



**DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES**

**Annual Economic Briefing
Support Tables – 2022
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U.S. Spirits Market - 2022 Volumes

9-Liter Cases (000s)

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	2,503	8,985	515	106	12,109
American Whiskey	3,902	7,814	14,085	5,435	31,236
Canadian	7,341	2,662	434	8,189	18,625
Scotch - Blended	1,363	2,470	2,675	817	7,325
Scotch - Single Malt	-	90	1,287	1,092	2,470
Irish	-	-	5,292	826	6,118
Total Whiskey	15,109	22,022	24,287	16,464	77,882
Vodka	23,458	20,805	27,472	5,162	76,897
Rum	4,587	15,548	3,054	866	24,055
Tequila/Mezcal	3,844	12,886	5,078	8,060	29,868
Gin	4,854	1,429	2,939	609	9,831
Brandy & Cognac	7,026	467	4,263	2,629	14,385
Cordials	8,061	10,832	2,867	56	21,817
Cocktails	32,454	16,802	1,012	-	50,268
Total	99,393	100,792	70,973	33,845	305,004

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

U.S. Spirits Market - 2022 Case Growth

9-Liter Cases (000s)

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	(137)	370	239	1	473
American Whiskey	72	(100)	849	712	1,533
Canadian	(503)	34	46	(381)	(805)
Scotch - Blended	(83)	26	3	97	43
Scotch - Single Malt	-	(11)	(155)	93	(72)
Irish	-	-	281	(25)	256
Total Whiskey	(651)	319	1,264	498	1,429
Vodka	-	-	-	-	-
Vodka	(871)	(316)	524	(508)	(1,170)
Rum	(210)	(485)	(2)	12	(684)
Tequila/Mezcal	186	1,016	926	956	3,084
Gin	(310)	144	(22)	30	(158)
Brandy & Cognac	(507)	(15)	(1,070)	(540)	(2,132)
Cordials	(99)	(278)	209	12	(156)
Cocktails/RTDs*	9,855	3,316	511	-	13,682
Total	7,391	3,701	2,341	460	13,894

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

2022 Y/Y Volume Growth

Percentage

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	-5.2%	4.3%	86.9%	1.2%	4.1%
American	1.9%	-1.3%	6.4%	15.1%	5.2%
Canadian	-6.4%	1.3%	11.8%	-4.4%	-4.1%
Scotch - Blended	-5.7%	1.1%	0.1%	13.5%	0.6%
Scotch - Single Malt	-	-10.7%	-10.7%	9.4%	-2.8%
Irish	-	-	5.6%	-2.9%	4.4%
Total Whiskey	-4.1%	1.5%	5.5%	3.1%	1.9%
Vodka	-3.6%	-1.5%	1.9%	-9.0%	-1.5%
Rum	-4.4%	-3.0%	-0.1%	1.5%	-2.8%
Tequila/Mezcal	5.1%	8.6%	22.3%	13.5%	11.5%
Gin	-6.0%	11.2%	-0.7%	5.1%	-1.6%
Brandy & Cognac	-6.7%	-3.1%	-20.1%	-17.0%	-12.9%
Cordials	-1.2%	-2.5%	7.9%	25.8%	-0.7%
Cocktails/RTDs*	43.6%	24.6%	102.0%	-	37.4%
Total	8.0%	3.8%	3.4%	1.4%	4.8%

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

U.S. Spirits Market - 2022 Supplier Revenues

Gross Revenues - Includes FET (Millions)

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ 135	\$ 687	\$ 83	\$ 34	\$ 940
American Whiskey	\$ 254	\$ 864	\$ 2,631	\$ 1,327	\$ 5,076
Canadian	\$ 387	\$ 267	\$ 69	\$ 1,705	\$ 2,428
Scotch - Blended	\$ 95	\$ 380	\$ 741	\$ 407	\$ 1,624
Scotch - Single Malt	\$ -	\$ 17	\$ 423	\$ 635	\$ 1,075
Irish	\$ -	\$ -	\$ 1,085	\$ 325	\$ 1,410
Total Whiskey	\$ 871	\$ 2,216	\$ 5,033	\$ 4,434	\$ 12,553
Vodka	\$ 962	\$ 1,549	\$ 3,669	\$ 1,060	\$ 7,240
Rum	\$ 223	\$ 1,612	\$ 411	\$ 236	\$ 2,481
Tequila/Mezcal	\$ 327	\$ 1,610	\$ 1,011	\$ 3,100	\$ 6,047
Gin	\$ 301	\$ 175	\$ 449	\$ 110	\$ 1,035
Brandy & Cognac	\$ 555	\$ 72	\$ 1,105	\$ 1,327	\$ 3,061
Cordials	\$ 515	\$ 1,660	\$ 726	\$ 26	\$ 2,928
Cocktails/RTDs*	\$ 1,136	\$ 1,010	\$ 87	\$ -	\$ 2,232
Total	\$ 4,891	\$ 9,903	\$ 12,490	\$ 10,294	\$ 37,578

