

**MARCH  
2026**

# **AMERICAN SPIRITS EXPORTS 2025**

REPORT BY THE  
DISTILLED SPIRITS COUNCIL



**DISTILLED SPIRITS COUNCIL**  
OF THE UNITED STATES

# 2025 DISCUS American Spirits Exports Report

## OVERVIEW

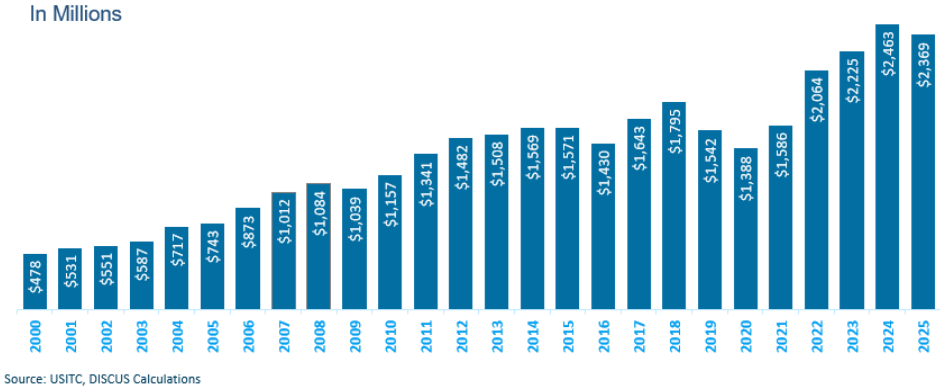
U.S. spirits exports declined 3.8% to \$2.37 billion in 2025 amid ongoing trade friction, domestic and international economic headwinds and retaliatory actions that disrupted access to key established markets. The overall decline in 2025 was driven in part by a sharp drop in exports to Canada following the provinces' removal of American-made spirits from retail shelves. Additionally, exports of American Whiskeys to our largest single export market, the European Union (EU), fell by 35% to \$454 million. This is likely the result of American Whiskey producers front-loading exports to the EU in late 2024 in response to the threat of retaliatory tariffs. In total, American Whiskey exports fell below 50% of total U.S. spirits exports for the first time since 1996 to a record low of 45%.

While exports have grown substantially over the long term – increasing fivefold, from \$478 million in 2000 to \$2.37 billion in 2025 – the 2025 results underscore the industry's vulnerability to uncertainty in the global trade environment and the critical importance of restoring the permanent return of tariff-free trade. Sustained export growth depends on a permanent return to zero-for-zero spirits tariffs in key export markets and new market-opening agreements in countries such as India and Brazil, where other major spirits-producing markets have recently secured tariff reductions.

# HISTORY OF U.S. SPIRITS EXPORT GAINS: 25 YEARS OF GROWTH DUE TO ZERO-FOR-ZERO TARIFFS WITH KEY TRADING PARTNERS

The fivefold growth in U.S. spirits exports has been largely driven by the U.S. spirits sector having a fair and reciprocal playing field with 51 markets that have provided tariff-free access for U.S. spirits, including the EU, United Kingdom (UK), Canada, Mexico, Japan and others. Today, nearly 81% of U.S. spirits exports go to countries that have eliminated tariffs on U.S. spirits, while approximately 98% of spirits imports originate from countries that have similarly removed tariffs on U.S. spirits. This underscores the importance of the zero-for-zero tariff framework, which has been central to the industry’s export success and remains a critical component for future growth.

