

Annual Economic Briefing Support Tables – 2017
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U.S. Spirits Market - 2017 Volumes					
<i>9-Liter Cases (000s)</i>					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	2,695	7,092	-	-	9,788
American Whiskey	3,728	6,009	10,979	2,437	23,153
Canadian	8,186	2,731	205	6,427	17,549
Scotch - Blended	1,762	2,552	2,394	466	7,175
Scotch - Single Malt	-	174	1,184	752	2,110
Irish	-	40	3,742	469	4,251
Total Whiskey	16,372	18,599	18,503	10,552	64,027
Vodka	26,454	21,100	18,132	5,661	71,347
Rum	5,559	15,805	2,735	546	24,645
Tequila	3,363	8,742	1,868	3,236	17,209
Gin	5,806	1,275	2,630	159	9,870
Brandy & Cognac	7,494	477	3,950	1,802	13,722
Cordials	7,477	9,963	2,110	14	19,564
Cocktails	2,169	3,578	-	-	5,747
Total	74,693	79,539	49,928	21,970	226,131
Percentage Change in U.S. Spirits Volumes					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	-1.2%	4.1%			2.5%
American Whiskey	1.4%	6.4%	5.9%	18.3%	6.4%
Canadian	0.9%	1.0%	3.3%	4.9%	2.4%
Scotch - Blended	-4.5%	-9.8%	2.9%	11.8%	-3.3%
Scotch - Single Malt		-12.8%	-5.1%	9.3%	-1.2%
Irish		-7.6%	8.2%	46.5%	11.3%
Total Whiskey	0.1%	2.0%	5.2%	9.7%	3.6%
Vodka	-1.3%	1.3%	14.5%	-10.2%	2.2%
Rum	-0.4%	0.4%	-6.7%	10.2%	-0.4%
Tequila	7.4%	6.4%	14.1%	12.2%	8.5%
Gin	-3.0%	0.1%	3.9%	11.2%	-0.6%
Brandy & Cognac	1.2%	4.2%	7.7%	20.8%	5.4%
Cordials	-2.7%	4.1%	-8.6%	-0.2%	-0.1%
Cocktails	6.7%	0.2%			2.6%
Total	-0.4%	2.1%	7.3%	4.9%	2.6%

U.S. Spirits Market - Y/Y Change in Volume					
9-Liter Cases (000s)					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	(34)	277	-	-	243
American Whiskey	51	361	612	376	1,401
Canadian	75	26	7	299	406
Scotch - Blended	(83)	(278)	68	49	(244)
Scotch - Single Malt	-	(26)	(64)	64	(25)
Irish	-	(3)	285	149	430
Total Whiskey	9	356	908	937	2,211
Vodka	(355)	274	2,292	(645)	1,566
Rum	(21)	62	(195)	51	(104)
Tequila	231	528	231	352	1,342
Gin	(178)	1	99	16	(62)
Brandy & Cognac	87	19	281	311	698
Cordials	(206)	391	(198)	(0)	(12)
Cocktails	136	8	-	-	144
Total	(297)	1,640	3,418	1,021	5,782

