

Wine Industry Metrics - Total U.S. Wine Sales - March 2018

Wines Vines Analytics

U.S. Wine Sales Rise 5% in March

U.S. wine sales, both domestic and packaged imports, rose 5% in March versus a year earlier, market research firm bw166 reported, nearing \$3.7 billion. Domestic wine sales, including bulk imports, gained 1% in the latest 12 months to \$41 billion. Half the gain occurred in March, underscoring the month's strength relative to the rest of the year. Packaged imports increased 6% in the latest 12 months to \$21 billion, driving total U.S. wine sales 3% higher in the period to \$63 billion.

Total U.S. Wine Sales »	\$ Billions	
	Month	12 Months
March 2018	\$3,686 mil	\$41,236 mil
March 2017	\$3,525 mil	\$40,890 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 \$3.7 billion in March, 5% higher than a year ago.

TOTAL WINE SALES

	\$ Millions			
	2017	2018	Change	% Change
Domestic Table, Sparkling & Imported Bulk	\$40,889	\$41,236	\$347	1%
Packaged Imports & All Other Wines	\$20,195	\$21,449	\$1,254	6%
Total Wines	\$61,084	\$62,685	\$1,601	3%

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

Total U.S. wine sales rose 3% in the 12 months ended March, approaching \$63 billion.



866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903
info@winesandvines.com

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