



DIRECT-TO-CONSUMER REPORT 2017

UNITED STATES



Intro to the US Direct-to-consumer report 2017

The US Direct-to-consumers report 2017 report



Direct-to-consumer context

12% of all American regular wine drinkers use the 4 DTC channels

DTC channel Venn chart

33% From a winery during the visit

18% 19% 15%

DTC channel focus: visiting the winery

Visits to wineries in other states increased significantly, specifically in New York, Florida, Washington, Texas and Ohio

State of visit – Top 10 – trend

State	All US regular wine drinkers		Trend
	2014	2016	
California	24%	23%	↔
New York	13%	21%	↑
Florida	11%	14%	↑
Washington	9%	12%	↑
Texas	9%	10%	↑
Virginia	8%	10%	↑
Oregon	8%	9%	↔
Illinois	5%	7%	↔
Ohio	5%	7%	↑
New Jersey	5%	6%	↔

California is the most important wine tourism destination in the US, but other States, like NY were increasingly more visited over the last 2 years.

Brotherhood winery

Located in Hudson Valley, Brotherhood is America's oldest winery. It produced its first commercial vintage in 1839.

The following New York regions are highlighted in purple:

- Hudson River
- Finger Lakes
- Lake Erie
- Niagara Escarpment

Tours and all inclusive travels are organised for New Yorkers and tourists visiting NYC.

- Report with the latest information regarding consumer attitudes and behaviours to direct-to-consumer channels, supported by:
 - Wine Intelligence Vinitrac®
 - Wine Intelligence market experience

Report price:
 GBP 1,000
 USD 1,400
 AUD 1,900
 EUR 1,240
 Report credits:
 2

40-page
 PowerPoint
 report

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Excerpts from the introduction

‘Could the corner be finally turning in the American direct-to-consumer (DTC) wine channel? After decades of struggle in a harsh regulatory environment, and several false dawns, the answer would appear to be: yes, though with some qualifications.’

‘We estimate that the DTC channel now touches around 44% of US monthly wine drinkers, or around 41 million people. The single biggest sub-group of DTC users remains those who actually visit wineries, up from around 22 million in 2014 to over 30 million this year. This could be to do with change in availability: a visit which once was limited to those living in certain parts of the West Coast is now far broader thanks to the explosive growth in wineries in other states.’

‘More broadly, the growth in online wine clubs, particularly those associated with newspapers and other media organizations is also reflected in Wine Intelligence numbers. The user base for these clubs has almost doubled in 2 years, and their frequency of use and weight of purchase has also grown.’

‘Are there any problems to report? Online retail has grown its share of audience, but purchase frequency and weight of purchase has not grown in line with other DTC channels. And while winery shipping has benefited from a liberalizing regulatory climate, retailers with online arms are encountering sustained regulatory resistance from the distribution establishment and an increasingly unhelpful logistics sector. A qualified success to report, then, but with a lot of potential still unrealized.’

- The data for this survey was collected in US in October 2014, and October 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 991 US regular wine drinkers (October 2014)
 - 2,001 US regular wine drinkers (October 2016)
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of US regular wine drinkers in terms of age, gender and region

How does Vinitrac® work?

1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

2) Running the online survey:

- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

3) Cleaning the data:

- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

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Format: 40 page PowerPoint (PDF)

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