## U.S. SPIRITS EXPORTS HAVE QUINTUPLED SINCE 2000



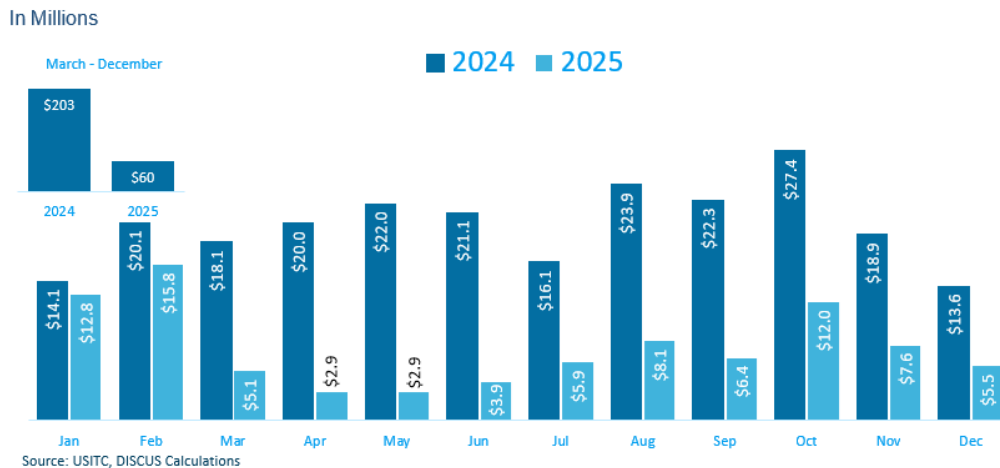
Other factors supporting long-term export growth include rising global demand for premium American spirits and the rapid expansion of the U.S. spirits sector. The number of U.S. distillers has grown from fewer than 100 in 2005 to nearly 2,300 today. Many craft distillers are successfully exporting, and others are increasingly looking to foreign markets as the key to long-term growth. In fact, distilled spirits were exported from 43 states in 2025.

TOP 10 SPIRITS EXPORTING STATES IN MILLIONS		
1	Kentucky	\$799
2	Tennessee	\$793
3	Florida	\$431
4	Texas	\$193
5	Indiana	\$170
6	Illinois	\$106
7	Arkansas	\$41
8	California	\$41
9	Maine	\$29
10	New Jersey	\$19

## CANADA'S PROVINCIAL SALES BANS HAD DRAMATIC IMPACT ON TOTAL U.S. SPIRITS EXPORT DECLINE

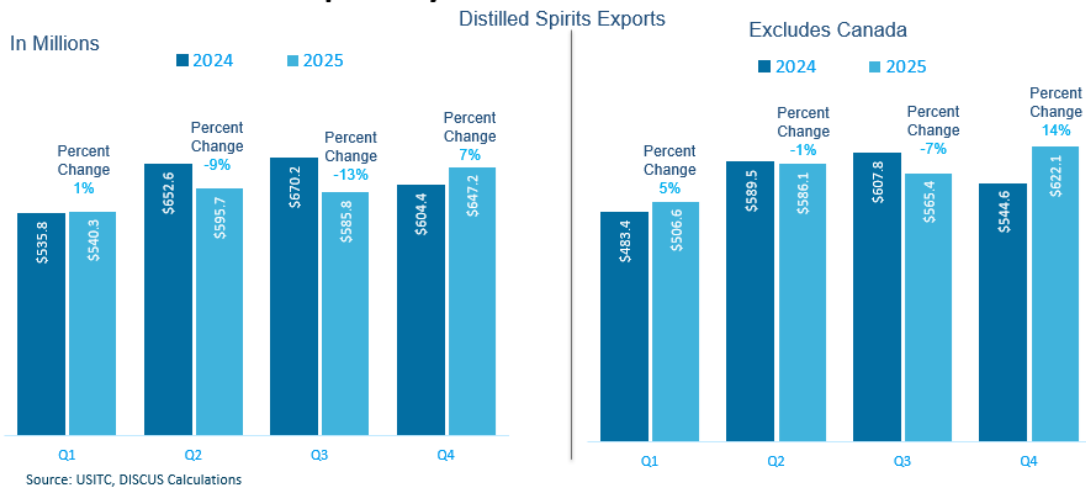
In 2025, U.S. spirits exports declined 3.8% to \$2.37 billion. The downturn was primarily driven by a sharp decrease in exports to Canada following the March 2025 ban on U.S. spirits sales across its provinces. Exports to Canada fell 70% year-over-year, from \$203 million between March and December in 2024 to \$60 million during the same period in 2025. In June, Alberta and Saskatchewan reopened their markets to U.S. spirits, but all other provinces continue to maintain their retail sales bans.

### Spirits Exports to Canada Declined 70% Year-Over-Year Following Canada's Removal of American Spirits in March 2025



Excluding Canada, U.S. exports rose by 2.5% in 2025, reflecting Canada's disproportionately large impact on the overall decline.