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

U.S. Spirits Market - 2022 Revenue Growth

Gross Revenues - Includes FET (Millions)

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ (7)	\$ 28	\$ 39	\$ 0	\$ 60
American Whiskey	\$ 13	\$ 26	\$ 234	\$ 210	\$ 483
Canadian	\$ (20)	\$ (0)	\$ 8	\$ (28)	\$ (40)
Scotch - Blended	\$ (5)	\$ 7	\$ 7	\$ 62	\$ 71
Scotch - Single Malt	\$ -	\$ (2)	\$ (41)	\$ 82	\$ 39
Irish	\$ -	\$ -	\$ 92	\$ (1)	\$ 91
Total Whiskey	\$ (20)	\$ 59	\$ 340	\$ 325	\$ 704
Vodka	\$ (23)	\$ (6)	\$ 128	\$ (122)	\$ (22)
Rum	\$ (8)	\$ (13)	\$ 5	\$ 7	\$ (9)
Tequila/Mezcal	\$ 19	\$ 198	\$ 214	\$ 455	\$ 886
Gin	\$ (4)	\$ 21	\$ 5	\$ 7	\$ 28
Brandy & Cognac	\$ (29)	\$ (2)	\$ (199)	\$ (197)	\$ (428)
Cordials	\$ 3	\$ (4)	\$ 68	\$ 5	\$ 73
Cocktails/RTDs*	\$ 345	\$ 199	\$ 44	\$ -	\$ 588
Total	\$ 284	\$ 451	\$ 604	\$ 480	\$ 1,819

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

2022 Y/Y Revenue Growth

Percentage

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	-5.2%	4.3%	86.9%	1.2%	6.8%
American Whiskey	5.6%	3.1%	9.8%	18.8%	10.5%
Canadian	-5.0%	-0.2%	13.3%	-1.6%	-1.6%
Scotch - Blended	-5.1%	1.9%	1.0%	17.9%	4.6%
Scotch - Single Malt		-9.9%	-8.8%	14.8%	3.8%
Irish			9.3%	-0.2%	6.9%
Total Whiskey	-2.2%	2.7%	7.2%	7.9%	5.9%
Vodka	-2.3%	-0.4%	3.6%	-10.3%	-0.3%
Rum	-3.4%	-0.8%	1.2%	2.9%	-0.4%
Tequila/Mezcal	6.1%	14.0%	26.8%	17.2%	17.2%
Gin	-1.4%	13.6%	1.1%	6.8%	2.8%
Brandy & Cognac	-4.9%	-3.0%	-15.3%	-12.9%	-12.3%
Cordials	0.7%	-0.2%	10.4%	25.8%	2.6%
Cocktails/RTDs*	43.6%	24.6%	102.0%		35.8%
Total	6.2%	4.8%	5.1%	4.9%	5.1%

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

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%
2022	\$ 37.46	\$ 37.58	\$ 14.31	\$ 89.35	41.9%	42.1%	16.0%

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 \$175	Canadian Club 12 Year, Ole Smoky Blended
Super Premium	\$175+	Crown Royal, High West American Prairie

Bourbon, Tennessee, Rye, Corn	Supplier Rev/ 9 Liters	Major Brands
Value	<\$95	Ten High, Old Crow 3Y
Premium	\$95 to \$150	Jim Beam White, Old Forester
High End Premium	\$150 to \$215	Jack Daniels, Makers Mark, Jim Beam Black, Wild Turkey, Bulleit,
Super Premium	\$215+	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 \$180	Sauza Blanco, El Jimador Silver, Olmeca Altos
High End Premium	\$180 to \$260	Cazadores, Teremana, Espolon, Milagro, Sauza Hornitos Black,
Super Premium	\$260+	Patron, Casamigos, Don Julio, Herradura, Sauza Tres Generaciones, Avion, Casa Noble

Gin	Supplier Rev/ 9 Liters	Major Brands
Value	<\$80	Seagram's, Gordon's, Gilby's
Premium	\$80 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 \$190	Korbel, Salignac VS, St. Remy, E&J VSOP
High End Premium	\$190 to \$300	Hennessey VS, Courvoisier VS, Martell VS,
Super Premium	\$300+	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