

Wine Industry Metrics - July 2018

Wines Vines Analytics

U.S. Wine Sales Steady, Winery Hiring Strong in July

U.S. wine sales totaled \$3 billion in July, up 2% from a year earlier, while off-premise sales through IRI channels rose 1% to \$646 million. Direct-to-consumer (DtC) shipments increased 8% to \$109 million in an otherwise slow month, but 12-month shipment figures pointed to strong growth. Winejobs.com's Winery Job Index rose 10% in July to 388, driven by a quest for vineyard labor.

Total U.S. Wine Sales »	Month	12 Months
July 2018	\$3,012 mil	\$46,072 mil
July 2017	\$2,960 mil	\$44,582 mil

Off-Premise Sales IRI Channels »	Month	12 Months
July 2018	\$646 mil	\$8,953 mil
July 2017	\$640 mil	\$8,758 mil

Direct-to-Consumer Shipments »	Month	12 Months
July 2018	\$109 mil	\$2,858 mil
July 2017	\$100 mil	\$2,529 mil

Winery Job Index »	Month	12 Months
July 2018	388	336
July 2017	354	314

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

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