



**DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES**

**Annual Economic Briefing
Support Tables – 2021
February 3, 2022**

For further information please contact:

Hasan Bakir

Economic & Strategic Analysis, DISCUS

hasan.bakir@DistilledSpirits.org

U.S. Spirits Market - 2021 Volumes					
9-Liter Cases (000s)					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	2,640	8,616	275	104	11,636
American Whiskey	3,830	7,914	13,235	4,723	29,703
Canadian	7,843	2,628	388	8,570	19,430
Scotch - Blended	1,446	2,404	2,672	720	7,241
Scotch - Single Malt	-	101	1,442	999	2,542
Irish	-	40	5,011	851	5,902
Total Whiskey	15,760	21,703	23,024	15,966	76,453
Vodka	24,329	21,121	26,948	5,669	78,067
Rum	4,798	16,033	3,056	853	24,740
Tequila/Mezcal	3,658	11,870	4,152	7,104	26,784
Gin	5,164	1,285	2,961	579	9,989
Brandy & Cognac	7,533	482	5,333	3,168	16,517
Cordials	8,161	11,110	2,658	45	21,974
Cocktails/RTDs*	22,600	13,486	501	-	36,586
Total	92,002	97,091	68,633	33,385	291,110
* Pre-mixed Cocktails, including spirits-based RTDs.					

U.S. Spirits Market - 2021 Case Growth					
9-Liter Cases (000s)					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	(78)	373	68	15	378
American Whiskey	42	97	494	636	1,269
Canadian	(411)	64	43	1,046	742
Scotch - Blended	(170)	(264)	356	126	48
Scotch - Single Malt	-	(30)	196	107	273
Irish	-	-	847	44	891
Total Whiskey	(618)	240	2,003	1,973	3,599
Vodka	(818)	(865)	2,196	691	1,204
Rum	(122)	(390)	69	97	(346)
Tequila/Mezcal	584	1,067	971	1,991	4,612
Gin	(493)	(86)	83	318	(178)
Brandy & Cognac	(366)	(31)	147	568	318
Cordials	889	939	532	27	2,388
Cocktails/RTDs*	10,415	2,619	78	-	13,112
Total	9,471	3,493	6,080	5,666	24,710
* Pre-mixed Cocktails, including spirits-based RTDs.					
Note: Analysis includes revised 2020 Cocktails/RTDs figures.					

2021 Y/Y Volume Growth					
Percentage					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	-2.9%	4.5%	32.9%	16.3%	3.4%
American	1.1%	1.2%	3.9%	15.6%	4.5%
Canadian	-5.0%	2.5%	12.5%	13.9%	4.0%
Scotch - Blended	-10.5%	-9.9%	15.4%	21.2%	0.7%
Scotch - Single Malt	-	-23.1%	15.7%	12.0%	12.0%
Irish	-	-	20.3%	5.4%	17.8%
Total Whiskey	-3.8%	1.1%	9.5%	14.1%	4.9%
Vodka	-3.3%	-3.9%	8.9%	13.9%	1.6%
Rum	-2.5%	-2.4%	2.3%	12.9%	-1.4%
Tequila/Mezcal	19.0%	9.9%	30.5%	38.9%	20.8%
Gin	-8.7%	-6.2%	2.9%	121.9%	-1.7%
Brandy & Cognac	-4.6%	-6.0%	2.8%	21.9%	2.0%
Cordials	12.2%	9.2%	25.0%	155.4%	12.2%
Cocktails/RTDs*	85.5%	24.1%	18.4%	-	55.9%
Total	11.5%	3.7%	9.7%	20.4%	9.3%
* Pre-mixed Cocktails, including spirits-based RTDs.					
Note: Analysis includes revised 2020 Cocktails/RTDs figures.					