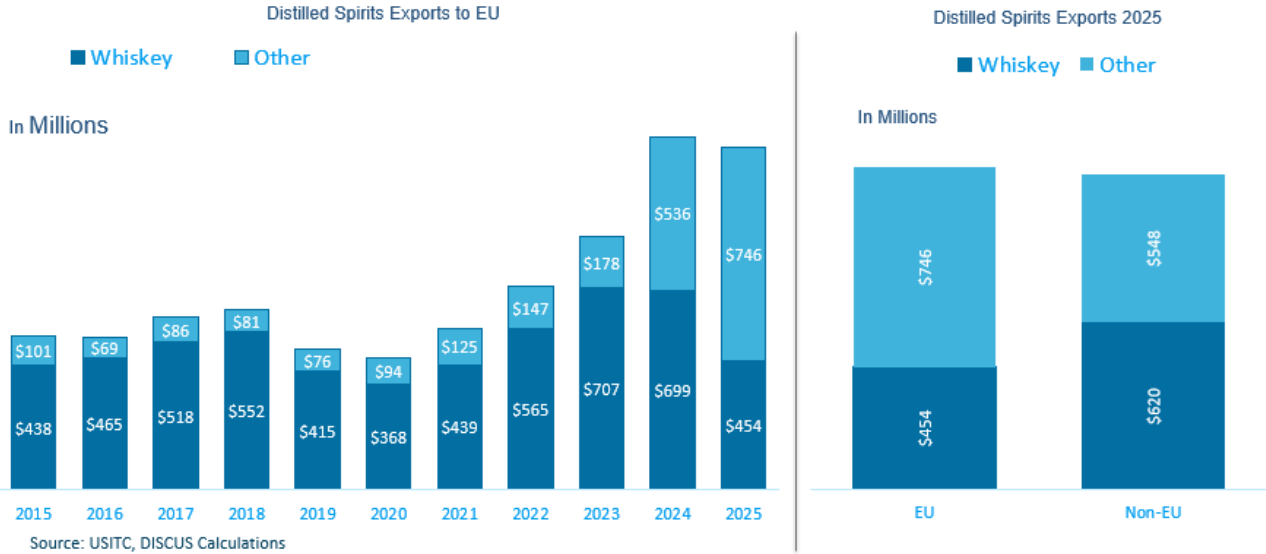
### Spirits Exports Recovered Sharply in the Last quarter of 2025, Especially when Canada is Excluded



## EU REMAINS SINGLE LARGEST EXPORT MARKET FOR U.S. SPIRITS DESPITE DECLINE IN 2025

Over the past decade, U.S. spirits exports to the EU increased from \$539 million in 2015 to \$1.2 billion in 2025. However, the value of 2025 exports represents a 2.8% decline when compared to 2024. Despite this decline, the EU remains the single largest export market for U.S. spirits, accounting for 51% of the total.

### The EU has Become a Crucial Market for American Spirits, Accounting for 51% of Total Spirits Exports in 2025

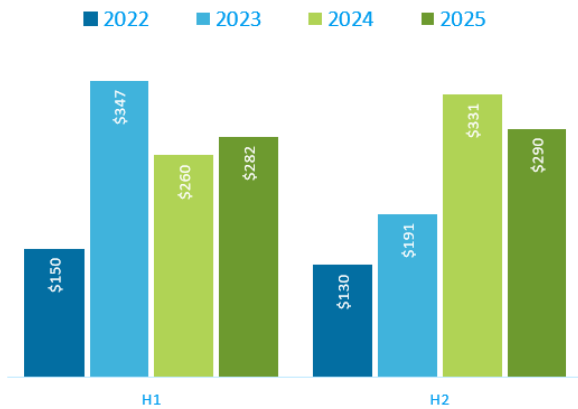


U.S. spirits currently enter the EU market duty-free. However, significant uncertainty persists in the EU, following two successive suspensions of a proposed 30% tariff on all American spirits tied to disputes with the U.S. over EU autos, and steel and aluminum. The 30% tariff was originally scheduled to take effect on August 5, 2025, but was first suspended for six months until February 5, 2026, and subsequently suspended again until August 6, 2026.<sup>1</sup> This comes on top of the threat of a 50% tariff on American Whiskeys on April 1, 2025, which was not imposed. In anticipation of these retaliatory tariffs, American Whiskey exports to the EU increased 64% in the second half of 2024 compared to the same period in 2023.

