

Wine Industry Metrics - December 2017

Wines Vines Analytics

Wine Sales Post Steady Growth through December

U.S. wine sales posted 2% growth in the 12 months ended December 2017, bw166 reported, as did sales through multiple-outlet and convenience stores tracked by IRI. Total U.S. wine sales reached \$42 billion in the period. Consumers' embrace of direct-to-consumer (DtC) made it the strongest channel in the period, rising 16% to \$2.7 billion. Winery hiring increased 8% for the year, driven by strong demand for vineyard workers.

Total U.S. Wine Sales »	Month	12 Months
December 2017	\$3,956 mil	\$41,767 mil
December 2016	\$3,911 mil	\$41,076 mil

Off-Premise Sales IRI Channels »	Month	12 Months
December 2017	\$894 mil	\$8,829 mil
December 2016	\$885 mil	\$8,617 mil

Direct-to-Consumer Shipments »	Month	12 Months
December 2017	\$219 mil	\$2,692 mil
December 2016	\$187 mil	\$2,330 mil

Winery Job Index »	Month	12 Months
December 2017	168	316
December 2016	152	292

Data sources: BW166.com, IRI, ShipCompliant, winejobs.com



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

Copyright © 2001-2024 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.