

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

Wines Vines Analytics

DtC Shipments Rise 7% in May as Napa Broadens Reach

Direct-to-consumer (DtC) shipments rose 7% in May versus a year earlier to \$229 million, Wines Vines Analytics/ShipCompliant by Sovos reported. Case volumes increased 9% to 544,724. Napa County was the single biggest source of DtC wine shipments in the latest 12 months, with 47% of the channel. Napa shipped \$1.3 billion in the period. California received 30% of Napa wines, followed by Texas and Florida at 11% and 7%, respectively. Florida received the most expensive wines at \$75 a bottle.

Direct-to-Consumer Shipments »	Month	12 Months
May 2018	\$229 mil	\$2,836 mil
May 2017	\$213 mil	\$2,492 mil

DIRECT-TO-CONSUMER SHIPMENT VALUE



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC shipments totaled \$229 million in May, up 7% from a year ago.

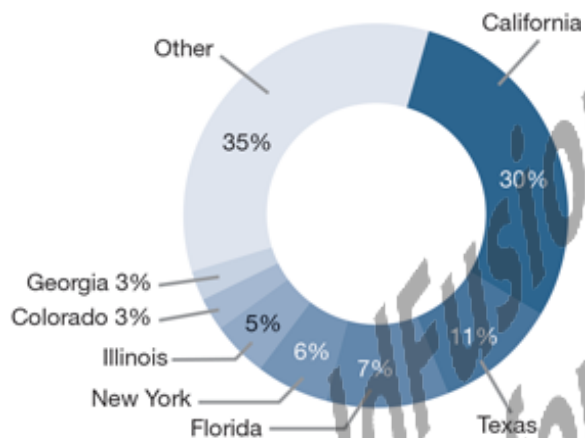
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC case volume totaled 544,724 in May, up 9% from a year ago.

DTC SHIPMENTS FROM NAPA WINERIES BY DESTINATION STATE — VALUE SHARE



Source: Wines Vines Analytics/ShipCompliant by Sovos. 12 months through May 2018.

The top destination for Napa County wines shipped DtC is California, followed by Texas and Florida.

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

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