



Irish Whiskey: The Emerald Spirit

In 2020, over 5.0 million 9-liter cases of Irish Whiskey were sold in the United States, generating \$1.1 billion in revenues for distillers.

**Irish Whiskey by Price Category
(9-Liter Cases, 000)**

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2002	0	11	413	9	434
2003	0	12	459	29	500
2004	0	12	518	28	558
2005	0	0	566	29	594
2006	0	0	686	35	721
2007	0	0	820	42	862
2008	0	18	962	56	1,036
2009	0	1	1,087	54	1,142
2010	0	0	1,317	70	1,387
2011	0	0	1,673	92	1,765
2012	0	69	1,923	168	2,160
2013	0	49	2,311	178	2,539
2014	0	78	2,504	189	2,771
2015	0	78	2,848	292	3,218
2016	0	44	3,457	320	3,821
2017	0	40	3,742	469	4,251
2018	0	40	4,091	555	4,686
2019	0	40	4,266	564	4,871
2020	0	40	4,164	807	5,011
02 - 20 Growth	NA	359.1%	1006.9%	8728.2%	1154.7%

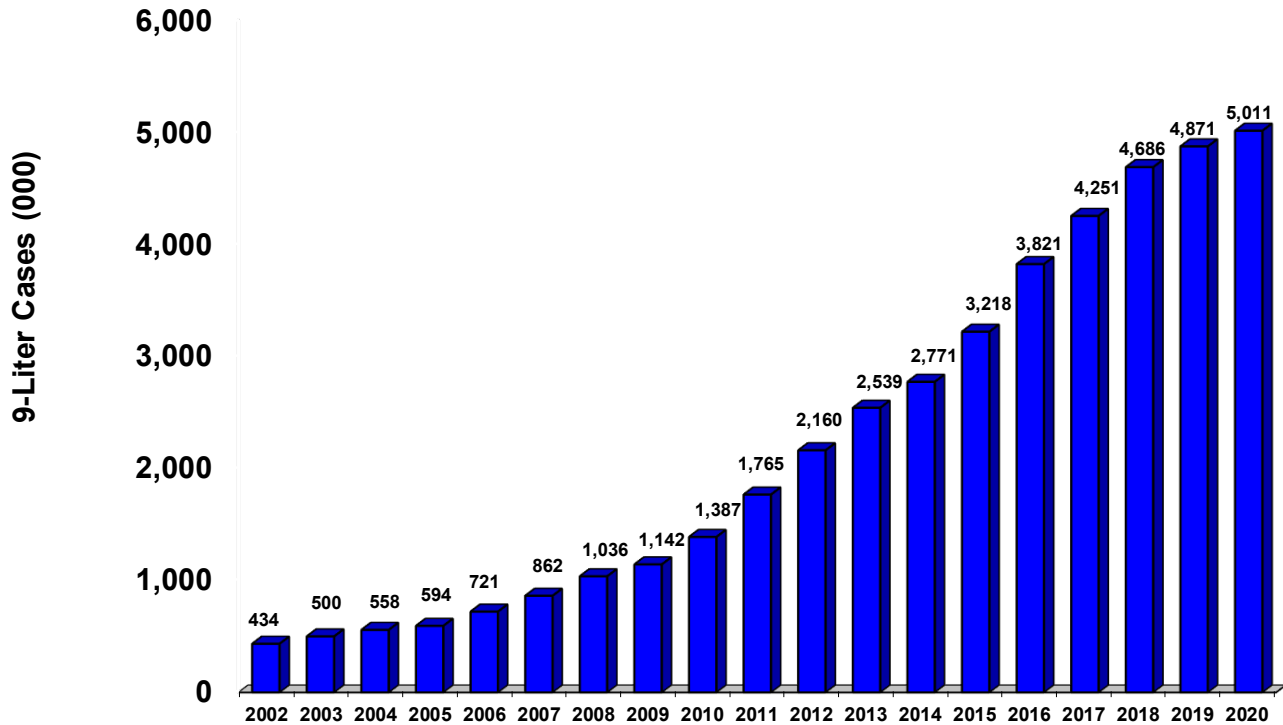
**Irish Whiskey Revenues by Price Category
(Supplier Gross Revenues, Millions)**

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	\$1	\$1	\$66	\$6	\$74
2004	\$0	\$1	\$73	\$8	\$82
2005	\$0	\$0	\$84	\$8	\$93
2006	\$0	\$0	\$105	\$11	\$115
2007	\$0	\$0	\$132	\$13	\$145
2008	\$0	\$0	\$157	\$18	\$176
2009	\$0	\$0	\$179	\$18	\$197
2010	\$0	\$0	\$233	\$23	\$256
2011	\$0	\$0	\$304	\$32	\$335
2012	\$0	\$0	\$356	\$59	\$415
2013	\$0	\$0	\$436	\$64	\$500
2014	\$0	\$12	\$472	\$69	\$553
2015	\$0	\$12	\$543	\$108	\$664
2016	\$0	\$7	\$667	\$121	\$795
2017	\$0	\$7	\$715	\$175	\$897
2018	\$0	\$7	\$793	\$211	\$1,011
2019	\$0	\$0	\$845	\$216	\$1,061
2020	\$0	\$0	\$825	\$309	\$1,134
03 - 20 Growth	NA	NA	1154.3%	5005.8%	1433.9%

Source: Distilled Spirits Council, Econ. & Strategic Analysis

The Irish Whiskey category has benefited from drinkers' desire to "trade up" from Premium to High-End and Super-Premium products. Since 2002, High-End Premium and Super Premium Irish Whiskey grew a staggering 1007 percent and 8728 percent, respectively.

U.S. Irish Whiskey Volumes, 2002-2020



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

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