

2024

ANNUAL ECONOMIC BRIEFING

SUPPORT TABLES
FEBRUARY 11, 2025



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES

U.S. Spirits Market - 2024 Volumes

9-Liter Cases (000s)

Category	Value	Premium	High End Premium	Super Premium	Total
17	2,263	8,700	612	81	11,656
American Whiskey	3,683	6,493	14,598	5,510	30,284
Canadian	6,645	2,517	402	7,775	17,339
Scotch - Blended	1,281	1,923	2,439	515	6,158
Scotch - Single Malt	-	53	855	803	1,710
Irish	-	-	4,249	553	4,801
Total Whiskey	13,872	19,687	23,154	15,236	71,948
	-	-	-	-	-
Vodka	22,628	19,129	27,750	4,612	74,119
Rum	4,101	13,283	2,563	729	20,677
Tequila/Mezcal	4,283	13,605	6,367	7,945	32,199
Gin	3,856	1,200	2,576	690	8,322
	-	-	-	-	-
Brandy & Cognac	6,761	451	3,169	1,326	11,706
Cordials	7,944	9,175	2,897	63	20,079
Cocktails/RTDs*	48,730	22,885	1,495	-	73,110
Total	112,174	99,414	69,971	30,601	312,162

* Pre-mixed Cocktails, including spirits-based RTDs.

U.S. Spirits Market - 2024 Case Growth

9-Liter Cases (000s)

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	(91)	(203)	(41)	(16)	(352)
American Whiskey	(185)	(61)	(434)	(145)	(826)
Canadian	(347)	(144)	(40)	351	(180)
Scotch - Blended	(4)	(376)	(457)	(131)	(967)
Scotch - Single Malt	-	(13)	(182)	(151)	(346)
Irish	-	-	44	(16)	28
Total Whiskey	(627)	(797)	(1,111)	(108)	(2,643)
	-	-	-	-	-
Vodka	(403)	(710)	1,089	(765)	(789)
Rum	(363)	(1,332)	(258)	(60)	(2,013)
Tequila/Mezcal	430	(41)	264	(15)	639
Gin	(420)	(44)	(176)	(16)	(655)
	-	-	-	-	-
Brandy & Cognac	(339)	(6)	104	(594)	(834)
Cordials	(282)	(587)	(114)	6	(977)
Cocktails/RTDs*	6,896	3,329	401	-	10,627
Total	4,893	(187)	200	(1,551)	3,354

* Pre-mixed Cocktails, including spirits-based RTDs.

2024 Y/Y Volume Growth

Percentage

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	-3.9%	-2.3%	-6.3%	-16.9%	-2.9%
American	-4.8%	-0.9%	-2.9%	-2.6%	-2.7%
Canadian	-5.0%	-5.4%	-9.1%	4.7%	-1.0%
Scotch - Blended	-0.3%	-16.3%	-15.8%	-20.2%	-13.6%
Scotch - Single Malt		-20.1%	-17.6%	-15.8%	-16.8%
Irish			1.0%	-2.8%	0.6%
Total Whiskey	-4.3%	-3.9%	-4.6%	-0.7%	-3.5%
Vodka	-1.7%	-3.6%	4.1%	-14.2%	-1.1%
Rum	-8.1%	-9.1%	-9.1%	-7.6%	-8.9%
Tequila/Mezcal	11.2%	-0.3%	4.3%	-0.2%	2.0%
Gin	-9.8%	-3.5%	-6.4%	-2.2%	-7.3%
Brandy & Cognac	-4.8%	-1.2%	3.4%	-30.9%	-6.7%
Cordials	-3.4%	-6.0%	-3.8%	11.1%	-4.6%
Cocktails/RTDs*	16.5%	17.0%	36.7%		17.0%
Total	4.6%	-0.2%	0.3%	-4.8%	1.1%

* Pre-mixed Cocktails, including spirits-based RTDs.

