HOW CAN THE WINE INDUSTRY EMBRACE DIGITIZATION?

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

WINES ACOUNTS FOR 65% OF ALCOHOL BOUGHT ONLINE

ADOPT NEW TECHNICAL INNOVATIONS
Improve delivery and fulfillment services.

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 $3.3 billion in 2017 and is expected to reach $5.2 billion in 2022. 2

“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.”

Sierra 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. "Style of the Wine Industry," SANA, Rob McMillan, EVP and founder, Sierra Valley Bank Wine Division
3. "Wine Sales To Grow At 15% Per Year, 85% Now Consumed At Home," Kersten Lautzenheiser, HailiCup.com
4. "Why Traditional wine industries need the wine industry," SanaGlobal.com