

Wine Industry Metrics - Total U.S. Wine Sales - February 2017

Wines Vines Analytics

U.S. Wine Sales Rise 4% to Reach \$2.9 billion

U.S. wine sales hit \$2.9 billion in February 2017, market research firm bw166 reported, up 4% from a year ago. Twelve-month sales remained steady at \$39 billion, up 3% from February 2016. Total wine sales including packaged imports stood at \$59 billion in the 12 months through February, up 3% from February 2016. Packaged imports grew 4%, but the gain was off a much lower base. Domestic wines maintained the upper hand as confident consumers continued lifting wine sales across the board.

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

U.S. WINE SALES



Source: bw166.com, Wines Vines Analytics. Domestic table and sparkling wine sales on-premise and off-premise.

U.S. wine sales increased 3% in February 2017 from a year earlier, totaling \$2.9 billion.

TOTAL WINE SALES

	Millions		Change	% Change
	2016	2017		
Domestic Table, Sparkling & Imported Bulk	\$37,796	\$38,920	\$1,124	3%
Packaged Imports & All Other Wines	\$19,818	\$20,570	\$752	4%
Total Wines	\$57,614	\$59,490	\$1,876	3%

Source: bw166.com, Wines Vines Analytics, consumer expenditures for all wines on-premise and off-premise, 12 months through February 2017. Excludes cider.

Total wine sales hit \$59 billion in the 12 months ending February 2017, up 3% from a year earlier.



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