While the American Whiskey category may have started as a raw, unaged spirit distilled during the 18th century, it has progressed to complex, high-quality, distinctly American bourbons, ryes, and Tennessee whiskeys that today are revered by connoisseurs, yet approachable enough for adult consumers new to the category.

High End Premium brands drove growth. Reflecting American’s native spirits have been enjoying a resurgence over the past decades. In 2022, nearly $5.1 billion in revenue for American Whiskey were sold in the United States, generating nearly 24.1% of total American Spirits export revenue.

Most domestically produced whiskey is still consumed in the U.S., but consumer demand for American Whiskey worldwide has also grown with exports in 2022 reaching $1.3 billion (accounting for 8% of all U.S. spirits exports).

Top 5 American Whiskey Export Markets (in Millions)

1. Netherlands
2. Australia
3. U.K.
4. Germany
5. Japan

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The top five spirits categories by revenue and volume are American Whiskey, Tequila/Mezcal, Vodka, Cocktail/RTDs, and Cordials.

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