U.S. Spirits Market - 2024 Supplier Revenues

Gross Revenues - Includes FET (Millions)

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ 123	\$ 704	\$ 106	\$ 30	\$ 963
American Whiskey	\$ 244	\$ 733	\$ 2,812	\$ 1,386	\$ 5,175
Canadian	\$ 355	\$ 263	\$ 65	\$ 1,647	\$ 2,330
Scotch - Blended	\$ 91	\$ 310	\$ 711	\$ 271	\$ 1,382
Scotch - Single Malt	\$ -	\$ 10	\$ 311	\$ 525	\$ 846
Irish	\$ -	\$ -	\$ 902	\$ 255	\$ 1,157
Total Whiskey	\$ 814	\$ 2,020	\$ 4,906	\$ 4,113	\$ 11,854
Vodka	\$ 961	\$ 1,476	\$ 3,854	\$ 936	\$ 7,227
Rum	\$ 210	\$ 1,457	\$ 357	\$ 207	\$ 2,231
Tequila/Mezcal	\$ 363	\$ 1,803	\$ 1,364	\$ 3,186	\$ 6,715
Gin	\$ 258	\$ 156	\$ 413	\$ 129	\$ 957
Brandy & Cognac	\$ 561	\$ 70	\$ 809	\$ 693	\$ 2,133
Cordials	\$ 528	\$ 1,478	\$ 772	\$ 31	\$ 2,809
Cocktails/RTDs*	\$ 1,791	\$ 1,384	\$ 124	\$ -	\$ 3,299
Total	\$ 5,486	\$ 9,845	\$ 12,600	\$ 9,296	\$ 37,226

* Pre-mixed Cocktails, including spirits-based RTDs.

U.S. Spirits Market - 2024 Revenue Growth

Gross Revenues - Includes FET (Millions)

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ (4)	\$ (7)	\$ (0)	\$ (3)	\$ (15)
American Whiskey	\$ (9)	\$ (1)	\$ (57)	\$ (26)	\$ (93)
Canadian	\$ (13)	\$ (8)	\$ (5)	\$ 71	\$ 45
Scotch - Blended	\$ 2	\$ (55)	\$ (119)	\$ (71)	\$ (243)
Scotch - Single Malt	\$ -	\$ (2)	\$ (58)	\$ (78)	\$ (139)
Irish	\$ -	\$ -	\$ 4	\$ 17	\$ 21
Total Whiskey	\$ (24)	\$ (74)	\$ (235)	\$ (92)	\$ (424)
Vodka	\$ -	\$ -	\$ -	\$ -	\$ -
Vodka	\$ 0	\$ (32)	\$ 201	\$ (169)	\$ 0
Rum	\$ (13)	\$ (113)	\$ (29)	\$ (13)	\$ (169)
Tequila/Mezcal	\$ 37	\$ 21	\$ 89	\$ 45	\$ 192
Gin	\$ (26)	\$ (4)	\$ (21)	\$ (2)	\$ (53)
Brandy & Cognac	\$ (19)	\$ (0)	\$ 9	\$ (323)	\$ (334)
Cordials	\$ (17)	\$ (76)	\$ (16)	\$ 4	\$ (105)
Cocktails/RTDs*	\$ 246	\$ 193	\$ 29	\$ -	\$ 468
Total	\$ 185	\$ (86)	\$ 28	\$ (551)	\$ (424)

* Pre-mixed Cocktails, including spirits-based RTDs.

2024 Y/Y Revenue Growth
Percentage

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	-2.8%	-1.1%	-0.5%	-9.1%	-1.5%
American Whiskey	-3.5%	-0.2%	-2.0%	-1.8%	-1.8%
Canadian	-3.5%	-3.0%	-6.8%	4.5%	2.0%
Scotch - Blended	1.7%	-15.0%	-14.3%	-20.9%	-15.0%
Scotch - Single Malt		-19.8%	-15.8%	-13.0%	-14.1%
Irish			0.5%	6.9%	1.8%
Total Whiskey	-2.8%	-3.5%	-4.6%	-2.2%	-3.5%
Vodka	0.0%	-2.2%	5.5%	-15.3%	0.0%
Rum	-5.8%	-7.2%	-7.6%	-6.1%	-7.0%
Tequila/Mezcal	11.3%	1.2%	7.0%	1.4%	2.9%
Gin	-9.1%	-2.3%	-4.8%	-1.8%	-5.2%
Brandy & Cognac	-3.3%	-0.6%	1.1%	-31.8%	-13.5%
Cordials	-3.2%	-4.9%	-2.0%	14.0%	-3.6%
Cocktails/RTDs*	15.9%	16.2%	31.2%		16.5%
Total	3.5%	-0.9%	0.2%	-5.6%	-1.1%

* Pre-mixed Cocktails, including spirits-based RTDs.

