

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

Wines Vines Analytics

## U.S. Wine Sales Rise 3% in August

U.S. wine sales totaled \$3.6 billion in August, market research firm bw166 reported, up 3% from a year ago. Domestic table and sparkling wine sales each increased 3% in the month. The latest 12 months saw domestic wine sales rise 4% to \$46.7 billion, with table wines up 3% and sparkling wines growing 2%. All told, wine sales in the U.S. totaled \$70 billion in the latest 12 months as domestic wines led the combined tally 6% higher from a year ago.

Total U.S. Wine Sales »	Month	12 Months
August 2018	\$3,630 mil	\$46,678 mil
August 2017	\$3,521 mil	\$44,773 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	\$44,773	\$46,678	\$1,905	4%
Packaged Imports & All Other Wines	\$21,735	\$23,490	\$1,755	8%
Total Wines	\$66,508	\$70,168	\$3,660	6%

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

Total sales of wine in the U.S. rose 6% in the 12 months ended August, totaling \$70 billion.

# WINES&VINES

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