

# Wine Industry Metrics - November 2017

Wines Vines Analytics

## DtC Shipments Lead November Wine Sales

DtC shipments were the star of U.S. wine sales in November, increasing 26% to \$417 million -- a new benchmark for the channel. U.S. wine sales as a whole increased a mere 2% to \$3.8 billion from a year ago. Sales in off-premise channels IRI tracks showed minimal growth of 1% to \$777 million. Winery hiring increased 6%. Strong demand for sales and marketing positions and vineyard workers offset weaker demand in every other subcategory.

### Total U.S. Wine Sales »

	Month	12 Months
November 2017	\$3,807 mil	\$41,659 mil
November 2016	\$3,720 mil	\$41,182 mil

### Off-Premise Sales IRI Channels »

	Month	12 Months
November 2017	\$777 mil	\$8,819 mil
November 2016	\$766 mil	\$8,588 mil

### Direct-to-Consumer Shipments »

	Month	12 Months
November 2017	\$417 mil	\$2,659 mil
November 2016	\$332 mil	\$2,321 mil

### Winery Job Index »

	Month	12 Months
November 2017	190	315
November 2016	179	291

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

# WINES & VINES

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