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.
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.

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