<sup>1</sup> [COMMISSION IMPLEMENTING REGULATION \(EU\) 2026/295 of 4 February 2026 suspending commercial rebalancing measures concerning certain products originating in the United States of America and certain products exported from the Union to the United States of America imposed by Implementing Regulation \(EU\) 2025/1564](#)

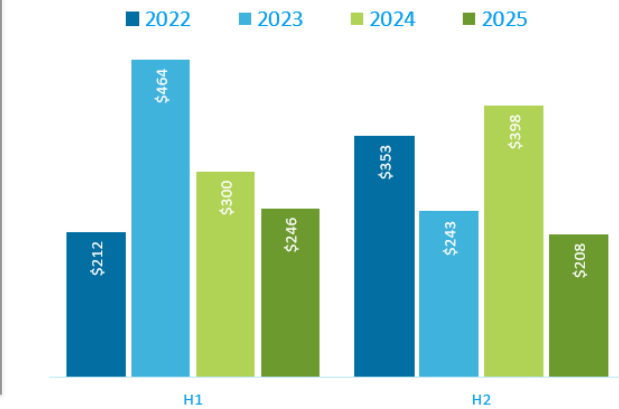
## Distilled Spirits Exports to EU Increased Sharply in Second Half of 2024 with Anticipation of Possible Tariffs

In Millions  
Distilled Spirits Exports



Source: USITC, DISCUS Calculations

American Whiskey Exports

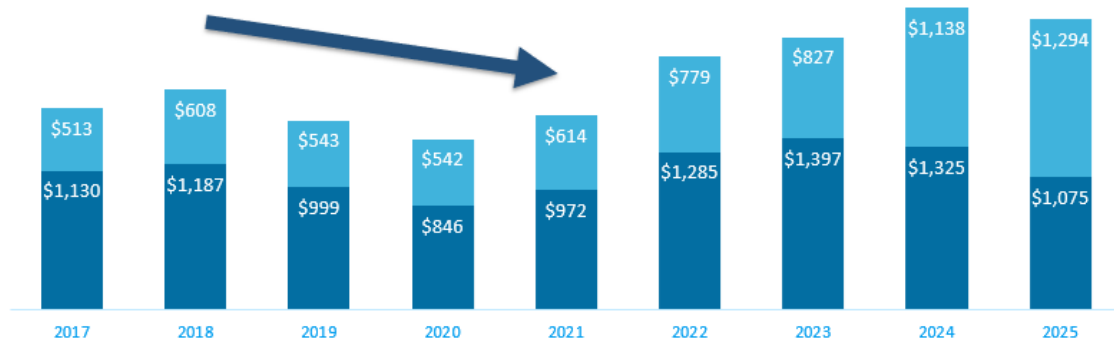


If imposed, a 30% tariff would drastically impact U.S. spirits exports to the EU. For background, when the EU and UK imposed a 25% retaliatory tariff on American Whiskey exports between 2018 and 2021, exports to the EU and UK declined by 12% and 18%, respectively. Following the suspension or removal of these tariffs, American Whiskey exports to the EU rebounded, surging nearly 60% -- rising from \$439 million in 2021 to \$699 million in 2024.

