



U.S. Brandy/Cognac Market

In 2020, Brandy/Cognac continued its steady upward trend, growing 7.4%. Since 2015, Brandy/Cognac has grown 31.0%, with Super Premium growing 102.2%.

**U.S. Brandy and Cognac Market
(9-Liter Cases, 000)**

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2002	6,492	103	2,684	393	9,672
2003	6,548	121	3,095	439	10,203
2004	6,679	120	3,115	493	10,408
2005	6,957	118	3,124	511	10,710
2006	6,989	102	3,383	551	11,025
2007	6,702	267	2,993	939	10,900
2008	6,785	301	2,605	838	10,528
2009	7,381	299	2,450	750	10,880
2010	7,416	306	2,418	801	10,942
2011	7,270	299	2,451	844	10,863
2012	7,231	300	2,555	906	10,992
2013	7,236	305	2,612	970	11,124
2014	7,144	388	2,932	1,069	11,533
2015	7,338	453	3,285	1,286	12,362
2016	7,407	457	3,668	1,491	13,024
2017	7,494	477	3,950	1,802	13,722
2018	7,630	486	4,372	2,273	14,761
2019	8,001	488	4,376	2,216	15,081
2020	7,899	513	5,186	2,600	16,198
19 - 20 Growth	-1.3%	5.1%	18.5%	17.3%	7.4%
15 - 20 Growth	7.7%	13.3%	57.8%	102.2%	31.0%
02 - 20 Growth	21.7%	399.1%	93.2%	561.0%	67.5%

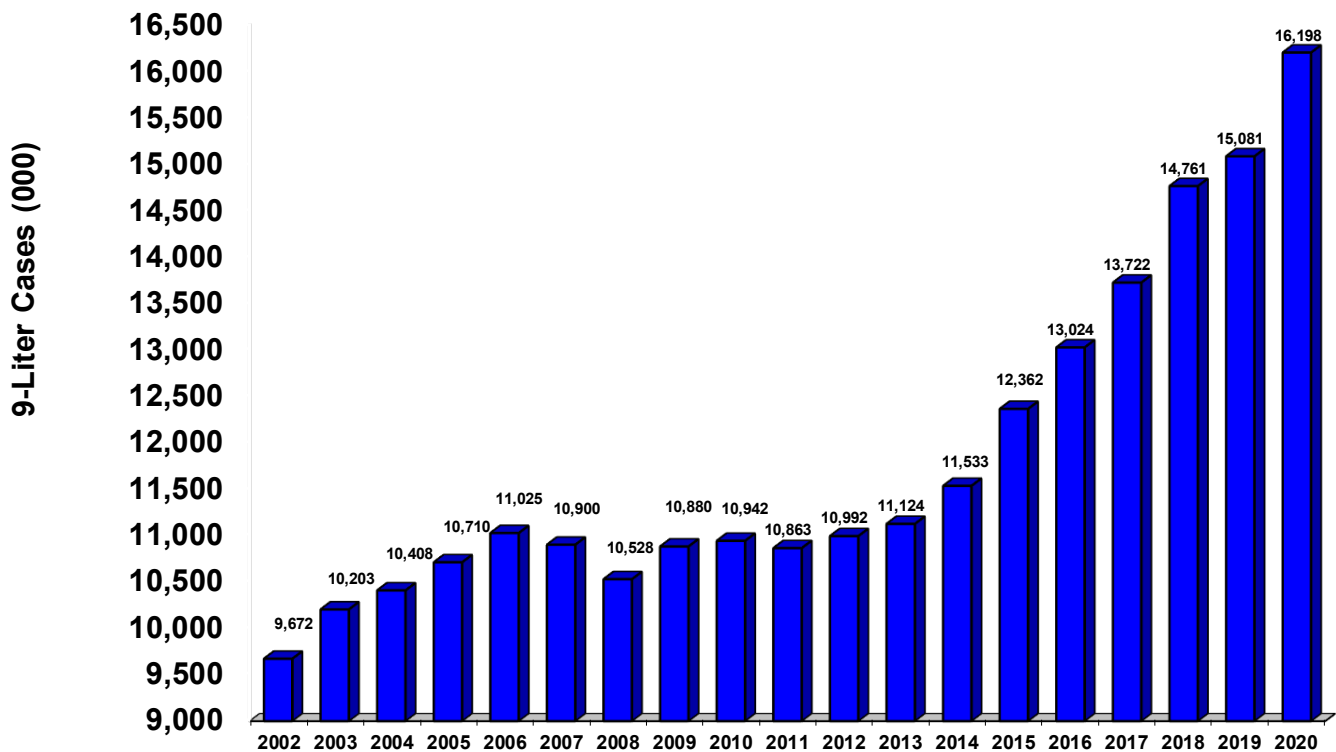
**U.S. Brandy & Cognac Revenues by Price Category
(Supplier Gross Revenues, Millions)**

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	\$467	\$16	\$613	\$148	\$1,244
2004	\$510	\$16	\$629	\$167	\$1,323
2005	\$531	\$15	\$686	\$163	\$1,396
2006	\$531	\$14	\$742	\$182	\$1,469
2007	\$517	\$38	\$658	\$329	\$1,542
2008	\$528	\$43	\$581	\$308	\$1,460
2009	\$575	\$43	\$561	\$288	\$1,466
2010	\$548	\$44	\$533	\$315	\$1,440
2011	\$543	\$44	\$537	\$335	\$1,459
2012	\$537	\$44	\$569	\$367	\$1,517
2013	\$545	\$45	\$565	\$394	\$1,549
2014	\$544	\$58	\$637	\$470	\$1,709
2015	\$560	\$68	\$719	\$567	\$1,914
2016	\$571	\$69	\$812	\$670	\$2,122
2017	\$575	\$72	\$859	\$777	\$2,283
2018	\$585	\$74	\$990	\$1,012	\$2,662
2019	\$615	\$75	\$989	\$998	\$2,677
2020	\$607	\$79	\$1,208	\$1,191	\$3,086
19 - 20 Growth	-1.3%	5.6%	22.2%	19.3%	15.3%
15 - 20 Growth	8.4%	16.8%	68.1%	110.0%	61.2%
03 - 20 Growth	30.1%	403.7%	97.0%	706.0%	148.1%

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

In 2020, 16.2 million 9-liter cases of Brandy/Cognac were sold in the U.S., generating \$3.1 billion for distillers. Since 2002, total Brandy/Cognac volumes are up 68%, with the Super Premium category up 561%.

U.S. Brandy/Cognac, 2002-2020



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

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