

# TEQUILA & MEZCAL

The Agave Spirits

American adults cannot get enough of Mexico's native spirits. Tequila/Mezcal was the second-fastest growing spirits category by revenue and volume in 2021.

Tequila/Mezcal drove industry growth in 2021, accounting for nearly one-third of the total increase in spirits revenue in the U.S.

## \$1.2 B TEQUILA & MEZCAL REVENUE GREW

Contribution to Overall Distilled Spirits Revenue Growth in 2022



Source: DISCUS Market Segmentation Database, IWSR, and various industry publications.  
\*Pre-mixed Cocktails, including spirits-based RTDs.

## 235% VOLUME INCREASE

Since 2003, Tequila/Mezcal volumes have grown 235%, an average rate of 6.9% per year. In 2021 alone, 26.8 million 9-liter cases were sold.

### U.S. TEQUILA/MEZCAL VOLUMES BY PRICE CATEGORY

(9-Liter Cases, 000)

YEAR	VALUE	PREMIUM	HIGH END PREMIUM	SUPER PREMIUM	GRAND TOTAL
2003	1,777	5,290	446	497	8,009
2004	1,831	5,662	664	513	8,670
2005	1,858	5,938	739	665	9,200
2006	1,919	6,169	795	1,191	10,074
2007	1,989	6,279	860	1,367	10,495
2008	2,117	6,198	781	1,511	10,607
2009	2,567	6,291	779	1,526	11,163
2010	2,642	6,449	911	1,560	11,562
2011	2,827	6,374	1,044	1,737	11,982
2012	2,878	6,436	1,117	1,895	12,326
2013	2,866	7,026	1,161	2,081	13,134
2014	2,914	7,288	1,204	2,389	13,795
2015	2,995	7,715	1,412	2,688	14,810
2016	3,132	8,215	1,637	2,883	15,867
2017	3,363	8,742	1,868	3,236	17,209
2018	3,415	9,364	2,209	3,550	18,538
2019	3,492	9,910	2,633	4,083	20,118
2020	3,073	10,804	3,182	5,113	22,172
2021	3,658	11,870	4,152	7,104	26,784

03 - 21 Growth: 105.8% (Value), 124.4% (Premium), 831.9% (High End Premium), 1329.6% (Super Premium), 234.4% (Grand Total)

### U.S. TEQUILA/MEZCAL SUPPLIER REVENUES

Gross Revenues Including FET (millions)

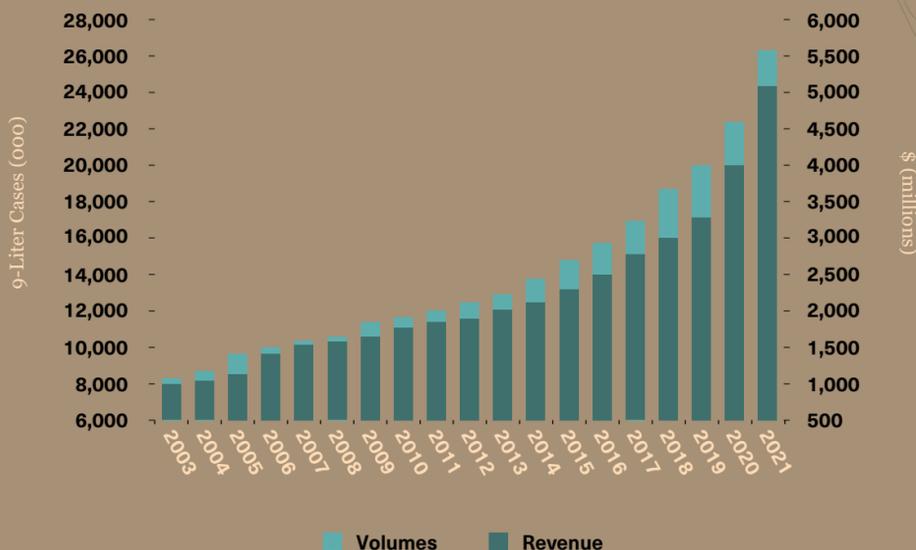
YEAR	VALUE	PREMIUM	HIGH END PREMIUM	SUPER PREMIUM	GRAND TOTAL
2003	\$143	\$606	\$73	\$140	\$962
2004	\$145	\$674	\$110	\$139	\$1,068
2005	\$147	\$691	\$128	\$223	\$1,189
2006	\$149	\$713	\$142	\$400	\$1,403
2007	\$157	\$754	\$160	\$479	\$1,550
2008	\$167	\$751	\$146	\$533	\$1,597
2009	\$201	\$760	\$144	\$540	\$1,645
2010	\$204	\$760	\$167	\$580	\$1,710
2011	\$217	\$749	\$193	\$641	\$1,800
2012	\$221	\$749	\$205	\$707	\$1,882
2013	\$221	\$818	\$213	\$779	\$2,030
2014	\$225	\$806	\$220	\$860	\$2,111
2015	\$231	\$853	\$258	\$968	\$2,311
2016	\$241	\$909	\$297	\$1,038	\$2,485
2017	\$260	\$968	\$340	\$1,163	\$2,731
2018	\$274	\$1,042	\$405	\$1,289	\$3,010
2019	\$287	\$1,116	\$488	\$1,490	\$3,382
2020	\$257	\$1,248	\$596	\$1,868	\$3,969
2021	\$308	\$1,412	\$797	\$2,645	\$5,162

03 - 21 Growth: 115.1% (Value), 132.9% (Premium), 996.7% (High End Premium), 1787.1% (Super Premium), 436.4% (Grand Total)

## 1330% GROWTH IN VOLUME FOR SUPER PREMIUM BRANDS SINCE 2003

The fastest growth of the agave spirits category has been in High End and Super Premium brands. High End Brands have grown 832% in volume since 2003. Virtually unknown in 2003, Super Premium Tequila volumes have skyrocketed 1330% and today account for 7.1 million 9-liter cases.

### U.S. TEQUILA/MEZCAL VOLUMES, 2003-2021



Booming consumer interest in Tequila & Mezcal is being driven by the spirits' deep-rooted heritage and tradition; agave spirits mixability and increased use in on-premise and at-home cocktails; the expanded range of sipping Tequila expressions and celebrity brand launches.