

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

Wines Vines Analytics

DtC Surges 28% in April; Rosé Posts 48% Gain

Direct-to-consumer (DtC) shipments rose 28% in April versus a year ago to \$290 million, Wines Vines Analytics/ShipCompliant by Sovos reported. Case volumes rose 23% to 603,232, lifting average bottle price for the month 3% to \$40.05. Rising volumes have changed channel content. Cabernet Sauvignon is still on top with a 28% share of the channel, but shed ground to Pinot Noir, Zinfandel and all other varietals. Rosé saw the strongest growth of any varietal, rising 48% to a value of \$48 million.

Direct-to-Consumer Shipments »	Month	12 Months
April 2018	\$290 mil	\$2,821 mil
April 2017	\$227 mil	\$2,462 mil

DIRECT-TO-CONSUMER SHIPMENT VALUE



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC shipments increased 28% versus a year ago to \$290 million in April.

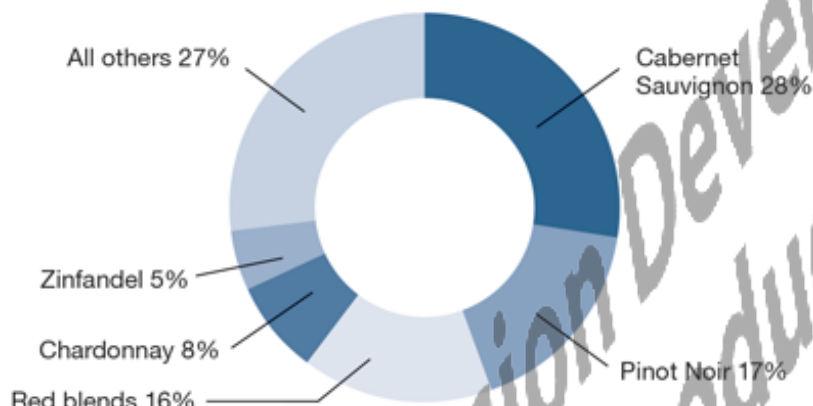
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC case volume totaled 603,232 in April, up 23% from a year ago.

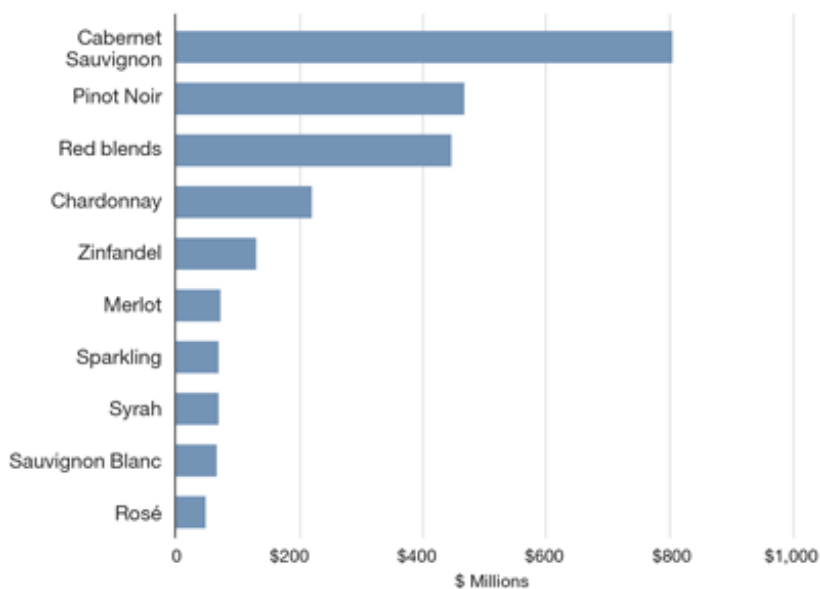
DTC SHIPMENT VALUE SHARE BY VARIETAL



Source: Wines Vines Analytics/ShipCompliant by Sovos; 12 months ended April 2018.

Cabernet Sauvignon holds a commanding lead over other varietals moving DtC, but Pinot Noir, Zinfandel and all other varietals stole share over the past year.

DTC SHIPMENT VALUE BY VARIETAL/TYPE



Source: Wines Vines Analytics/ShipCompliant by Sovos; 12 months ended April 2018.

Cabernet Sauvignon continues to lead DtC shipments with \$804 million, but sparkling and rosé showed the strongest gains with \$69 million and \$48 million shipped, respectively.

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

WINES & VINES

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

info@winesandvines.com

Copyright © 2001-2019 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.