

# Wine Industry Metrics - November 2017

## Wines Vines Analytics

### DtC Shipments Lead November Wine Sales

DtC shipments were the star of U.S. wine sales in November, increasing 26% to \$417 million -- a new benchmark for the channel. U.S. wine sales as a whole increased a mere 2% to \$3.8 billion from a year ago. Sales in off-premise channels IRI tracks showed minimal growth of 1% to \$777 million. Winery hiring increased 6%. Strong demand for sales and marketing positions and vineyard workers offset weaker demand in every other subcategory.

Total U.S. Wine Sales »	Month	12 Months
November 2017	\$4,107 mil	\$45,874 mil
November 2016	\$3,720 mil	\$41,182 mil

Off-Premise Sales IRI Channels »	Month	12 Months
November 2017	\$782 mil	\$8,871 mil
November 2016	\$766 mil	\$8,588 mil

Direct-to-Consumer Shipments »	Month	12 Months
November 2017	\$417 mil	\$2,659 mil
November 2016	\$332 mil	\$2,321 mil

Winery Job Index »	Month	12 Months
November 2017	190	315
November 2016	179	291

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

# 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)

Copyright © 2001-2024 by Wine Communications Group, Inc. All Rights Reserved.  
 No material may be reproduced without written permission of the Publisher.