

Wine Industry Metrics - December 2018

Wines Vines Analytics

December Delivers Steady Wine Sales, Shipment Growth

U.S. wine sales rose 2% in December to \$4.5 billion, bw166 reported. Direct-to-consumer (DtC) shipments jumped 10% to \$242 million, according to Wines Vines Analytics/ShipCompliant by Sovos. Winejobs.com's Winery Job Index fell 10% to 151.

Total U.S. Wine Sales »	Wines Vines Analytics	
	Month	12 Months
December 2018	\$4,416 mil	\$46,183 mil
December 2017	\$4,384 mil	\$45,019 mil

Off-Premise Sales - NIQ »	Wines Vines Analytics	
	Month	12 Months
December 2018	\$1,238 mil	\$11,754 mil
December 2017	\$1,212 mil	\$11,513 mil

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

Winery Job Index »	Wines Vines Analytics	
	Month	12 Months
December 2018	151	336
December 2017	168	316

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

WINES & VINES

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