

Wine Industry Metrics - February 2017

Wines Vines Analytics

DtC Shipments Take Off as Overall Sales Stay Strong

U.S. wine sales grew 4% in February 2017 versus a year earlier, market research firm bw166 reported. Direct-to-consumer (DtC) shipments remained robust, Wines Vines Analytics/ShipCompliant data showed, rising 37% in February versus a year ago. Multiple-outlet and convenience store sales rose 2%, market research firm IRI said. Winejobs.com reported a 1% drop in February hiring. Strong demand for winemaking positions offset lower demand for sales and marketing, DtC, retail and tasting room staff.

Total U.S. Wine Sales »	Month	12 Months
February 2017	\$2,773 mil	\$40,522 mil
February 2016	\$2,793 mil	\$37,796 mil

Off-Premise Sales IRI Channels »	Month	12 Months
February 2017	\$673 mil	\$8,648 mil
February 2016	\$657 mil	\$8,334 mil

Direct-to-Consumer Shipments »	Month	12 Months
February 2017	\$239 mil	\$2,409 mil
February 2016	\$175 mil	\$2,020 mil

Winery Job Index »	Month	12 Months
February 2017	321	294
February 2016	322	273

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



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