

## 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

# WINES & VINES

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