

# Wine Industry Metrics - Total U.S. Wine Sales - February 2018

Wines Vines Analytics

## U.S. Wine Sales Flat as Competition Rises

U.S. wine sales, both domestic and bulk imports, held steady at \$2.8 billion in February, market research firm bw166 reported. The 12-month sales tally rose 1% from last year to \$41 billion. Domestic sparkling wine gained 5% in both the month and the latest 12 months. Table wines were a weak spot, with sales slipping 1% in February. Packaged imports meanwhile gained 4% for the month, and 5% in the latest 12 months. The gains helped boost total wine sales 2% to \$62 billion.

Total U.S. Wine Sales »	Month	12 Months
February 2018	\$2,758 mil	\$40,818 mil
February 2017	\$2,773 mil	\$40,522 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, both domestic wines and bulk imports, totaled \$2.8 billion in February 2018, on par with a year ago.

## TOTAL WINE SALES

	\$ Millions			
	2016	2017	Change	% Change
Domestic Table, Sparkling & Imported Bulk	\$40,522	\$40,818	\$296	1%
Packaged Imports & All Other Wines	\$20,266	\$21,222	\$956	5%
Total Wines	\$60,788	\$62,040	\$1,252	2%

Source: bw166.com, Wines Vines Analytics. Consumer expenditures for all wines on-premise and off-premise, 12 months through February 2018. Excludes cider.

Total wine sales surpassed \$62 billion in the 12 months ended February 2018, up 2% from a year earlier.



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