U.S. Spirits Market - 2021 Supplier Revenues					
Gross Revenues - Includes FET (Millions)					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ 142	\$ 659	\$ 45	\$ 34	\$ 879
American Whiskey	\$ 241	\$ 839	\$ 2,397	\$ 1,117	\$ 4,593
Canadian	\$ 407	\$ 268	\$ 61	\$ 1,733	\$ 2,469
Scotch - Blended	\$ 100	\$ 373	\$ 734	\$ 345	\$ 1,553
Scotch - Single Malt	\$ -	\$ 19	\$ 464	\$ 553	\$ 1,036
Irish	\$ -	\$ -	\$ 993	\$ 326	\$ 1,319
Total Whiskey	\$ 890	\$ 2,157	\$ 4,693	\$ 4,108	\$ 11,849
Vodka	\$ 985	\$ 1,555	\$ 3,541	\$ 1,182	\$ 7,263
Rum	\$ 231	\$ 1,625	\$ 406	\$ 229	\$ 2,491
Tequila/Mezcal	\$ 308	\$ 1,412	\$ 797	\$ 2,645	\$ 5,162
Gin	\$ 306	\$ 154	\$ 444	\$ 103	\$ 1,006
Brandy & Cognac	\$ 584	\$ 75	\$ 1,305	\$ 1,525	\$ 3,488
Cordials	\$ 512	\$ 1,664	\$ 658	\$ 21	\$ 2,855
Cocktails/RTDs*	\$ 791	\$ 810	\$ 43	\$ -	\$ 1,644
Total	\$ 4,607	\$ 9,452	\$ 11,886	\$ 9,814	\$ 35,758

* Pre-mixed Cocktails, including spirits-based RTDs.

U.S. Spirits Market - 2021 Revenue Growth					
Gross Revenues - Includes FET (Millions)					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ (4)	\$ 28	\$ 11	\$ 6	\$ 41
American Whiskey	\$ 7	\$ 13	\$ 104	\$ 164	\$ 288
Canadian	\$ (21)	\$ 7	\$ 7	\$ 244	\$ 235
Scotch - Blended	\$ (12)	\$ (41)	\$ 101	\$ 60	\$ 109
Scotch - Single Malt	\$ -	\$ (4)	\$ 66	\$ 68	\$ 130
Irish	\$ -	\$ -	\$ 168	\$ 17	\$ 185
Total Whiskey	\$ (30)	\$ 3	\$ 458	\$ 559	\$ 988
Vodka	\$ (33)	\$ (64)	\$ 294	\$ 144	\$ 341
Rum	\$ (6)	\$ (38)	\$ 20	\$ 29	\$ 5
Tequila/Mezcal	\$ 51	\$ 163	\$ 201	\$ 777	\$ 1,193
Gin	\$ (24)	\$ (10)	\$ 12	\$ 57	\$ 34
Brandy & Cognac	\$ (23)	\$ (5)	\$ 96	\$ 334	\$ 403
Cordials	\$ 59	\$ 169	\$ 136	\$ 13	\$ 376
Cocktails/RTDs*	\$ 334	\$ 148	\$ 7	\$ -	\$ 489
Total	\$ 328	\$ 366	\$ 1,224	\$ 1,912	\$ 3,829

* Pre-mixed Cocktails, including spirits-based RTDs.

Note: Analysis includes revised 2020 Cocktails/RTDs figures.

2021 Y/Y Revenue Growth					
Percentage					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	-2.9%	4.5%	32.9%	20.2%	4.9%
American Whiskey	3.0%	1.5%	4.5%	17.2%	6.7%
Canadian	-5.0%	2.5%	12.5%	16.4%	10.5%
Scotch - Blended	-10.5%	-9.9%	15.9%	21.2%	7.5%
Scotch - Single Malt	-	-17.6%	16.7%	14.0%	14.4%
Irish	-	-	20.4%	5.4%	16.3%
Total Whiskey	-3.3%	0.1%	10.8%	15.7%	9.1%
Vodka	-3.3%	-3.9%	9.0%	13.9%	4.9%
Rum	-2.5%	-2.3%	5.3%	14.4%	0.2%
Tequila/Mezcal	19.8%	13.1%	33.8%	41.6%	30.1%
Gin	-7.3%	-6.2%	2.7%	122.7%	3.5%
Brandy & Cognac	-3.8%	-6.0%	8.0%	28.1%	13.1%
Cordials	12.9%	11.3%	26.1%	155.4%	15.2%
Cocktails/RTDs*	73.2%	22.2%	18.4%	-	42.3%
Total	7.7%	4.0%	11.5%	24.2%	12.0%
* Pre-mixed Cocktails, including spirits-based RTDs.					
Note: Analysis includes revised 2020 Cocktails/RTDs figures.					

