

A black and white photograph of a glass filled with water, with a splash of water captured mid-air above the glass. The glass is a simple, cylindrical shape with a thick base. The water is clear, and the splash is dynamic, with droplets visible. The background is dark and out of focus.

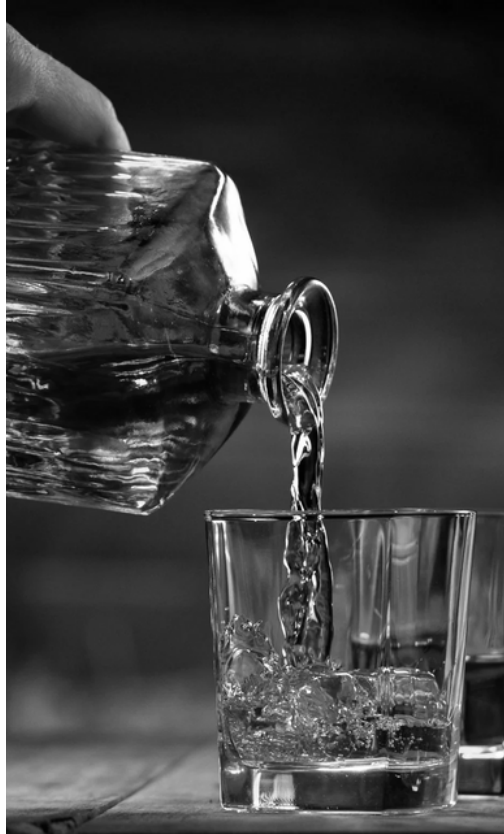
2024

CANADIAN WHISKY IN THE U.S.

CATEGORY FACT SHEET



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES



U.S. CANADIAN WHISKY MARKET 2024

17.3M

9-LITER CASES
SOLD

\$2.3B

IN REVENUE FOR
DISTILLERS

128%

INCREASE IN
SUPER-PREMIUM
SINCE 2003

In 2024, 17.3 million 9-liter cases of Canadian whisky were sold in the United States, generating nearly \$2.3 billion in revenue for distillers.

Reflecting American's interest in premium products over recent years, super-premium volume drove growth in the Canadian whisky category, up 128% since 2003.

U.S. CANADIAN WHISKY MARKET 2024

U.S. Canadian Whisky Volumes by Price Category
(9-Liter Cases, 000)

Year	Value	Premium	High End Premium	Super Premium	Total
2003	8,985	2,868	17	3,411	15,281
2004	8,970	2,845	15	3,494	15,324
2005	8,761	2,981	19	3,738	15,498
2006	8,733	2,895	20	3,954	15,602
2007	8,600	2,835	63	4,216	15,713
2008	8,720	2,771	104	4,451	16,046
2009	8,906	2,652	105	4,180	15,842
2010	8,650	2,653	92	4,414	15,809
2011	8,636	2,635	96	4,330	15,698
2012	8,772	2,616	150	4,491	16,029
2013	8,744	2,656	242	4,854	16,496
2014	8,649	2,658	269	4,760	16,337
2015	8,273	2,647	217	5,608	16,745
2016	8,111	2,706	198	6,128	17,144
2017	8,186	2,731	205	6,427	17,549
2018	7,909	2,618	212	6,620	17,359
2019	7,760	2,536	392	7,215	17,903
2020	8,255	2,564	345	7,524	18,688
2021	7,843	2,628	388	8,570	19,430
2022	7,341	2,662	434	8,189	18,625
2023	6,992	2,661	442	7,424	17,519
2024	6,645	2,517	402	7,775	17,339
03 - 24 Growth	-26.0%	-12.2%	2225.9%	127.9%	13.5%

U.S. Canadian Whisky Supplier Revenues
Gross Revenues Including FET (millions)

Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$460	\$270	\$2	\$578	\$1,310
2004	\$464	\$267	\$2	\$591	\$1,324
2005	\$455	\$272	\$3	\$631	\$1,360
2006	\$455	\$273	\$3	\$668	\$1,400
2007	\$453	\$271	\$9	\$728	\$1,461
2008	\$463	\$272	\$15	\$796	\$1,546
2009	\$479	\$264	\$15	\$712	\$1,470
2010	\$465	\$264	\$13	\$760	\$1,502
2011	\$464	\$273	\$14	\$802	\$1,554
2012	\$462	\$267	\$22	\$850	\$1,601
2013	\$464	\$272	\$36	\$928	\$1,699
2014	\$460	\$275	\$40	\$937	\$1,712
2015	\$439	\$274	\$32	\$1,106	\$1,852
2016	\$427	\$282	\$29	\$1,221	\$1,959
2017	\$429	\$284	\$30	\$1,255	\$1,998
2018	\$413	\$267	\$31	\$1,293	\$2,005
2019	\$403	\$258	\$60	\$1,409	\$2,131
2020	\$429	\$261	\$54	\$1,489	\$2,233
2021	\$407	\$268	\$61	\$1,733	\$2,469
2022	\$387	\$267	\$69	\$1,705	\$2,428
2023	\$368	\$271	\$69	\$1,576	\$2,285
2024	\$355	\$263	\$65	\$1,647	\$2,330
03 - 24 Growth	-22.7%	-2.4%	2696.3%	184.8%	77.9%

Source: Distilled Spirits Council, Economic & Strategic Analysis Dept.

U.S. CANADIAN WHISKY, 2003-2024

9-LITER CASES (000)

