

Wine Industry Metrics - Direct-to-Consumer - December 2017

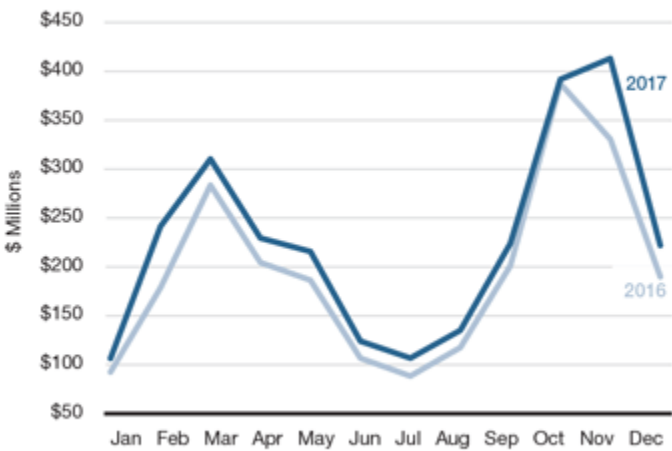
Wines Vines Analytics

Steady Growth Boosts DtC Shipments 16% in 2017

Direct-to-consumer (DtC) shipments topped \$219 million in December 2017, according to Wines Vines Analytics /ShipCompliant data, up 18% from a year ago. Shipments totaled \$2.7 billion in 2017, up 16% from 2016. Case volume for the year totaled 5.8 million, a 15% gain versus 2016. While wineries across the board use the channel, wineries producing less than 50,000 cases account for 73% of all shipments while those producing 500,000 cases and up represented just 5% of shipments.

Direct-to-Consumer Shipments »	12 Months	
	Month	12 Months
	December 2017	\$219 mil
	December 2016	\$187 mil

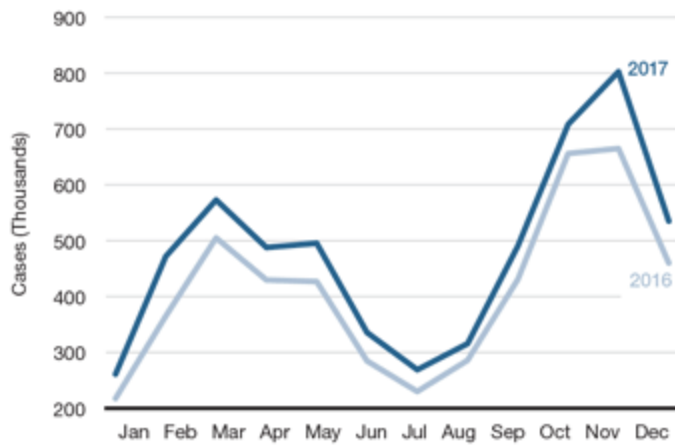
DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipments increased 18% to \$219 million in December 2017 versus a year earlier.

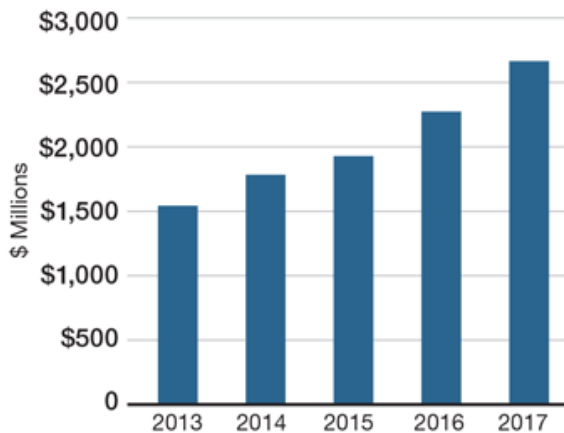
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipment volumes totaled 537,979 cases in December 2017, up 16% from a year ago.

ANNUAL DTC SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant, 12 months ending December 2017.

Wineries shipped \$2.7 billion worth of wine to consumers in 2017, up 16% from the previous year.

DTC SHIPMENTS BY WINERY SIZE

Winery Case Range	DtC Cases Shipped	DtC Value Shipped
500,000+	684,225	\$132,552,837
50,000-499,999	1,556,818	\$606,309,377
5,000-49,999	2,489,669	\$1,248,867,502
1,000-4,999	953,678	\$623,576,372
<1,000	104,099	\$80,410,651
2017 Total	5,788,489	\$2,691,716,739

Source: Wines Vines Analytics/ShipCompliant. 12 months through December 2017.

Wineries producing less than 50,000 cases dominated DTC in 2017, accounting for 73% of all shipments.

[Download the Wines & Vines/Ship Compliant 2018 Direct to Consumer shipping report »](#)



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