

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

Wines Vines Analytics

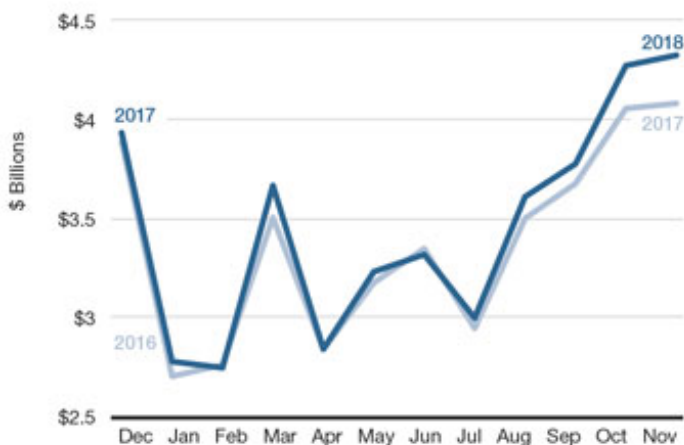
## U.S. Wine Sales Value Up 6% in November

U.S. wine sales rose 6% in November to \$4.3 billion, market research firm bw166 reported. Domestic table wine sales drove growth, rising nearly 6% to \$4 billion while sparkling wine sales rose just 2%. Value growth exceeded volume. Bulk wine sales were flat as wineries pared demand following a large domestic harvest. Domestic wine sales increased 4% in the latest 12 months, boosting total wine sales in the U.S. 5% to \$71 billion.

### Total U.S. Wine Sales »

	Month	12 Months
November 2018	\$4,350 mil	\$47,621 mil
November 2017	\$4,107 mil	\$45,874 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 November, up 6% 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	\$45,874	\$47,621	\$1,747	4%
Packaged Imports & All Other Wines	\$21,807	\$23,506	\$1,699	8%
<b>Total Wines</b>	<b>\$67,682</b>	<b>\$71,127</b>	<b>\$3,445</b>	<b>5%</b>

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

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

# WINES & VINES

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

[info@winesandvines.com](mailto:info@winesandvines.com)

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