

# IRISH WHISKEY

*Spirit from the Emerald Isle*



DISTILLED SPIRITS COUNCIL  
OF THE UNITED STATES

distilledspirits.org



**5.9**  
**MILLION**  
(9-liter cases sold)

It is an incredibly exciting time for the Irish Whiskey category. In 2021, more than 5.9 million 9-liter cases of Irish Whiskey were sold in the United States, generating \$1.3 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
2021	0	40	5,011	851	5,902

02 - 21  
Growth

NA

259.1%

1111.8%

9102.4%

1260.0%

Source: Distilled Spirits Council, Econ. & Strategic Analysis

**TRADING  
UP**

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 **1112%** and **9102%**, respectively.

## 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
2021	\$0	\$0	\$993	\$326	\$1,319

03 - 21  
Growth

NA

NA

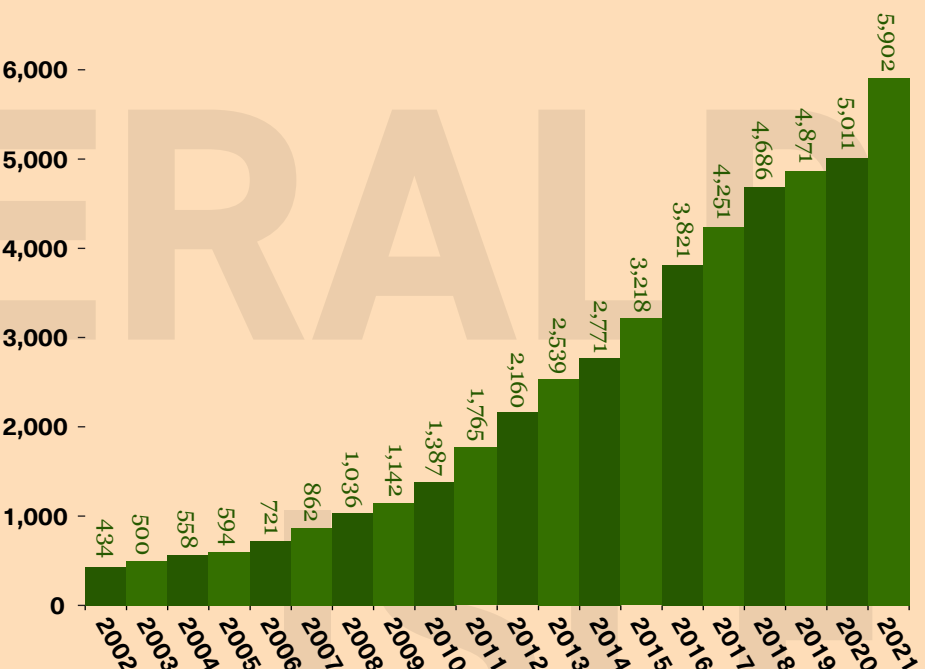
1410.6%

5283.2%

1684.6%

Source: Distilled Spirits Council, Econ. & Strategic Analysis

## U.S. IRISH WHISKEY VOLUMES, 2002-2021



Source: Distilled Spirits Council, Econ. & Strategic Analysis

**ENJOY**

Irish whiskey can be enjoyed neat or on the rocks and is an extremely versatile spirit for mixed drinks. Bartenders around the world are leveraging Irish Whiskey's complex flavors and overall smoothness to elevate various classic cocktail styles, including Espresso Martinis, High Balls and Whiskey Sours.



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