

2023

RUM IN THE UNITED STATES

CATEGORY FACT SHEET



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES



U.S. RUM MARKET 2023

23M

9-LITER CASES
SOLD IN 2023

2.4B

REVENUE
GENERATED FOR
DISTILLERS

57%

OF ALL RUM SOLD
IS FLAVORED OR
SPICED

In 2023, nearly 22.7 million 9-liter cases of rum were sold in the United States, generating 2.4 billion in revenue for distillers.

Flavored and Spiced rums now account for more than 57% of all rums sold. Today, consumers can enjoy rums that have been infused with natural spices, refreshing citrus flavors, raspberry and vanilla among other tasty flavors.

U.S. RUM MARKET 2023

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

Year	Value	Premium	High End Premium	Super Premium	Total
2003	5,092	12,448	1,809	87	19,435
2004	5,115	13,194	2,207	106	20,622
2005	5,199	14,196	2,247	124	21,764
2006	5,386	14,847	2,223	154	22,611
2007	5,438	15,529	2,352	220	23,540
2008	5,615	16,149	2,277	199	24,240
2009	5,864	16,421	2,059	197	24,541
2010	5,938	16,618	2,122	202	24,880
2011	5,772	16,174	2,813	357	25,116
2012	5,963	16,379	2,770	386	25,498
2013	5,798	16,238	3,130	407	25,572
2014	5,693	15,852	3,190	447	25,182
2015	5,782	15,485	3,066	460	24,793
2016	5,581	15,743	2,930	495	24,749
2017	5,559	15,805	2,735	546	24,645
2018	5,480	14,941	2,760	692	23,874
2019	5,295	15,327	2,774	738	24,133
2020	4,920	16,423	2,987	756	25,086
2021	4,798	16,033	3,056	853	24,740
2022	4,587	15,548	3,054	866	24,055
2023	4,465	14,616	2,821	789	22,691
22 - 23 Growth	-2.7%	-6.0%	-7.6%	-8.9%	-5.7%

