

Wine Industry Metrics - September 2017

Wines Vines Analytics

Steady Wine Sales Growth Good News for California

September saw steady growth in U.S. wine sales with 3% growth. Sales through off-premise channels measured by IRI rose 5%. Strengthening direct-to-consumer (DtC) shipments as fall began lifted DtC activity 12%, with Sonoma wineries the major beneficiary. Winery hiring fell 6%, however, as lower demand for winemaking positions accentuated generally stagnant hiring in other categories.

Total U.S. Wine Sales »	Month	12 Months
September 2017	\$3,698 mil	\$44,901 mil
September 2016	\$3,535 mil	\$39,355 mil

Off-Premise Sales IRI Channels »	Month	12 Months
September 2017	\$667 mil	\$8,836 mil
September 2016	\$633 mil	\$8,498 mil

Direct-to-Consumer Shipments »	Month	12 Months
September 2017	\$222 mil	\$2,570 mil
September 2016	\$198 mil	\$2,197 mil

Winery Job Index »	Month	12 Months
September 2017	216	314
September 2016	218	289

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



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

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