## U.S. Spirits Exports Declined Due to Retaliatory Tariffs (2018 – 2021)

In Millions

■ Whiskey ■ All Other Spirits

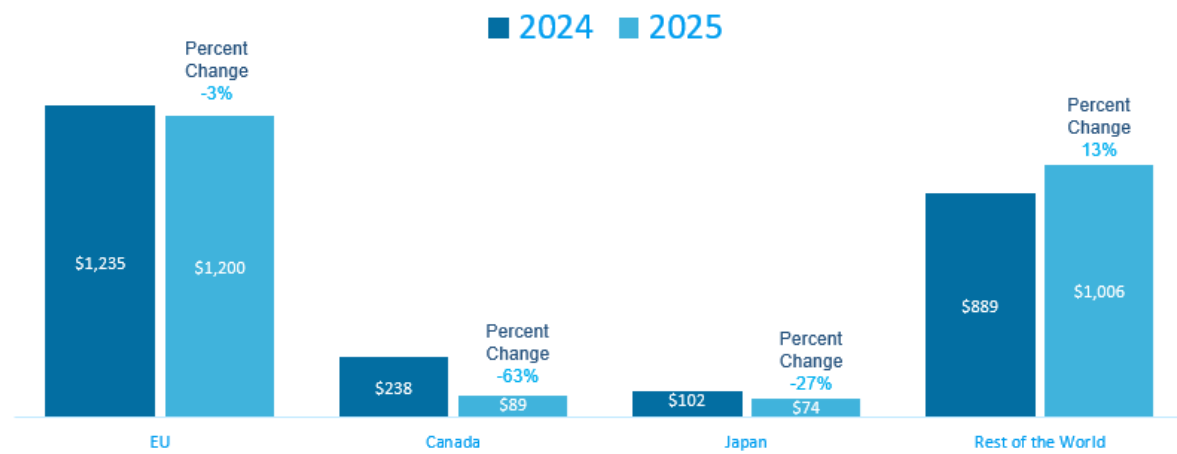


## EXPORT MARKETS OUTSIDE OF CANADA AND EU SAW INCREASES IN 2025

Losses in the established markets of Canada and the EU were partially offset by strong growth elsewhere, in both established and emerging markets. Total U.S. spirits exports to the rest of the world rose 13.2%, or \$117 million. Notable gains included a \$26 million increase in Brazil and a \$17 million increase in the UK. Exports to Colombia, Singapore, the United Arab Emirates and Australia each increased between \$7 and \$8 million.

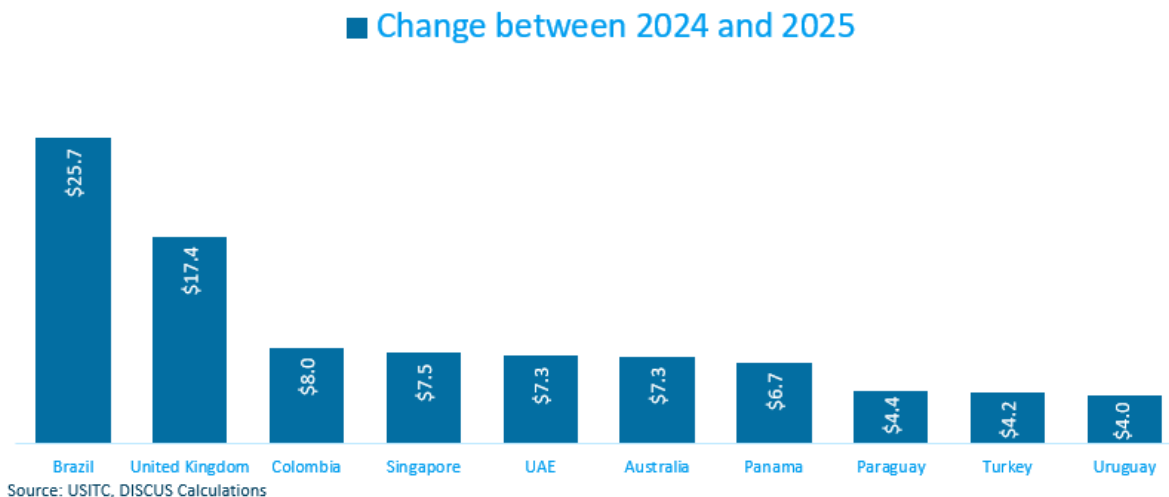
## While Spirits Exports to Canada, EU and Japan Dropped, Exports to Other Markets Rose More Than 13% in 2025