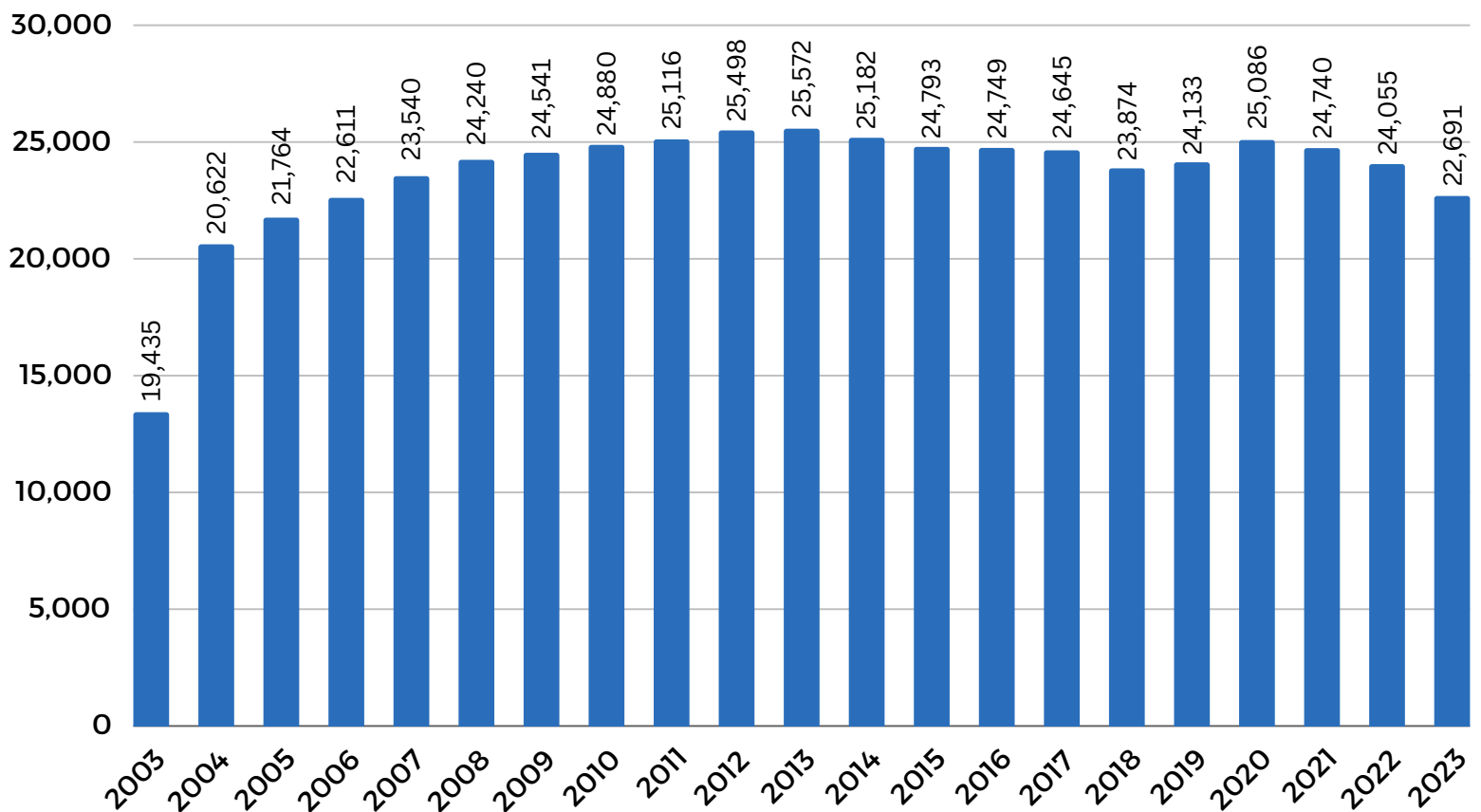
**U.S. Rum Supplier Revenues
Gross Revenues Including FET (millions)**

Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$277	\$966	\$184	\$14	\$1,441
2004	\$241	\$1,065	\$236	\$17	\$1,556
2005	\$245	\$1,261	\$259	\$20	\$1,785
2006	\$256	\$1,344	\$261	\$26	\$1,887
2007	\$267	\$1,449	\$285	\$55	\$2,056
2008	\$279	\$1,570	\$282	\$50	\$2,180
2009	\$295	\$1,595	\$260	\$49	\$2,198
2010	\$286	\$1,585	\$257	\$51	\$2,179
2011	\$284	\$1,557	\$341	\$91	\$2,273
2012	\$292	\$1,593	\$333	\$98	\$2,316
2013	\$286	\$1,626	\$377	\$103	\$2,392
2014	\$282	\$1,593	\$383	\$115	\$2,374
2015	\$285	\$1,550	\$371	\$119	\$2,325
2016	\$275	\$1,574	\$357	\$129	\$2,335
2017	\$270	\$1,586	\$332	\$140	\$2,328
2018	\$265	\$1,503	\$350	\$179	\$2,298
2019	\$255	\$1,545	\$355	\$193	\$2,348
2020	\$237	\$1,663	\$385	\$200	\$2,486
2021	\$231	\$1,625	\$406	\$229	\$2,491
2022	\$223	\$1,612	\$411	\$236	\$2,481
2023	\$223	\$1,571	\$387	\$220	\$2,400
22 - 23 Growth	-0.3%	-2.5%	-5.9%	-6.7%	-3.3%

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

UNITED STATES RUM MARKET 2003-2023

U.S. RUM VOLUMES 9-LITER CASES (000)



COCKTAIL CREATIONS

This highly mixable spirit is found in classic drinks such as the Cuba Libre, the Piña Colada, the Daiquiri and the Mojito.

Looking beyond cocktails, many of the newer premium and super-premium brands are ideal when sipped slowly “on the rocks” (over ice) or “neat” (straight).

