-consumer (DtC) shipments increased 18% versus a year ago, with Pinot Noir leading Sonoma County shipments. The Winery Jobs Index rose 1% in June, led by a 6% increase in demand for winemaking positions.

Total U.S. Wine Sales »	Month	12 Months
June 2017	$3,366 mil	$40,820 mil
June 2016	$3,230 mil	$38,886 mil

Off-Premise Sales IRI Channels »	Month	12 Months
June 2017	$643 mil	$8,742 mil
June 2016	$622 mil	$8,422 mil

Direct-to-Consumer Shipments »	Month	12 Months
June 2017	$118 mil	$2,510 mil
June 2016	$101 mil	$2,120 mil

Winery Job Index »	Month	12 Months
June 2017	455	313
June 2016	423	283

Data sources: BW166.com, IRI, ShipCompliant, winejobs.com

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