Beverage Alcohol Market Share - Revenue Based

Year	Supplier Gross Revenues (Billions)				Market Share		
	Beer	Spirits	Wine	Total	Beer	Spirits	Wine
1999	\$ 21.20	\$ 10.66	\$ 6.00	\$ 37.86	56.0%	28.2%	15.8%
2000	\$ 22.60	\$ 11.70	\$ 6.41	\$ 40.71	55.5%	28.7%	15.7%
2001	\$ 23.80	\$ 12.22	\$ 6.63	\$ 42.65	55.8%	28.7%	15.5%
2002	\$ 24.10	\$ 13.17	\$ 7.04	\$ 44.31	54.4%	29.7%	15.9%
2003	\$ 24.87	\$ 13.87	\$ 7.50	\$ 46.24	53.8%	30.0%	16.2%
2004	\$ 25.62	\$ 15.12	\$ 7.90	\$ 48.64	52.7%	31.1%	16.2%
2005	\$ 25.62	\$ 16.00	\$ 8.30	\$ 49.92	51.3%	32.1%	16.6%
2006	\$ 26.34	\$ 17.20	\$ 8.62	\$ 52.15	50.5%	33.0%	16.5%
2007	\$ 27.49	\$ 18.20	\$ 9.24	\$ 54.93	50.1%	33.1%	16.8%
2008	\$ 28.46	\$ 18.72	\$ 9.38	\$ 56.56	50.3%	33.1%	16.6%
2009	\$ 28.82	\$ 18.74	\$ 9.48	\$ 57.04	50.5%	32.9%	16.6%
2010	\$ 28.64	\$ 19.16	\$ 9.76	\$ 57.56	49.8%	33.3%	16.9%
2011	\$ 29.24	\$ 20.36	\$ 10.19	\$ 59.79	48.9%	34.1%	17.0%
2012	\$ 30.32	\$ 21.29	\$ 10.53	\$ 62.13	48.8%	34.3%	16.9%
2013	\$ 30.96	\$ 22.22	\$ 10.89	\$ 64.07	48.3%	34.7%	17.0%
2014	\$ 31.45	\$ 23.15	\$ 11.22	\$ 65.82	47.8%	35.2%	17.0%
2015	\$ 32.30	\$ 24.09	\$ 11.57	\$ 67.96	47.5%	35.4%	17.0%
2016	\$ 33.04	\$ 25.19	\$ 12.03	\$ 70.26	47.0%	35.9%	17.1%
2017	\$ 33.07	\$ 26.22	\$ 12.40	\$ 71.69	46.1%	36.6%	17.3%
2018	\$ 33.66	\$ 27.55	\$ 12.71	\$ 73.92	45.5%	37.3%	17.2%
2019	\$ 34.66	\$ 29.02	\$ 13.03	\$ 76.71	45.2%	37.8%	17.0%
2020	\$ 35.15	\$ 31.93	\$ 13.48	\$ 80.56	43.6%	39.6%	16.7%
2021	\$ 36.80	\$ 35.76	\$ 13.96	\$ 86.52	42.5%	41.3%	16.1%

Note: Analysis includes revised 2020 Cocktails/RTDs figures.

Sources: Distilled Spirits Council estimates, Industry financial reports, and Beverage Information Group Handbooks

Price Segmentation by Spirits Category

Canadians, Blends	Supplier Rev/ 9 Liters	Major Brands
Value	<70	Beam 8 Star, Kessler
Premium	\$70 to \$115	Canadian Club 6Y, Seagram 7
High End Premium	\$115 to \$170	Canadian Club 12 Year, Ole Smoky Blended
Super Premium	\$170+	Crown Royal, High West American Prairie