U.S. Spirits Market - 2017 Revenues					
<i>Supplier Gross Revenues (Millions, Includes FET)</i>					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ 145	\$ 517	\$ -	\$ -	\$ 662
American	\$ 224	\$ 628	\$ 1,965	\$ 551	\$ 3,368
Canadian	\$ 429	\$ 284	\$ 30	\$ 1,255	\$ 1,998
Scotch - Blended	\$ 124	\$ 396	\$ 645	\$ 226	\$ 1,390
Scotch - Single Malt	\$ -	\$ 33	\$ 363	\$ 375	\$ 771
Irish	\$ -	\$ 7	\$ 715	\$ 175	\$ 897
Total Whiskey	\$ 922	\$ 1,864	\$ 3,719	\$ 2,582	\$ 9,086
Vodka	\$ 1,094	\$ 1,569	\$ 2,376	\$ 1,182	\$ 6,222
Rum	\$ 270	\$ 1,586	\$ 332	\$ 140	\$ 2,328
Tequila	\$ 260	\$ 968	\$ 340	\$ 1,163	\$ 2,731
Gin	\$ 336	\$ 148	\$ 384	\$ 28	\$ 895
Brandy & Cognac	\$ 575	\$ 72	\$ 859	\$ 777	\$ 2,283
Cordials	\$ 456	\$ 1,421	\$ 479	\$ -	\$ 2,356
Cocktails	\$ 109	\$ 211	\$ -	\$ -	\$ 320
Totals	\$ 4,022	\$ 7,839	\$ 8,488	\$ 5,871	\$ 26,220
Percentage Change in U.S. Spirits Gross Revenues					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	0.1%	4.4%			3.4%
American	3.0%	5.1%	7.2%	18.0%	8.1%
Canadian	0.5%	0.7%	2.9%	2.8%	2.0%
Scotch - Blended	-4.8%	-10.5%	5.3%	13.0%	0.4%
Scotch - Single Malt		-15.3%	-4.3%	8.8%	1.1%
Irish		-6.0%	7.2%	44.3%	12.8%
Total Whiskey	0.3%	0.1%	5.6%	9.7%	5.0%
Vodka	-1.0%	0.2%	15.4%	-9.9%	3.0%
Rum	-1.7%	0.8%	-7.0%	8.3%	-0.3%
Tequila	7.9%	6.5%	14.6%	12.0%	9.9%
Gin	-3.2%	-0.4%	7.8%	12.9%	2.2%
Brandy & Cognac	0.7%	4.5%	5.7%	15.9%	7.5%
Cordials	-1.9%	4.2%	-8.9%		-0.2%
Cocktails	7.3%	0.6%			2.8%
Totals	-0.1%	1.8%	7.1%	6.1%	4.0%

Spirits Supplier Revenues - 2017					
<i>Incremental Supplier Gross Revenues (Millions)</i>					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ 0	\$ 22	\$ -	\$ -	\$ 22
American Whiskey	\$ 6	\$ 30	\$ 132	\$ 84	\$ 252
Canadian	\$ 2	\$ 2	\$ 1	\$ 34	\$ 39
Scotch - Blended	\$ (6)	\$ (46)	\$ 32	\$ 26	\$ 6
Scotch - Single Malt	\$ -	\$ (6)	\$ (16)	\$ 30	\$ 8
Irish	\$ -	\$ (0)	\$ 48	\$ 54	\$ 102
Total Whiskey	\$ 2	\$ 2	\$ 197	\$ 228	\$ 429
Vodka	\$ (11)	\$ 4	\$ 317	\$ (130)	\$ 180
Rum	\$ (5)	\$ 13	\$ (25)	\$ 11	\$ (7)
Tequila	\$ 19	\$ 59	\$ 43	\$ 125	\$ 246
Gin	\$ (11)	\$ (1)	\$ 28	\$ 3	\$ 19
Brandy & Cognac	\$ 4	\$ 3	\$ 47	\$ 107	\$ 160
Cordials	\$ (9)	\$ 58	\$ (44)	\$ (6)	\$ (0)
Cocktails	\$ 7	\$ 1	\$ -	\$ -	\$ 9
Totals	\$ (3)	\$ 138	\$ 563	\$ 337	\$ 1,036

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%

Sources: Industry financial reports, BIG Handbooks, Council Estimates
Distilled Spirits Council, Economic & Strategic Analysis Dept.

