

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

Wines Vines Analytics

U.S. Wine Sales Surge 5% in October

U.S. wine sales increased 5% in October versus a year ago, market research firm bw166 reported, totaling \$4.3 billion. Domestic table wines increased nearly 6% while sparkling wines gained more than 1% in the month. Total wine sales in the U.S. rose nearly 5% in the latest 12 months to \$71 billion. The period saw domestic wine sales, including bulk imports, rise 4% to nearly \$48 billion. Packaged imports increased 6% in the period to \$23 billion.

Total U.S. Wine Sales »	Month	12 Months
October 2018	\$4,298 mil	\$47,742 mil
October 2017	\$4,081 mil	\$45,916 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 \$4.3 billion in October, up 5% from a year ago. This was the strongest growth of the year.

TOTAL WINE SALES

	\$ Millions			
	2017	2018	Change	% Change
Domestic Table, Sparkling & Imported Bulk	\$45,916	\$47,742	\$1,826	4%
Packaged Imports & All Other Wines	\$22,054	\$23,396	\$1,342	6%
Total Wines	\$67,970	\$71,139	\$3,168	5%

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

Total sales of wine in the U.S. rose 5% in the 12 months ended October, totaling \$71 billion.



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