Bourbon, Tennessee, Rye, Corn	Supplier Rev/ 9 Liters	Major Brands
Value	<\$90	Ten High, Old Crow 3Y
Premium	\$90 to \$145	Jim Beam White, Old Forester
High End Premium	\$145 to \$210	Jack Daniels, Makers Mark, Jim Beam Black, Wild Turkey, Bulleit,
Super Premium	\$210+	Woodford Reserve, Knob Creek, Jack Daniels Single Barrel, Bullet 10 Yr., Angels Envy Rye

Scotch	Supplier Rev/ 9 Liters	Major Brands
Value	<\$110	Clan Macgregor, Teachers, Vat 69
Premium	\$110 to \$160	Dewar's White Label, Johnnie Walker Red, Famous Grouse
High End Premium	\$160 to \$300	Johnnie Walker Black, Chivas Regal 12, Dewar's 12
Super Premium	\$300+	Glenlivet, Johnnie Walker Blue, Glenfiddich, Macallan, Glenmorangie, Ardbeg

Irish	Supplier Rev/ 9 Liters	Major Brands
Value		
Premium		
High End Premium	<\$200	Jameson, Tullamore, Kilbeggan
Super Premium	>\$200	Jameson Black, Redbreast, Teeling

Price Segmentation by Spirits Category

Vodka	Supplier Rev/ 9 Liters	Major Brands
Value	<\$70	Kamchatka, Gilbey's
Premium	\$70 to \$120	Smirnoff, Svedka, Skyy, Pinnacle, New Amsterdam
High End Premium	\$120 to \$170	Absolut, Effen, Ketel One
Super Premium	\$170+	Grey Goose, Ciroc, Belvedere

Rum	Supplier Rev/ 9 Liters	Major Brands
Value	<\$70	Castillo, Ronrico, Ron Rio
Premium	\$70 to \$130	Bacardi Superior, Capt. Morgan Original, Malibu, Cruzan
High End Premium	\$130 to \$175	Mount Gay Eclipse, Wray & Nephew, Brugal
Super Premium	\$175+	Ron Zacapa XO, Bacardi Reserva Ocho, Brugal 1888, Mount Gay Black, Flor De Cana, Appleton

Tequila/Mezcal	Supplier Rev/ 9 Liters	Major Brands
Value	<\$100	Pepe Lopez, Sauza Giro
Premium	\$100 to \$170	Sauza Blanco, El Jimador Silver, Olmeca Altos
High End Premium	\$170 to \$250	Cazadores, Teremana, Espolon, Milagro, Sauza Hornitos Black,
Super Premium	\$250+	Patron, Casamigos, Don Julio, Herradura, Sauza Tres Generaciones, Avion, Casa Noble

Gin	Supplier Rev/ 9 Liters	Major Brands
Value	<\$75	Seagram's, Gordon's, Gilby's
Premium	\$75 to \$130	Beefeater, Bombay Original
High End Premium	\$130 to \$200	Tanqueray, Bombay Sapphire, Malfy
Super Premium	\$200+	Hendrick's, The Botanist, Tanqueray 10, Roku, Monkey 47

Price Segmentation by Spirits Category

Brandy & Cognac	Supplier Rev/ 9 Liters	Major Brands
Value	<\$75	Dekuyper, Hiram Walker
Premium	\$75 to \$180	Korbel, Salignac VS, St. Remy, E&J VSOP
High End Premium	\$180 to \$280	Hennessey VS, Courvoisier VS, Martell VS,
Super Premium	\$280+	Remy Martin VSOP, D'usse VSOP, Hennessey VSOP, Most XOs

Cordials	Supplier Rev/ 9 Liters	Major Brands
Value	<\$80	Dekuyper, Hiram Walker
Premium	\$80 to \$180	Jagermeister, Baileys, Kahlua, Rumchata, Tequila Rose
High End Premium	\$180 to \$280	Chambord, Godiva, St. Germain
Super Premium	\$280+	Grand Marnier

Cocktails	Supplier Rev/ 9 Liters	Major Brands
Value	All except Premium	Seagram's Gin & Juice
Premium	If associated with a brand carrying a Premium or above designation	Jack Daniels, Crown Royal, Bacardi, Absolut, Captain Morgan, Sauza, Kahlua, Skinny Girl, Malibu, Cazadores, Svedka, Tanqueray