

A black and white photograph of a lowball glass filled with whiskey and several ice cubes. The glass is condensation-covered and sits on a rustic wooden surface. A semi-transparent grey rectangle is overlaid on the image, containing the title and subtitle text.

2023

AMERICAN WHISKEY

CATEGORY FACT SHEET



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES



AMERICAN WHISKEY MARKET 2023

132%

INCREASE IN 9-
LITER CASES
SINCE 2003

5.3B

REVENUE
GENERATED FOR
DISTILLERS

31M

9-LITER CASES
SOLD IN 2023

America's native spirit has been enjoying a resurgence in recent years. In 2023, more than 31 million 9-liter cases of American whiskey were sold in the U.S. (up 132% since 2003), generating nearly \$5.3 billion in revenue for distillers.

Reflecting American's increased interest in premium products, since 2003, high-end, premium and super-premium brands have driven growth. High-end and premium revenues were up 274% and super-premium up 2,150%.

U.S. AMERICAN WHISKEY MARKET 2023

**U.S. Tequila 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
2022	3,844	12,886	5,078	8,060	29,868
2023	3,853	13,646	6,103	7,959	31,561
03 - 23 Growth	116.8%	158.0%	1269.7%	1501.8%	294.0%

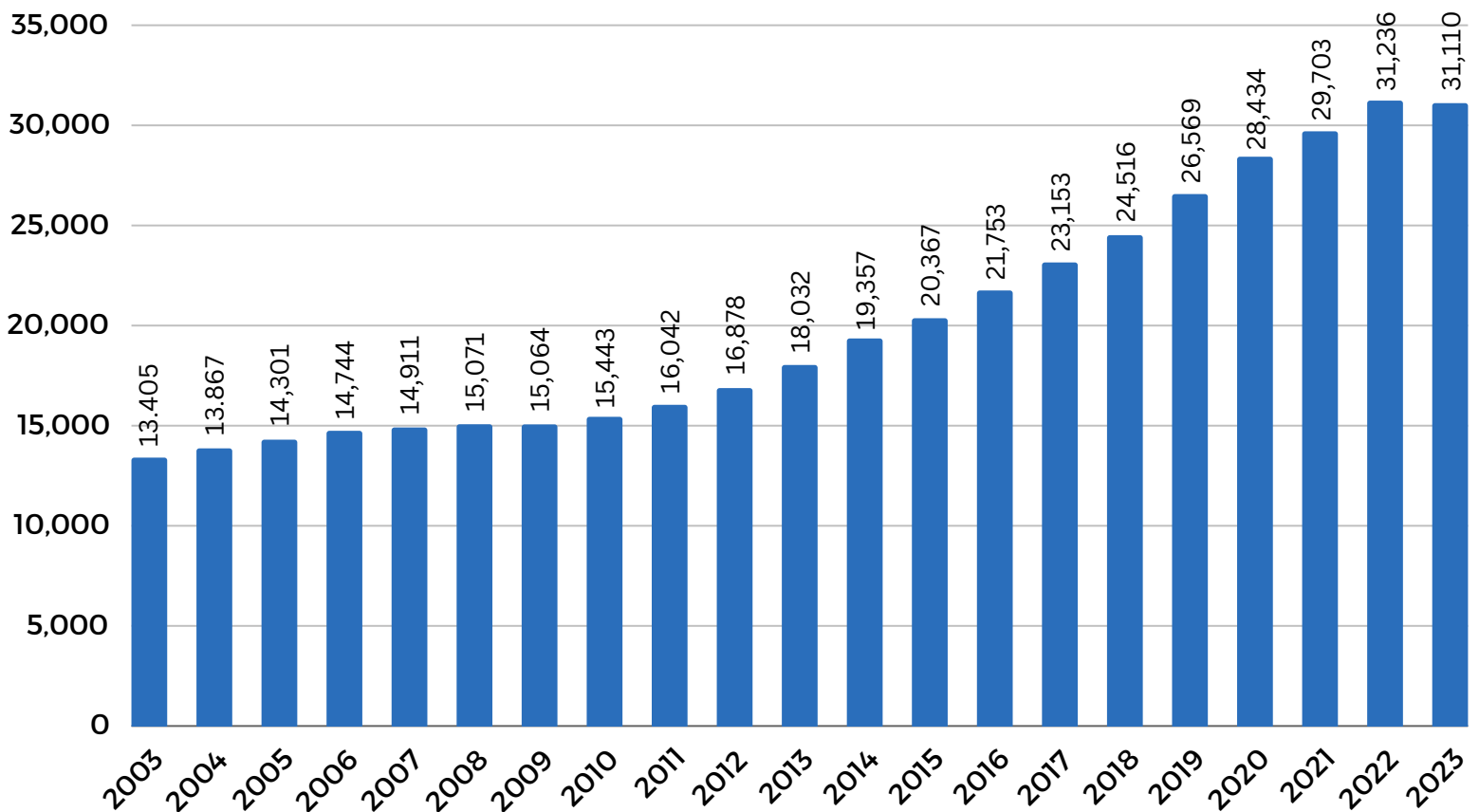
**U.S. Tequila Supplier Revenues
Gross Revenues Including FET (millions)**

Year	Value	Premium	High End Premium	Super Premium	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
2022	\$327	\$1,610	\$1,011	\$3,100	\$6,047
2023	\$326	\$1,781	\$1,275	\$3,141	\$6,523
03 - 23 Growth	127.8%	193.8%	1654.3%	2141.0%	577.9%

Source: Distilled Spirits Council, Economic & Strategic Analysis Dept.

U.S. AMERICAN WHISKEY 2003-2023

AMERICAN WHISKEY 9-LITER CASES (000)



COCKTAIL CREATIONS

While the richness of this corn-based spirit makes it an ideal drink to sip slowly “on the rocks” (over ice) or “neat” (straight), Bourbon & Tennessee Whiskey are also used in classic cocktails like the Manhattan and the Mint Julep.

