

Wine Industry Metrics - Direct-to-Consumer - December 2018

Wines Vines Analytics

DtC Shipments Grow 10% in December

Direct-to-consumer (DtC) shipments rose 10% in December to approach \$242 million, Wines Vines Analytics /ShipCompliant by Sovos reported. The gain in value trounced a 3% rise in case volumes to 552,888. The phenomenon reflected not only strong spending through the holiday season but the emerging trend of consumers paying more for less. Data for the full year demonstrates this: shipment value rose 12% to \$3 billion, while volume rose just 9% to more than 6.3 million cases.

Direct-to-Consumer Shipments »	Month	12 Months
December 2018	\$242 mil	\$3,003 mil
December 2017	\$219 mil	\$2,692 mil

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