

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

Wines Vines Analytics

## U.S. Wine Sales Up 2% in November

U.S. wine sales rose 2% to \$3.8 billion in November 2017, market research firm bw166 reported, modest growth versus a year ago. Sales for the latest 12 months rose 1% to \$41 billion. Total sales of domestic wines and packaged imports rose 3% to \$63 billion in November versus a year earlier. While domestic wines generally showed weaker growth, packaged imports -- particularly rosé and Champagne from France -- grabbed a greater share of retail dollars and posted 5% growth, the most of any segment.

Total U.S. Wine Sales »	Month	12 Months
November 2017	\$4,107 mil	\$45,874 mil
November 2016	\$3,720 mil	\$41,182 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 totaled \$3.8 billion in November 2017, up 2% from a year earlier.

## TOTAL WINE SALES

	\$ Millions			
	2016	2017	Change	% Change
Domestic Table, Sparkling & Imported Bulk	\$41,182	\$41,659	\$477	1%
Packaged Imports & All Other Wines	\$19,885	\$20,965	\$1,080	5%
Total Wines	\$61,067	\$62,624	\$1,557	3%

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

Total wine sales approached \$63 billion in the 12 months ended November 2017, up 3% from November 2016.



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