

Wine Industry Metrics - Total U.S. Wine Sales - July 2017

Wines Vines Analytics

U.S. Wine Sales Total \$2.8 billion in July

U.S. wine sales totaled \$2.8 billion in July 2017, market research firm bw166 reported, up 4% from July 2016. Sales in the 12 months ended July 2017 increased 6% to \$41 billion. Bulk import sales increased 21% in July to \$25 million, soundly reversing 12-month declines posted earlier this year. Domestic sparkling wine sales increased 8% in July and 9% in the latest 12 months. Total wine sales of nearly \$62 billion for the 12 months ended July 2017 were up 5% from a year ago.

Total U.S. Wine Sales »

| | Month | 12 Months |
|-----------|-------------|--------------|
| July 2017 | \$2,805 mil | \$41,447 mil |
| July 2016 | \$2,699 mil | \$39,122 mil |

U.S. WINE SALES



Source: bw166.com, Wines Vines Analytics. Domestic table and sparkling wine sales on-premise and off-premise.

U.S. wine sales totaled \$2.8 billion in July 2017, up 4% from a year ago.

TOTAL WINE SALES

| | \$ Millions | | | |
|---|-----------------|-----------------|----------------|-----------|
| | 2016 | 2017 | Change | % Change |
| Domestic Table, Sparkling & Imported Bulk | \$39,122 | \$41,447 | \$2,325 | 6% |
| Packaged Imports & All Other Wines | \$19,637 | \$20,424 | \$787 | 4% |
| Total Wines | \$58,759 | \$61,871 | \$3,112 | 5% |

Source: bw166.com, Wines Vines Analytics. Consumer expenditures for all wines on-premise and off-premise, 12 months through July 2017. Excludes cider.

Total wine sales approached \$62 billion in the 12 months ended July 2017, up 5% from the previous year.

WINES & VINES

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