

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

Wines Vines Analytics

DtC Shipments Surge 26% in November

Direct-to-consumer (DtC) shipments rose 26% to \$417 million in November 2017, Wines Vines Analytics/ShipCompliant reported. Case volume increased 20% to 803,063. With the average bottle price rising 5% to \$43.27, consumers seemed open to pricier bottles. Cabernet Sauvignon (\$616 million), red blends (\$211 million) and Pinot Noir (\$190 million) represented 88% of \$60-plus bottles shipped in the latest 12 months. Chardonnay ranked fourth with \$56 million in sales over the past 12 months.

Direct-to-Consumer Shipments »	Month	12 Months
November 2017	\$417 mil	\$2,659 mil
November 2016	\$332 mil	\$2,321 mil

DIRECT-TO-CONSUMER SHIPMENTS



Source: Wines Vines Analytics/ShipCompliant

DtC shipments increased 26% to \$417 million in November versus a year earlier, the second-greatest growth of the year.

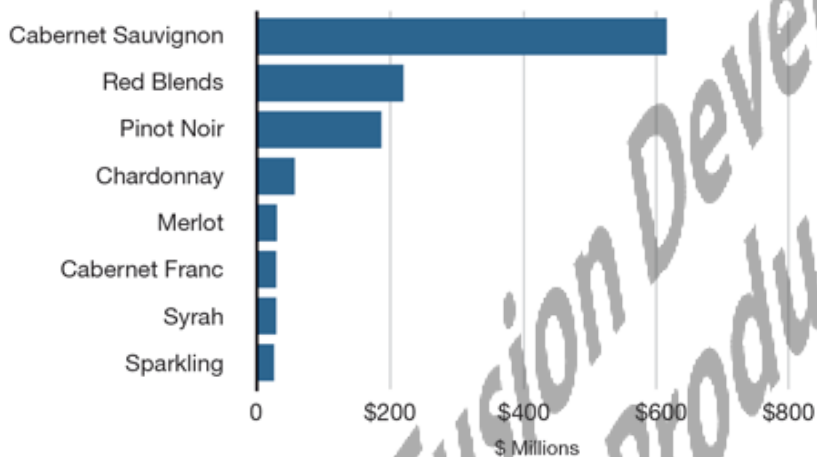
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant

DtC shipment volumes totaled 803,063 cases in November, up 20% from a year ago.

DTC SHIPMENTS FOR \$60-PLUS



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

Cabernet Sauvignon, red blends, and Pinot Noir are the varieties with the highest sales in the \$60-plus price band. Chardonnay, the sole white variety in the top five, ranks fourth.

[Download the Wines & Vines/Ship Compliant 2017 Direct to Consumer shipping report »](#)



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