

Vodka: The Spirit of the Industry

Vodka has become the backbone of the spirits industry, accounting for 32% of all volumes. In 2018, 72.5 million 9-liter cases of vodka were sold in the United States, generating \$6.4 billion in revenue for distillers.

(9-Liter Cases, 000)								
Year	Value	Premium	High End Premium	Super Premium	Grand Total			
2002	19,338	9,961	8,563	1,570	39,432			
2003	20,123	10,541	9,286	1,905	41,855			
2004	20,827	10,752	9,878	2,631	44,088			
2005	21,080	11,281	10,527	2,992	45,879			
2006	21,144	12,301	11,204	4,132	48,782			
2007	21,891	12,976	11,651	4,720	51,237			
2008	22,462	14,739	11,598	4,550	53,349			
2009	24,854	15,479	11,333	4,287	55,952			
2010	25,804	16,849	11,692	5,046	59,391			
2011	26,109	18,750	12,120	5,686	62,665			
2012	26,561	19,828	12,538	6,256	65,183			
2013	26,396	20,304	12,939	6,229	65,869			
2014	26,503	20,395	13,636	6,409	66,943			
2015	26,815	20,633	15,150	5,562	68,160			
2016	26,809	20,826	15,841	6,306	69,782			
2017	26,454	21,100	18,127	5,661	71,342			
2018	25,931	20,839	20,188	5,514	72,472			
17 - 18 Grow th	-2.0%	-1.2%	11.4%	-2.6%	1.6%			

U.S. Vodka Volumes by Price Category

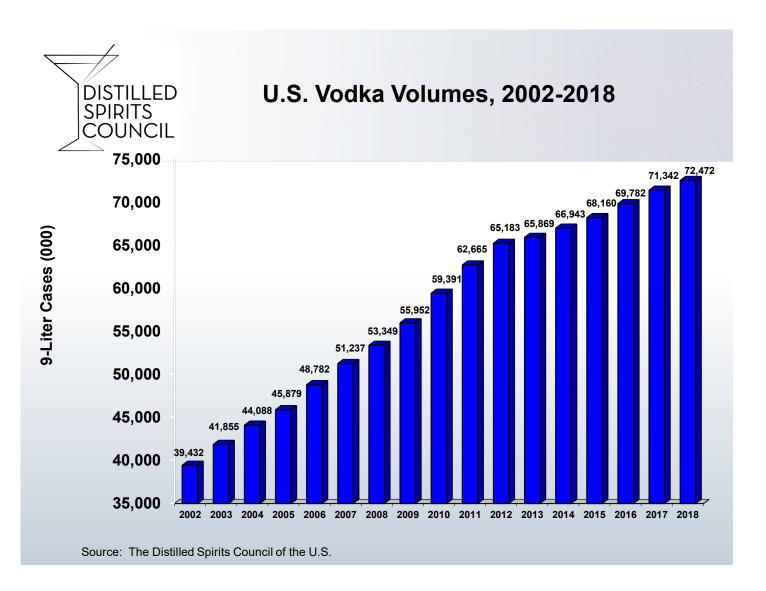
U.S. Vodka Supplier Revenues Gross Revenues Including FET (millions)

Year	Value	Premium	High End Premium	Super Premium	Total
			°		
2003	\$787	\$771	\$1,089	\$320	\$2,966
2004	\$872	\$795	\$1,211	\$460	\$3,338
2005	\$883	\$854	\$1,300	\$546	\$3,582
2006	\$892	\$932	\$1,393	\$778	\$3,994
2007	\$923	\$992	\$1,449	\$933	\$4,297
2008	\$956	\$1,152	\$1,477	\$899	\$4,485
2009	\$1,021	\$1,197	\$1,460	\$882	\$4,560
2010	\$1,046	\$1,277	\$1,463	\$1,004	\$4,790
2011	\$1,070	\$1,428	\$1,540	\$1,164	\$5,202
2012	\$1,085	\$1,506	\$1,601	\$1,274	\$5,466
2013	\$1,087	\$1,554	\$1,681	\$1,266	\$5,588
2014	\$1,103	\$1,558	\$1,774	\$1,340	\$5,775
2015	\$1,111	\$1,569	\$1,966	\$1,160	\$5,806
2016	\$1,106	\$1,566	\$2,059	\$1,312	\$6,042
2017	\$1,094	\$1,569	\$2,376	\$1,182	\$6,222
2018	\$1,060	\$1,541	\$2,647	\$1,152	\$6,400
17 - 18 Grow th	-3.1%	-1.8%	11.4%	-2.5%	2.9%

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

An important growth driver has been the continued popularity of flavored vodkas as they now account for around 21% of all vodkas sold. Today, consumers can enjoy vodkas that have been infused with natural spices, refreshing citrus flavors, raspberry, vanilla and others.

This highly mixable beverage is found in classic cocktails such as vodka Martinis and the ever-popular Screwdriver.



Data provided by Distilled Spirits Council's Economic & Strategic Analysis Department.