

Wine Industry Metrics - April 2018

Wines Vines Analytics

DtC, Rosé Underpin Stable Wine Sales

U.S. wine sales were unchanged in April versus a year earlier at \$2.9 billion, bw166 reported. Off-premise sales through multiple-outlet and convenience stores IRI tracked rose 3% in the month. Strongest among varietals was rosé, with off-premise growth of 53%. Direct-to-consumer (DtC) shipments increased 28%. Winejobs.com's Winery Job Index was 482 in April, up 16% from a year earlier, led by 28% growth in demand for DtC positions.

Total U.S. Wine Sales »	Month	12 Months
April 2018	\$2,854 mil	\$41,957 mil
April 2017	\$2,853 mil	\$41,387 mil

Off-Premise Sales IRI Channels »	Month	12 Months
April 2018	\$686 mil	\$8,919 mil
April 2017	\$664 mil	\$8,696 mil

Direct-to-Consumer Shipments »	Month	12 Months
April 2018	\$290 mil	\$2,821 mil
April 2017	\$227 mil	\$2,462 mil

Winery Job Index »	Month	12 Months
April 2018	482	333
April 2017	414	303

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

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