Beverage Alcohol Market Share - Revenue Based							
Year	Supplier Gross Revenues (Billions)				Market Share		
	Beer	Spirits	Wine	Total	Beer	Spirits	Wine
1999	\$ 21.20	\$ 10.66	\$ 6.00	\$ 37.86	56.0%	28.2%	15.8%
2000	\$ 22.60	\$ 11.70	\$ 6.41	\$ 40.71	55.5%	28.7%	15.7%
2001	\$ 23.80	\$ 12.22	\$ 6.63	\$ 42.65	55.8%	28.7%	15.5%
2002	\$ 24.10	\$ 13.17	\$ 7.04	\$ 44.31	54.4%	29.7%	15.9%
2003	\$ 24.87	\$ 13.87	\$ 7.50	\$ 46.24	53.8%	30.0%	16.2%
2004	\$ 25.62	\$ 15.12	\$ 7.90	\$ 48.64	52.7%	31.1%	16.2%
2005	\$ 25.62	\$ 16.00	\$ 8.30	\$ 49.92	51.3%	32.1%	16.6%
2006	\$ 26.34	\$ 17.20	\$ 8.62	\$ 52.15	50.5%	33.0%	16.5%
2007	\$ 27.49	\$ 18.20	\$ 9.24	\$ 54.93	50.1%	33.1%	16.8%
2008	\$ 28.46	\$ 18.72	\$ 9.38	\$ 56.56	50.3%	33.1%	16.6%
2009	\$ 28.82	\$ 18.74	\$ 9.48	\$ 57.04	50.5%	32.9%	16.6%
2010	\$ 28.64	\$ 19.16	\$ 9.76	\$ 57.56	49.8%	33.3%	16.9%
2011	\$ 29.24	\$ 20.36	\$ 10.19	\$ 59.79	48.9%	34.1%	17.0%
2012	\$ 30.32	\$ 21.29	\$ 10.53	\$ 62.13	48.8%	34.3%	16.9%
2013	\$ 30.96	\$ 22.22	\$ 10.89	\$ 64.07	48.3%	34.7%	17.0%
2014	\$ 31.45	\$ 23.15	\$ 11.22	\$ 65.82	47.8%	35.2%	17.0%
2015	\$ 32.30	\$ 24.09	\$ 11.57	\$ 67.96	47.5%	35.4%	17.0%
2016	\$ 33.04	\$ 25.19	\$ 12.03	\$ 70.26	47.0%	35.9%	17.1%
2017	\$ 33.07	\$ 26.22	\$ 12.40	\$ 71.69	46.1%	36.6%	17.3%
2018	\$ 33.66	\$ 27.55	\$ 12.71	\$ 73.92	45.5%	37.3%	17.2%
2019	\$ 34.66	\$ 29.02	\$ 13.03	\$ 76.71	45.2%	37.8%	17.0%
2020	\$ 35.15	\$ 31.93	\$ 13.48	\$ 80.56	43.6%	39.6%	16.7%
2021	\$ 36.80	\$ 35.76	\$ 13.96	\$ 86.52	42.5%	41.3%	16.1%
2022	\$ 37.46	\$ 37.58	\$ 14.31	\$ 89.35	41.9%	42.1%	16.0%
2023	\$ 37.31	\$ 37.65	\$ 14.33	\$ 89.30	41.8%	42.2%	16.1%
2024	\$ 37.07	\$ 37.23	\$ 13.98	\$ 88.28	42.0%	42.2%	15.8%

Sources: Distilled Spirits Council estimates, Industry financial reports, IWSR, and Beverage Information Group Handbooks

Price Segmentation by Spirits Category

Canadians, Blends	Supplier Rev/ 9 Liters	Major Brands
Value	<70	Beam 8 Star, Kessler
Premium	\$70 to \$120	Canadian Club 6Y, Seagram 7
High End Premium	\$120 to \$180	Canadian Club 12 Year, Ole Smoky Blended
Super Premium	\$180+	Crown Royal, High West American Prairie

