

A black and white photograph of a glass filled with whiskey and ice cubes, sitting on a wooden surface. The glass is partially filled with liquid, and the ice cubes are melting. The background is dark and textured.

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. American Whiskey Market (9-Liter Cases, 000)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	2,972	4,278	5,823	332	13,405
2004	2,927	4,318	6,237	385	13,867
2005	2,816	4,388	6,666	431	14,301
2006	2,633	4,499	7,116	496	14,744
2007	2,619	4,415	7,310	568	14,911
2008	2,642	4,267	7,500	662	15,071
2009	2,808	4,367	7,231	658	15,064
2010	2,778	4,529	7,372	764	15,443
2011	2,717	4,637	7,782	907	16,042
2012	2,796	4,984	8,079	1,019	16,878
2013	3,007	5,048	8,743	1,234	18,032
2014	3,149	5,493	9,244	1,471	19,357
2015	3,301	5,351	9,872	1,843	20,367
2016	3,677	5,648	10,367	2,061	21,753
2017	3,728	6,009	10,979	2,437	23,153
2018	3,801	6,457	11,410	2,848	24,516
2019	3,674	7,065	12,348	3,481	26,569
2020	3,789	7,817	12,742	4,087	28,434
2021	3,830	7,914	13,235	4,723	29,703
2022	3,902	7,814	14,085	5,435	31,236
2023	3,869	6,554	15,032	5,655	31,110
03 - 23 Growth	30.2%	53.2%	158.1%	1603.9%	132.1%

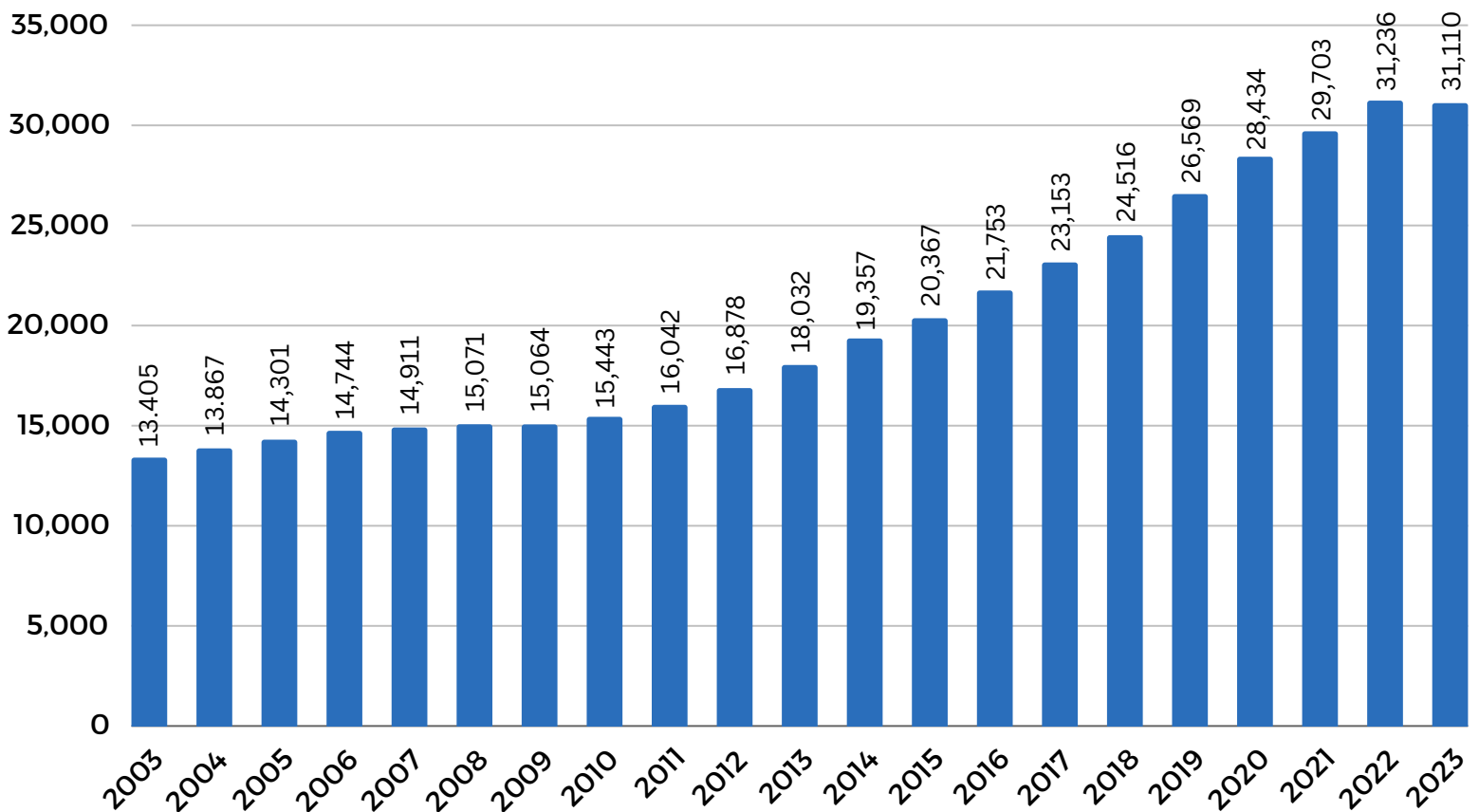
U.S. American Whiskey Supplier Revenues Gross Revenues Including FET (millions)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	\$148	\$339	\$768	\$63	\$1,317
2004	\$151	\$369	\$837	\$74	\$1,432
2005	\$145	\$380	\$938	\$84	\$1,548
2006	\$140	\$393	\$1,020	\$98	\$1,650
2007	\$139	\$401	\$1,079	\$112	\$1,731
2008	\$142	\$406	\$1,142	\$134	\$1,823
2009	\$153	\$424	\$1,115	\$137	\$1,829
2010	\$152	\$439	\$1,154	\$161	\$1,906
2011	\$150	\$456	\$1,272	\$194	\$2,071
2012	\$157	\$499	\$1,344	\$222	\$2,222
2013	\$172	\$515	\$1,490	\$273	\$2,449
2014	\$181	\$566	\$1,611	\$325	\$2,683
2015	\$192	\$556	\$1,735	\$411	\$2,894
2016	\$217	\$598	\$1,833	\$467	\$3,116
2017	\$224	\$628	\$1,965	\$551	\$3,368
2018	\$230	\$676	\$2,043	\$643	\$3,592
2019	\$224	\$739	\$2,212	\$804	\$3,979
2020	\$234	\$826	\$2,293	\$953	\$4,306
2021	\$241	\$839	\$2,397	\$1,117	\$4,593
2022	\$254	\$864	\$2,631	\$1,327	\$5,076
2023	\$253	\$735	\$2,869	\$1,412	\$5,269
03 - 23 Growth	71.5%	116.7%	273.8%	2150.5%	300.1%

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.

