

HOW CAN THE WINE INDUSTRY EMBRACE DIGITIZATION?



THE U.S. CONSUMES ABOUT 13% OF THE WORLDWIDE SUPPLY OF WINE.

WINE ACCOUNTS FOR 65% OF ALCOHOL BOUGHT ONLINE



65.0%
WINE

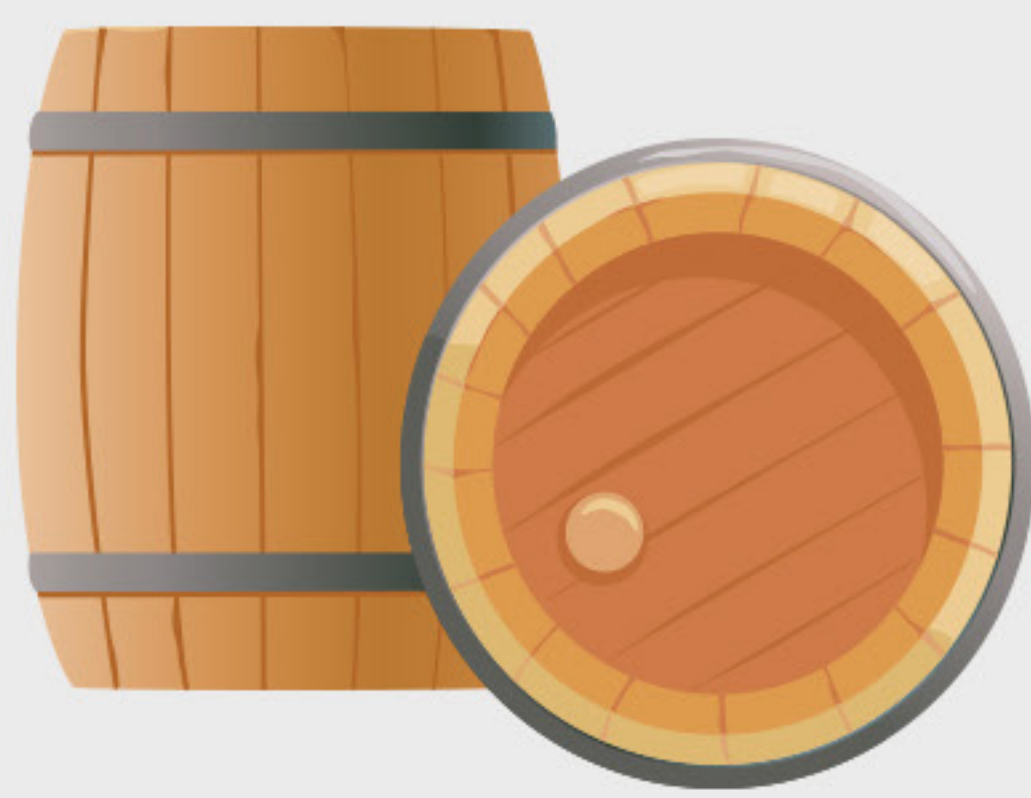
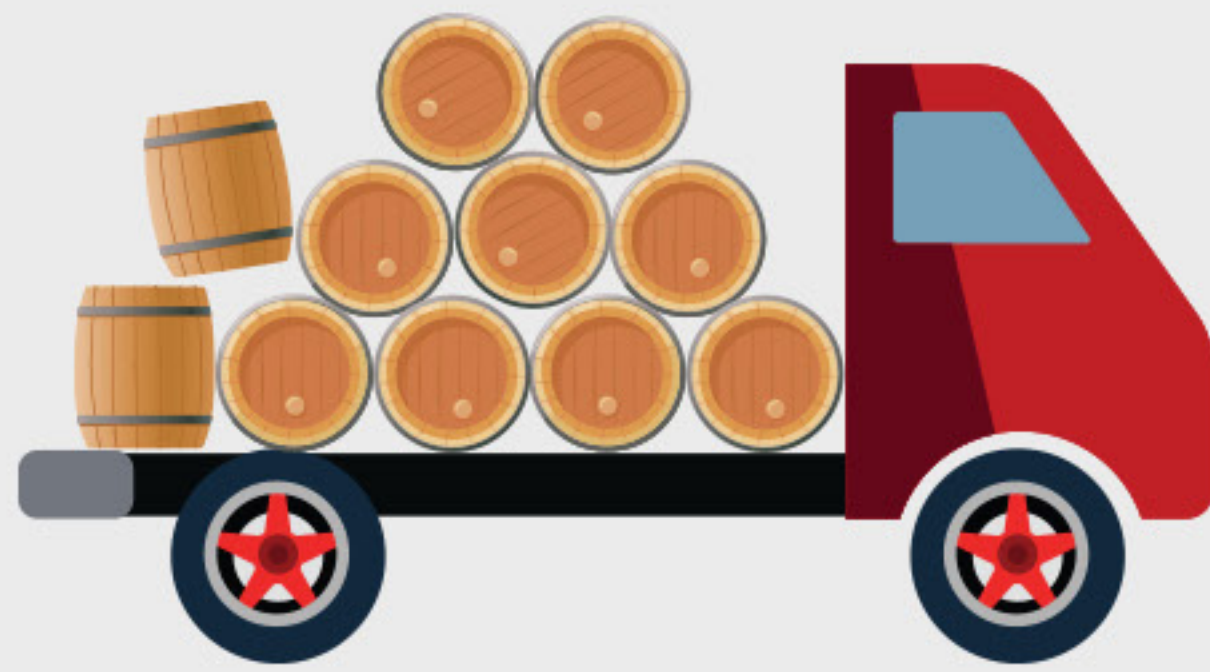
21.2%
LIQUOR

13.8%
BEER

Jan 1, 2016 - Jan 31, 2018.
Sample size: 65,156 U.S. online shoppers.
Source: Slice Intelligence

ADOPT NEW TECHNICAL INNOVATIONS

Improve delivery and fulfillment services.



CORNER THE E-COMMERCE MARKET

The top 20% of wineries selling through websites are responsible for 90% of revenue. ²

KEEP UP WITH CUSTOMER DEMAND

"Successful wineries 10 years from now will be those that adapted to a different consumer with different values — a customer who uses the internet in increasingly complex and interactive ways". ¹



FOCUS ON D2C SALES

The D2C wine sale market brought in \$3.1 billion in 2017 and is expected to reach \$5.2 billion in 2022. ³

Currently, **62% of wineries consider** D2C to be their fastest growing sales channel. ⁴



"THE OPPORTUNITY IS WIDE OPEN FOR A COMPANY USING ONLINE TOOLS TO REPLACE THE DISTRIBUTOR'S SALES AND MARKETING ROLE (AND USING) BIG DATA TO ENHANCE OUTREACH TO CONSUMERS AND IMPROVE SALES OPPORTUNITIES."

Silicon Valley Bank Wine Division

READ OUR DEEP DIVE INTO E-COMMERCE, DIGITAL DISRUPTORS, D2C SALES, AND INNOVATION IN THE WINE INDUSTRY.

GO TO THE BLOG



SOURCES

1. "State of the Wine Industry 2018", Rob McMillan, EVP and Founder, Silicon Valley Bank Wine Division
2. "Rabobank: Awaking the 'sleeping giant' of online alcohol sales", Mary Ellen Shoup, Beveragedaily.com
3. "Wine Sales To Grow At 6% Per Year; 80% Now Consumed At Home", Karlene Lukovitz, Mediapost.com
4. "Why traditional ecommerce has failed the wine industry.", Blacksquare.io