In Millions



## Top 10 Countries with Largest Increase in U.S. Spirits Exports

In Millions

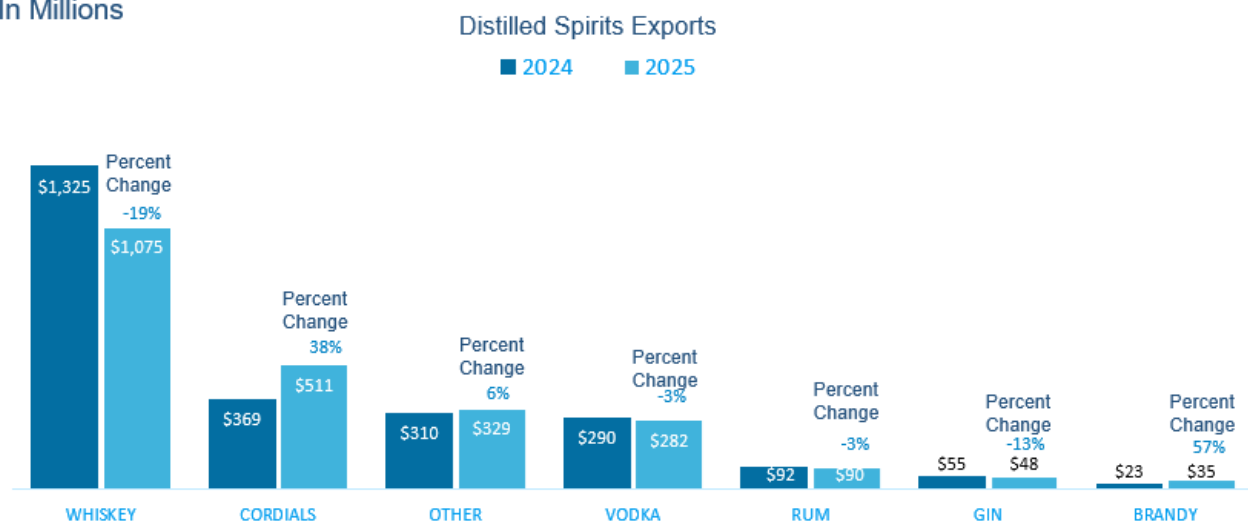


## AMERICAN WHISKEYS REMAIN TOP EXPORTED SPIRITS CATEGORY DESPITE DECLINE, FOLLOWED BY LIQUEURS AND CORDIALS

At \$1.08 billion, American Whiskeys<sup>2</sup> remained the most exported category of U.S. spirits by far, despite registering a 19% decline from 2024. The second most exported category was liqueurs and cordials, which reached \$511 million. Other leading export categories include vodka and rum, which each declined by 3% to \$282 million and \$90 million, respectively. Gin decreased by 13% to \$48 million, while brandy increased by 57% to \$35 million.

## Exports Performance Varied Across Spirits Categories, with Decline in Whiskey Exports Partially Offset By Sharp Increase In Cordials Exports

