



2023

GIN IN THE UNITED STATES

CATEGORY FACT SHEET



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES



U.S. GIN MARKET 2023

9M

9-LITER CASES
SOLD IN 2023

1B

REVENUE
GENERATED FOR
DISTILLERS

16%

INCREASE IN
SUPER-PREMIUM
IN 2023

Thanks to the humble juniper berry, Gin has a delightful subtle flavor with versatility. In 2023, nearly 9 million 9-liter cases of Gin were sold in the United States, generating more than \$1 billion in revenue for distillers.

The super-premium category exhibited outstanding growth, surging by 16% in 2023 to surpass 700,000 9-liter cases.

U.S. GIN MARKET 2023

U.S. Gin Volumes by Price Category (9-Liter Cases, 000)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	7,753	1,176	2,016	51	10,997
2004	7,692	1,224	2,024	55	10,996
2005	7,514	1,205	1,948	52	10,718
2006	7,555	1,357	2,205	50	11,167
2007	7,674	1,320	2,208	51	11,253
2008	7,775	1,107	2,167	73	11,122
2009	8,102	1,051	1,989	59	11,201
2010	7,859	1,022	1,961	65	10,906
2011	7,421	954	2,110	80	10,566
2012	7,360	1,137	2,153	79	10,729
2013	6,855	1,129	2,260	78	10,321
2014	6,386	1,279	2,287	93	10,044
2015	6,114	1,317	2,306	128	9,865
2016	5,984	1,274	2,531	143	9,932
2017	5,806	1,275	2,630	159	9,870
2018	5,720	1,306	2,554	183	9,762
2019	5,544	1,290	2,684	241	9,758
2020	5,657	1,371	2,878	261	10,167
2021	5,164	1,285	2,961	579	9,989
2022	4,854	1,429	2,939	609	9,831
2023	4,275	1,244	2,752	706	8,977
22 - 23 Growth	-11.9%	-13.0%	-6.4%	16.0%	-8.7%

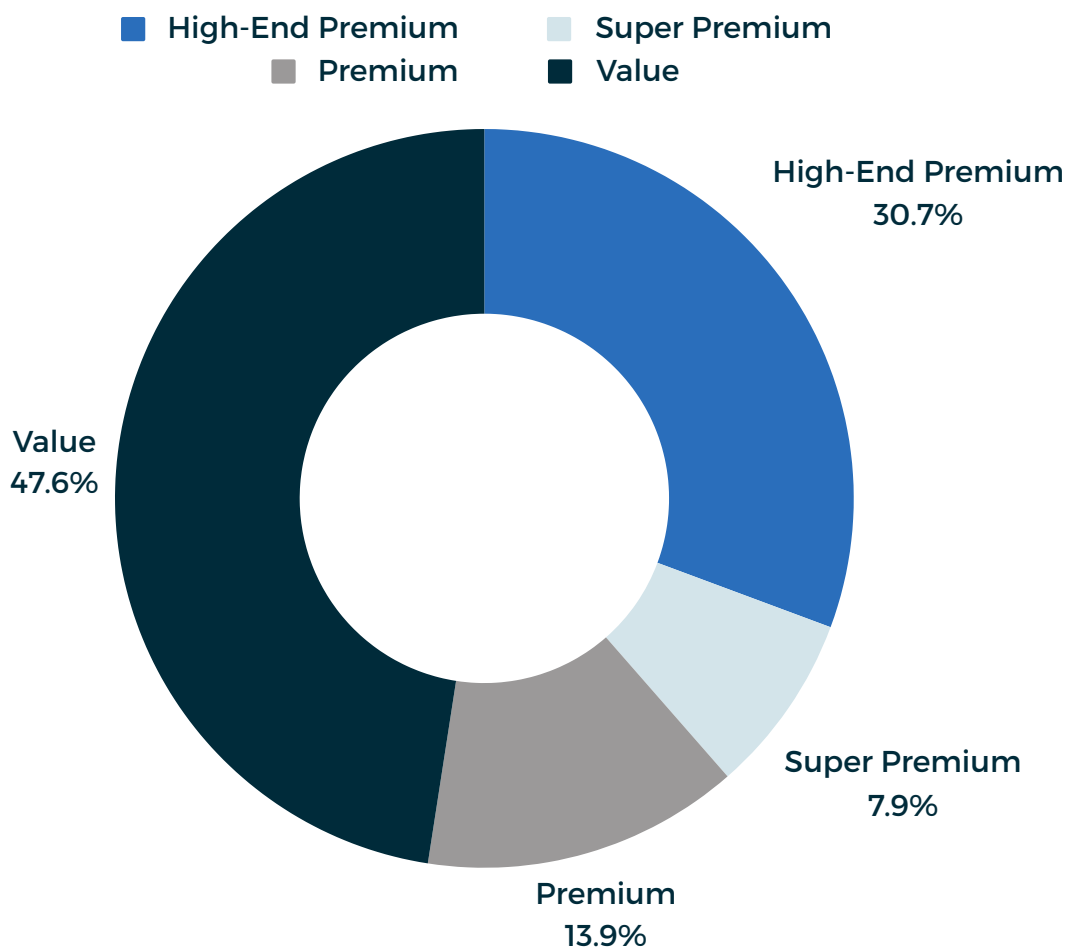
U.S. Gin Supplier Revenues Gross Revenues Including FET (millions)

Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$452	\$135	\$257	\$9	\$852
2004	\$457	\$133	\$269	\$9	\$869
2005	\$446	\$131	\$254	\$9	\$840
2006	\$456	\$150	\$293	\$8	\$908
2007	\$459	\$145	\$292	\$9	\$904
2008	\$469	\$123	\$295	\$13	\$900
2009	\$494	\$123	\$277	\$9	\$903
2010	\$466	\$114	\$267	\$11	\$857
2011	\$438	\$108	\$290	\$14	\$850
2012	\$434	\$129	\$296	\$13	\$872
2013	\$408	\$130	\$315	\$13	\$866
2014	\$380	\$148	\$321	\$16	\$865
2015	\$359	\$154	\$322	\$22	\$857
2016	\$347	\$149	\$356	\$25	\$876
2017	\$336	\$148	\$384	\$28	\$895
2018	\$328	\$153	\$378	\$32	\$891
2019	\$320	\$155	\$401	\$43	\$918
2020	\$330	\$164	\$432	\$46	\$972
2021	\$306	\$154	\$444	\$103	\$1,006
2022	\$301	\$175	\$449	\$110	\$1,035
2023	\$284	\$160	\$434	\$132	\$1,010
22 - 23 Growth	-5.7%	-8.4%	-3.2%	19.6%	-2.4%

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

UNITED STATES GIN MARKET 2003-2023

SHARE OF U.S. GIN VOLUME BY PRICE CATEGORY



Based on the economic data, it looks like Gin is here to stay. Who can resist a Gin and tonic on a hot summer's day? Everyone remembers their first Tom Collins. Of course, the grandfather of all cocktails is the venerable martini. And yes, real martinis are made with gin!

COCKTAIL CREATIONS

America's thirst for Gin lies in the popularity of the many fine cocktails highlighted by the revival of the cocktail renaissance.

Gin's pleasurable taste and versatile flavors make it a perfect base for any classic or complex mixed drink.

