

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

Wines Vines Analytics

U.S. Wine Sales Rise 2% in July; Imports Boost Total

U.S. wine sales totaled \$3 billion in July, market research firm bw166 reported, up 2% versus a year ago. Domestic table wine sales increased 2% in the month, while domestic sparkling wine sales rose 3%. Imported sparkling wines saw the strongest growth in the month, rising 10%. Domestic wine sales increased 3% to \$46 billion in the latest 12 months. Sales of packaged imports rose 7% to exceed \$23 billion, driving total wine sales in the US 5% higher in the latest 12 months to \$69 billion.

Total U.S. Wine Sales »	Month	12 Months
July 2018	\$3,012 mil	\$46,072 mil
July 2017	\$2,960 mil	\$44,582 mil

U.S. WINE SALES



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

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TOTAL WINE SALES

	\$ Millions			
	2017	2018	Change	% Change
Domestic Table, Sparkling & Imported Bulk	\$44,582	\$46,072	\$1,489	3%
Packaged Imports & All Other Wines	\$21,612	\$23,209	\$1,598	7%
Total Wines	\$66,194	\$69,281	\$3,087	5%

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

Total sales of wine in the U.S. rose 5% in the 12 months ended July, exceeding \$69 billion.

WINE&VINES

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