In Millions

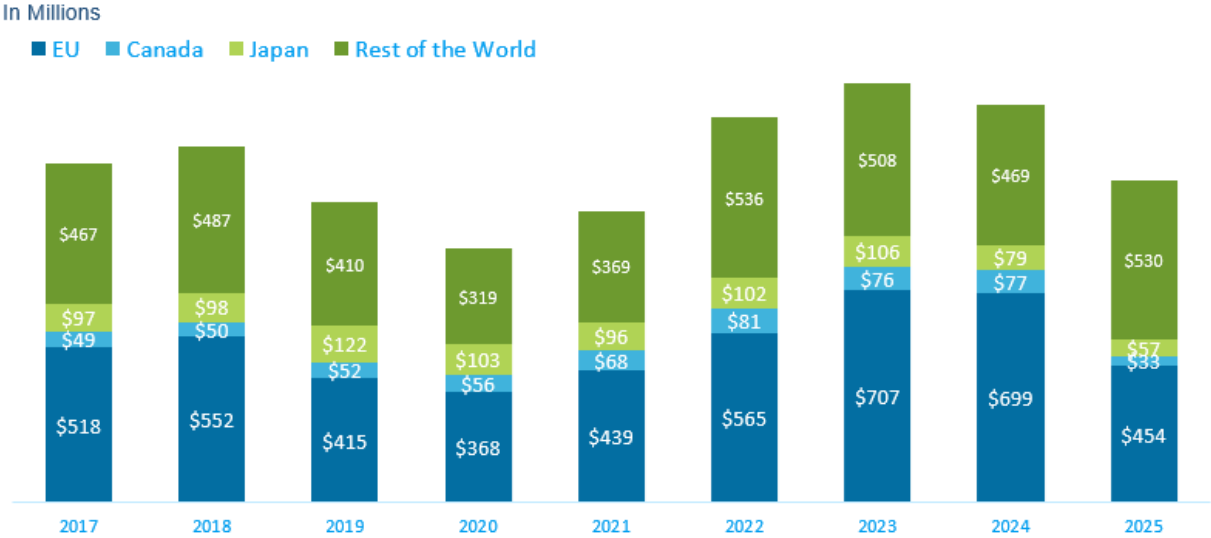


Source: USITC, DISCUS Calculations

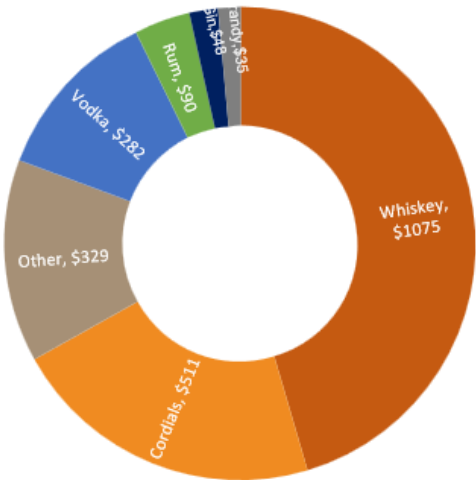
The decline in American Whiskey exports was driven by sharp reductions in exports to some of the U.S.'s largest markets. Exports of American Whiskeys to the EU - which accounted for 53% of total whiskey exports in 2024 - fell by 35% to \$454 million. American Whiskey exports to Canada declined by 57% to \$33 million and to Japan declined 28% to \$57 million. In contrast, American Whiskey exports to markets outside the EU, Canada and Japan performed better, rising 13% to \$530 million in 2025. Despite the positive increase to the rest of the world, American Whiskey exports fell below 50% of total U.S. spirits exports – for the first time since 1996 – to a record low of 45%.

<sup>2</sup> American Whiskeys include Tennessee Whiskey, Bourbon, American Rye Whiskey and American Single Malt.

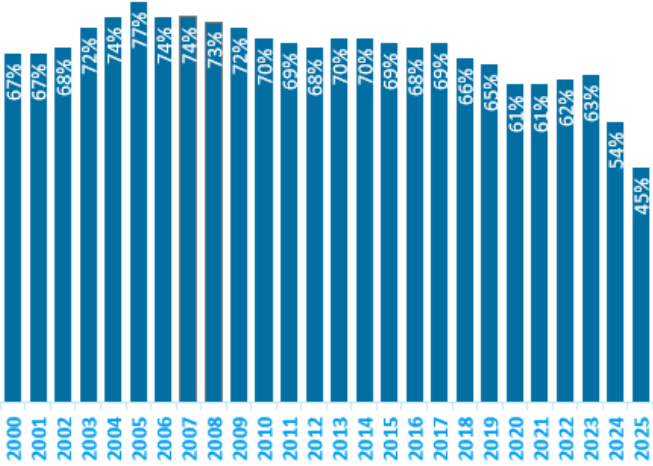
# In 2025, the European Union, Canada and Japan weighed on U.S. Whiskey exports, despite gains in other markets



# American Whiskey Accounted for 45% of Total Spirits Exports in 2025, the Lowest Share on Record



American Whiskey Share in Total Spirits Exports



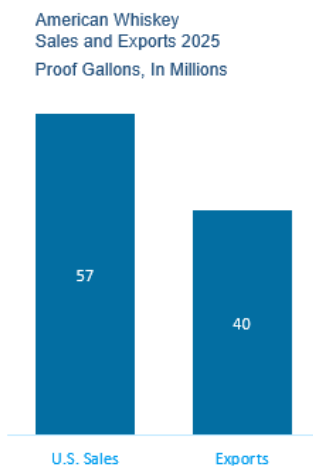
Source: USITC, DISCUS Calculations

The drop in American Whiskey exports in 2025 is due in part to producers increasing their exports in the second half of 2024 in anticipation of a possible return of retaliatory tariffs in 2025. In particular, the EU was scheduled to impose a 50% tariff on American Whiskeys on April 1, 2025, in response to U.S. steel and aluminum tariffs. With the notable increase in exports in the second half of the year, American Whiskey exports to the EU reached \$699 million in 2024. Ultimately, the EU decided not to move forward with the imposition of the 50% retaliatory tariff in 2025 and, as noted above, has since suspended a separate 30% tariff on all American spirits until August 6, 2026.