Price Category Tables

Canadians, Blends	Supplier Rev/ 9 Liters	Major Brands
Value	<\$65	Black Velvet, Beam 8 Star, Kessler
Premium	\$65 to \$115	Seagrams VO, Canadian Club, Seagram 7
High End Premium	\$115 to \$170	Seagrams VO Gold, Canadian Club 12 Year
Super Premium	\$170+	Crown Royal, Wisers 18Y
Bourbon, Tennessee, Rye, Corn	Supplier Rev/ 9 Liters	Major Brands
Value	<\$80	Early Times, Old Crow 3Y, Bellows
Premium	\$80 to \$140	Jim Beam White, Old Forrester, George Dickel
High End Premium	\$140 to \$200	Jack Daniels, Makers Mark, Jim Beam Black, Wild Turkey, Bulleit
Super Premium	\$200+	Woodford Reserve, Knob Creek, Jack Daniels Single Barrel, Jim Beam Signature, Bullet 10 Yr.
Scotch	Supplier Rev/ 9 Liters	Major Brands
Value	<\$110	Scorsby, Passport, Vat 69, Teachers
Premium	\$110 to \$160	Dewars White Label, Johnnie Walker Red, Famous Grouse, Cutty Sark
High End Premium	\$160 to \$260	Johnnie Walker Black, Chivas Regal, Dewars 12
Super Premium	\$260+	Glenlivet, Glenmorangie, Macallan, Johnnie Walker Blue, Chivals Royal Salute 21Y
Irish	Supplier Rev/ 9 Liters	Major Brands
Value		
Premium		
High End Premium	<\$200	John Jameson,
Super Premium	>\$200	Jameson 12, Tyrconnell, Redbreast
Vodka	Supplier Rev/ 9 Liters	Major Brands
Value	<\$60	Popov, Kamchatka, Gilbey
Premium	\$60 to \$110	Smirnoff, Svedka, Skyy, Pinnacle
High End Premium	\$110 to \$170	Absolut, Effen, Finlandia
Super Premium	\$170+	Grey Goose, Belvedere, Ciroc

Rum	Supplier Rev/ 9 Liters	Major Brands
Value	<\$70	Castillo, Ronrico
Premium	\$70 to \$130	Bacardi Superior, Capt. Morgan Original, Malibu
High End Premium	\$130 to \$175	Mount Gay Eclipse, Bacardi 8, Cruzan Single Barrel, Brugal Anejo
Super Premium	\$175+	Mount Gay XO, Ron Zacapa XO, Pyrat XO, Brugal 1888
Tequila	Supplier Rev/ 9 Liters	Major Brands
Value	>\$90	Sauza Giro, Pepe Lopez
Premium	\$90 to \$160	Sauza Blanco, El Jimador Blanco
High End Premium	\$160 to \$240	El Jimador, Cazadores Blanco, Sauza Hornitos
Super Premium	\$240+	Patron, Herradura, Don Julio, Sauza Tres Generaciones, Avion, Casa Noble
Gin	Supplier Rev/ 9 Liters	Major Brands
Value	<\$75	Gilby's, Gordon's, Seagrams
Premium	\$75 to \$125	Beefeater, Bombay Original
High End Premium	\$125 to \$170	Tanqueray, Bombay Sapphire, Beefeater 24
Super Premium	\$170+	Plymouth, Tanqueray 10, Oxley, Monkey 47
Brandy & Cognac	Supplier Rev/ 9 Liters	Major Brands
Value	<\$75	Dekuyper, Hiram Walker
Premium	\$75 to \$120	Paul Masson Grande Amber, Korbel, Salignac VS, Presidente
High End Premium	\$120 to \$240	Hennessey VS, Martell VS, Courvoisier VS, Jacques Cardin VSOP
Super Premium	\$240+	Remy Martin VSOP, Hennessey VSOP, Most Xos

Cordials	Supplier Rev/ 9 Liters	Major Brands
Value	<\$70	Dekuyper, Hiram Walker
Premium	\$70 to \$170	Jagermeister, Baileys, Kahlua, Yukon Jack
High End Premium	\$170 to \$250	Drambuie, Chambord
Super Premium	\$250+	Grand Marnier Centenaire
Cocktails	Supplier Rev/ 9 Liters	Major Brands
Value	All except Premium	Club
Premium	If associated with a brand carrying a Premium or above designation	Kahlua RTDs, Jack Daniels Country Coolers, Skinny Girl, Malibu Cocktails, Bacardi Cocktails, Smirnoff Cocktails