

# Wine Industry Metrics - May 2018

Wines Vines Analytics

## U.S. Wine Sales Rise 2%; Wineries Focus on DtC

U.S. wine sales increased 2% to \$3.2 billion in May, bw166 reported. Off-premise sales through multiple-outlet and convenience stores tracked by IRI rose 2%. Direct-to-consumer (DtC) shipments, in which Napa retains a commanding position, increased just 7% as warmer temperatures arrived. Hiring of DtC positions, including tasting room and retail staff, increased 25%. The activity drove Winejobs.com's Winery Job Index 4% higher in May to 471.

### Total U.S. Wine Sales »

	Month	12 Months
May 2018	\$3,247 mil	\$41,497 mil
May 2017	\$3,193 mil	\$41,311 mil

### Off-Premise Sales IRI Channels »

	Month	12 Months
May 2018	\$656 mil	\$8,931 mil
May 2017	\$645 mil	\$8,713 mil

### Direct-to-Consumer Shipments »

	Month	12 Months
May 2018	\$229 mil	\$2,836 mil
May 2017	\$213 mil	\$2,492 mil

### Winery Job Index »

	Month	12 Months
May 2018	471	334
May 2017	455	310

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

# WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

[info@winesandvines.com](mailto:info@winesandvines.com)

Copyright © 2001-2018 by Wine Communications Group, Inc. All Rights Reserved.  
No material may be reproduced without written permission of the Publisher.