

# Wine Industry Metrics - January 2017

Wines Vines Analytics

## January Sales, Hiring Show Consistent Growth

January delivered a strong start to 2017, with sales rising across the board and hiring activity increasing in step. U.S. wine sales totaled \$2.6 billion for the month, up 4% from a year ago and up 4% on the year, according to bw166. Market research firm IRI said off-premise purchases were up 2%, while Wine Vines Analytics/ShipCompliant data pointed to a 16% rise in the value of direct-to-consumer shipments. Winejobs.com reported January hiring activity up 13% from a year ago.

Total U.S. Wine Sales »	Month	12 Months
January 2017	\$2,715 mil	\$40,872 mil
January 2016	\$2,462 mil	\$37,570 mil

Off-Premise Sales IRI Channels »	Month	12 Months
January 2017	\$635 mil	\$8,629 mil
January 2016	\$673 mil	\$8,311 mil

Direct-to-Consumer Shipments »	Month	12 Months
January 2017	\$100 mil	\$2,345 mil
January 2016	\$86 mil	\$1,978 mil

Winery Job Index »	Month	12 Months
January 2017	279	294
January 2016	250	269

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

# WINES & VINES

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