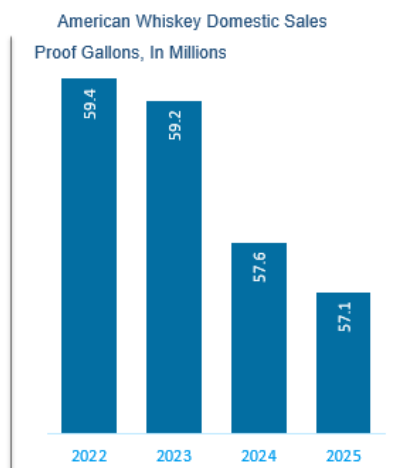
In addition to trade uncertainty, American Whiskey producers are facing a slowdown in domestic sales and record-high inventory levels. Specifically, domestic sales and exports totaled only 57 million and 40 million proof gallons, respectively. Moreover, American Whiskey domestic volume sales have slowed over the past three years, declining from 59.4 million proof gallons in 2022 to 57 million in 2025.

With domestic demand slowing, exports to international markets represent a critical path to reducing excess inventory and ensuring the sustainability of American Whiskey makers. If trade-related uncertainty and disruptions continue to erode export volumes, U.S. distillers could face mounting pressure and financial strain. Additional information about the U.S. domestic spirits market can be found in the [2025 DISCUS Annual Economic Briefing](#).

## American Whiskey Inventory has Tripled Since 2012, Amid Declining Domestic Sales, Exports Have Become Essential to Reduce Inventory



Source: DISCUS and USITC



Source: DISCUS



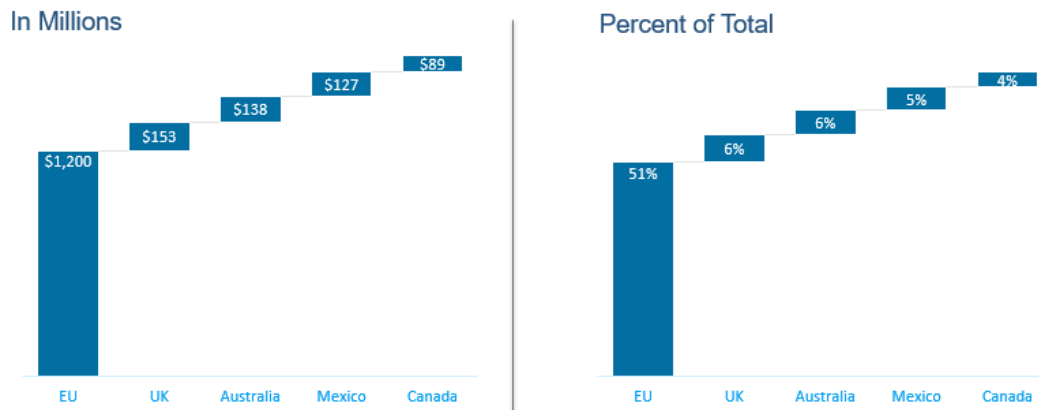
Source: Tax and Trade Bureau

## TOP 5 EXPORT MARKETS FOR U.S. SPIRITS ACCOUNT FOR 72% OF EXPORTS

More than 50% of U.S. spirits were exported to the EU (\$1.2 billion), making it the largest export market. The top five markets for U.S. spirits in 2025 were the EU (\$1.2 billion), UK (\$153 million), Australia (\$138 million), Mexico (\$127 million) and Canada (\$89 million). These markets account for 72% of U.S. spirits exports.

### The European Union, Along with UK, Australia, Mexico and Canada Accounted for 72% of U.S. Spirits Exports in 2025

Distilled Spirits Exports 2025



Source: USITC, DISCUS Calculations

## 2026 OUTLOOK: EXPORT GROWTH CONTINGENT ON RETURN OF ZERO-FOR-ZERO TARIFFS, NEW MARKET ACCESS AND STABILITY IN GLOBAL TRADE

The outlook for 2026 remains uncertain due to ongoing trade disputes, the threat of retaliatory tariffs from the EU and domestic economic headwinds. In order to restore long-term growth, it is essential to secure a permanent return to zero-for-zero spirits tariffs with the EU and UK, reaffirm the continuation of USMCA and ensure placement back on store shelves across Canada. In addition, it is equally critical to continue securing market-opening agreements with countries where high tariffs on distilled spirits are still applied, while our competitors are securing tariff reductions, such as India, Brazil, Vietnam, South Africa and others.