



# ¡Tequila Olé!

Americans can not get enough of Mexico's native spirit. Since 2002, Tequila volumes have grown 180%, an average rate of 6.2% per year. In 2019 alone, 20.1 million 9-liter cases were sold.

**U.S. Tequila Volumes by Price Category  
(9-Liter Cases, 000)**

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2002	1,623	4,788	417	358	7,186
2003	1,777	5,290	446	497	8,009
2004	1,831	5,662	664	513	8,670
2005	1,858	5,938	739	665	9,200
2006	1,919	6,169	795	1,191	10,074
2007	1,989	6,279	860	1,367	10,495
2008	2,117	6,198	781	1,511	10,607
2009	2,567	6,291	779	1,526	11,163
2010	2,642	6,449	911	1,560	11,562
2011	2,827	6,374	1,044	1,737	11,982
2012	2,878	6,436	1,117	1,895	12,326
2013	2,866	7,026	1,161	2,081	13,134
2014	2,914	7,288	1,204	2,389	13,795
2015	2,995	7,715	1,412	2,688	14,810
2016	3,132	8,215	1,637	2,883	15,867
2017	3,363	8,742	1,868	3,236	17,209
2018	3,415	9,364	2,209	3,550	18,538
2019	3,492	9,910	2,633	4,083	20,118
02 - 19 Growth	115.1%	107.0%	531.1%	1041.7%	180.0%

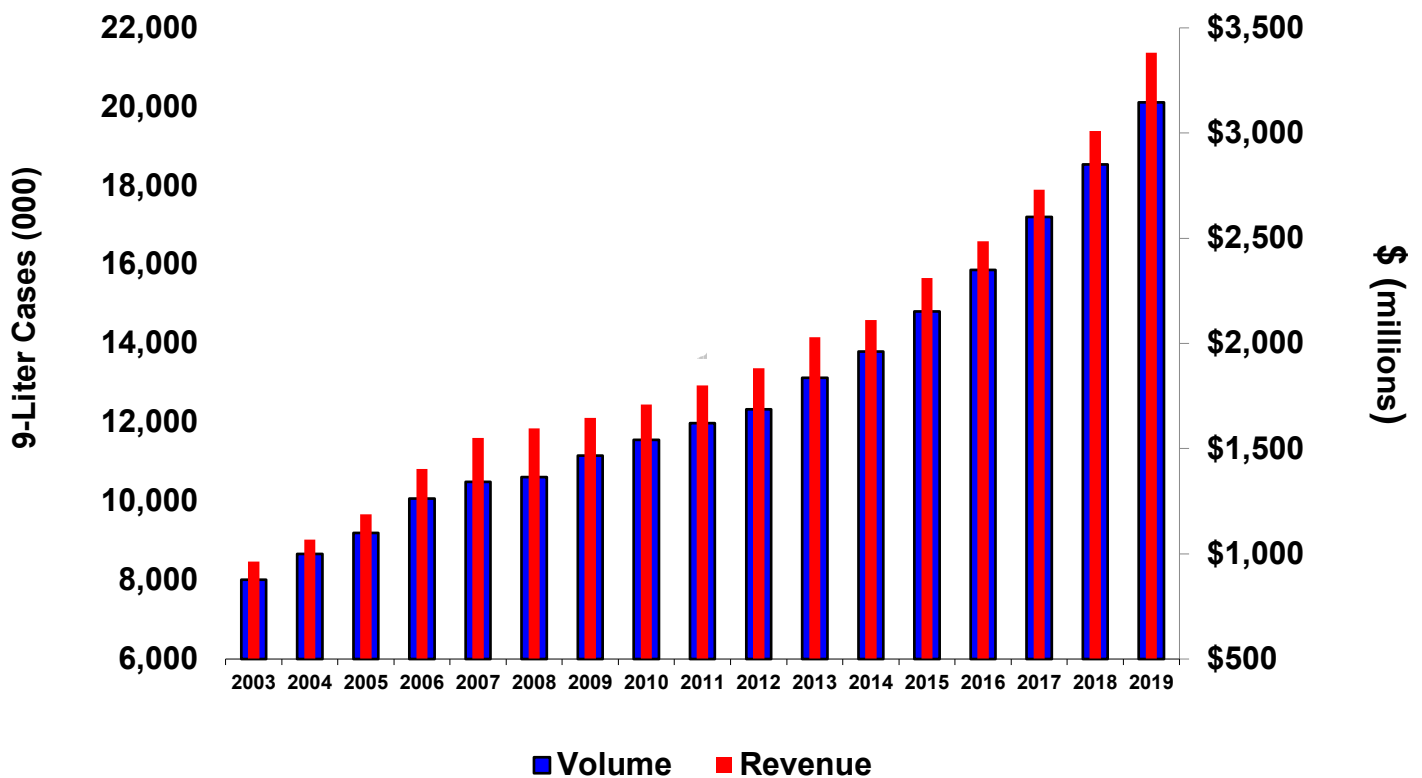
**U.S. Tequila Supplier Revenues  
Gross Revenues Including FET (millions)**

Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$143	\$606	\$73	\$140	\$962
2004	\$145	\$674	\$110	\$139	\$1,068
2005	\$147	\$691	\$128	\$223	\$1,189
2006	\$149	\$713	\$142	\$400	\$1,403
2007	\$157	\$754	\$160	\$479	\$1,550
2008	\$167	\$751	\$146	\$533	\$1,597
2009	\$201	\$760	\$144	\$540	\$1,645
2010	\$204	\$760	\$167	\$580	\$1,710
2011	\$217	\$749	\$193	\$641	\$1,800
2012	\$221	\$749	\$205	\$707	\$1,882
2013	\$221	\$818	\$213	\$779	\$2,030
2014	\$225	\$806	\$220	\$860	\$2,111
2015	\$231	\$853	\$258	\$968	\$2,311
2016	\$241	\$909	\$297	\$1,038	\$2,485
2017	\$260	\$968	\$340	\$1,163	\$2,731
2018	\$274	\$1,042	\$405	\$1,289	\$3,010
2019	\$287	\$1,116	\$488	\$1,490	\$3,382
03 - 19 Growth	100.6%	84.2%	571.3%	963.1%	251.4%

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

One of the keys to Tequila’s U.S. growth has been distiller’s ability to offer a product for every budget and occasion. By offering both well aged High End and Super Premium products, as well as affordable Value brands, Tequila is accessible to all Americans.

## U.S. Tequila Volumes, 2003-2019



Source: The Distilled Spirits Council of the U.S.

While Value and Premium brands are the backbone of the U.S. market, the fastest growth has been in High End and Super Premium brands. High End Brands have grown 531% in volume since 2002. Virtually unknown in 2002, Super Premium Tequila volumes have skyrocketed 1042% and today account for 4.1 million 9-liter cases.

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