

# Wine Industry Metrics - Total U.S. Wine Sales - March 2017

Wines Vines Analytics

## Steady Growth Raises U.S. Wine Sales 5% to \$3.4 billion

U.S. wine sales hit \$3.4 billion in March 2017, market research firm bw166 reported, up 5% from a year ago. Domestic wine sales in the 12 months ended March 2017 topped \$39 billion, up 4% from March 2016. Domestic sparkling wine sales rose 10% in March 2017 versus March 2016, while 12-month sales grew 9% versus a year earlier. Growth across all categories was steady at 4%, leading total wine sales, including packaged imports, 4% higher to \$60 billion in the 12 months ended March 2017.

Total U.S. Wine Sales »	Month	12 Months
March 2017	\$3,525 mil	\$40,890 mil
March 2016	\$3,222 mil	\$37,930 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 5% in March 2017 from a year earlier, totalling \$3.4 billion.

## TOTAL WINE SALES

	\$ Millions			
	2016	2017	Change	% Change
Domestic Table, Sparkling & Imported Bulk	\$37,930	\$39,271	\$1,341	4%
Packaged Imports & All Other Wines	\$19,747	\$20,526	\$779	4%
Total Wines	\$57,676	\$59,797	\$2,120	4%

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

Total wine sales approached \$60 billion in the 12 months ended March 2017, up 4% from a year earlier.



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