

2025 IN 30 SECONDS

Wineries that simplified their tech stack and doubled down on direct relationships grew the fastest, especially during the holiday season.

+11%

DTC revenue
grew YOY

+7%

AOV
Increase

56%

Share of mobile
checkout orders

71%

Holiday orders
with add-ons

WHAT DROVE DTC GROWTH IN 2025



Unified Commerce Experience

One system powering
tasting room, club,
ecommerce, and
events → less friction,
faster decisions.



Personalized Buying Moments

Segmentation +
targeted offers →
higher AOV and
more repeat
purchases.



Strong Holiday Strategies

Short, time-bound
promotions
outperformed long
ones — urgency
drove conversion.



Stronger tools, Better Workflows

Dashboards shaped
spend, staffing,
timing, and
retention strategy.

Lessons from 2025

Club Architecture Matters

Simple tiers outperform complex discount structures.

Smart Email Still Wins

Segmented lists + clear messaging beat mass sends.

Events → Membership

Guests offered a club follow-up within 48 hours converted at higher rates.

Automation Saves Hours

Pickups, reorders, confirmations — fewer manual tasks.

Mobile Checkout Is Non-Negotiable

Under-45 buyers overwhelmingly buy and gift on their phones.

2026 Outlook

1. Customer Behavior

*Gifting is up, loyalty is down.
More one-time purchases unless membership value is clear.*

2. Labor Efficiency

*Teams must do more with the same staff.
Automation + repeatable workflows will define successful operators.*

3. Unified Commerce Wins

*One system powering: tasting room, ecommerce, club, events, fulfillment.
Stitched-together stacks will fall behind.*

4. Data-Driven Growth

*2026 is a data year, not a discount year.
Operators will focus on buyer behavior, retention, and reorder timing.*

Get your 2026 Roadmap