Bourbon, Tennessee, Rye, Corn	Supplier Rev/ 9 Liters	Major Brands
Value	<\$90	Ten High, Old Crow 3Y
Premium	\$90 to \$145	Jim Beam White, Old Forester
High End Premium	\$145 to \$215	Jack Daniels, Makers Mark, Jim Beam Black, Wild Turkey, Bulleit,
Super Premium	\$215+	Woodford Reserve, Knob Creek, Jack Daniels Single Barrel, Bullet 10 Yr., Angels Envy Rye

Scotch	Supplier Rev/ 9 Liters	Major Brands
Value	<\$110	Clan Macgregor, Teachers, Vat 69
Premium	\$110 to \$170	Dewar's White Label, Johnnie Walker Red, Famous Grouse
High End Premium	\$170 to \$320	Johnnie Walker Black, Chivas Regal 12, Dewar's 12
Super Premium	\$320+	Glenlivet, Johnnie Walker Blue, Glenfiddich, Macallan, Glenmorangie, Ardbeg

Irish	Supplier Rev/ 9 Liters	Major Brands
Value		
Premium		
High End Premium	<\$210	Jameson, Tullamore, Kilbeggan
Super Premium	>\$210	Jameson Black, Redbreast, Teeling

Price Segmentation by Spirits Category

Vodka	Supplier Rev/ 9 Liters	Major Brands
Value	<\$70	Kamchatka, Gilbey's
Premium	\$70 to \$120	Smirnoff, Svedka, Skyy, Pinnacle, New Amsterdam
High End Premium	\$120 to \$170	Absolut, Effen, Ketel One
Super Premium	\$170+	Grey Goose, Ciroc, Belvedere

Rum	Supplier Rev/ 9 Liters	Major Brands
Value	<\$70	Castillo, Ronrico, Ron Rio
Premium	\$70 to \$130	Bacardi Superior, Capt. Morgan Original, Malibu, Cruzan
High End Premium	\$130 to \$175	Mount Gay Eclipse, Wray & Nephew, Brugal
Super Premium	\$175+	Ron Zacapa XO, Bacardi Reserva Ocho, Brugal 1888, Mount Gay Black, Flor De Cana, Appleton

Tequila	Supplier Rev/ 9 Liters	Major Brands
Value	<\$100	Pepe Lopez, Sauza Giro
Premium	\$100 to \$180	Sauza Blanco, El Jimador Silver, Olmeca Altos
High End Premium	\$180 to \$260	Cazadores, Teremana, Espolon, Milagro, Sauza Hornitos Black,
Super Premium	\$260+	Patron, Casamigos, Don Julio, Herradura, Sauza Tres Generaciones, Avion, Casa Noble

Gin	Supplier Rev/ 9 Liters	Major Brands
Value	<\$80	Seagram's, Gordon's, Gilby's
Premium	\$80 to \$135	Beefeater, Bombay Original
High End Premium	\$135 to \$205	Tanqueray, Bombay Sapphire, Malfy
Super Premium	\$205+	Hendrick's, The Botanist, Tanqueray 10, Roku, Monkey 47

Price Segmentation by Spirits Category

Brandy & Cognac	Supplier Rev/ 9 Liters	Major Brands
Value	<\$75	Dekuyper, Hiram Walker
Premium	\$75 to \$180	Korbel, Salignac VS, St. Remy, E&J VSOP
High End Premium	\$180 to \$295	Hennessey VS, Courvoisier VS, Martell VS,
Super Premium	\$295+	Remy Martin VSOP, D'usse VSOP, Hennessey VSOP, Most XOs

Cordials	Supplier Rev/ 9 Liters	Major Brands
Value	<\$85	Dekuyper, Hiram Walker
Premium	\$85 to \$190	Jagermeister, Baileys, Kahlua, Rumchata, Tequila Rose
High End Premium	\$190 to \$295	Chambord, Godiva, St. Germain
Super Premium	\$295+	Grand Marnier

Cocktails	Supplier Rev/ 9 Liters	Major Brands
Value	All except Premium	
Premium	If associated with a brand carrying a Premium or above designation	Jack Daniels, Crown Royal, Bacardi, Absolut, Captain Morgan, Sauza, Kahlua, Skinny Girl, Malibu, Cazadores, Svedka, Tanqueray