

2024

AMERICAN WHISKEY

CATEGORY FACT SHEET



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES




AMERICAN WHISKEY MARKET 2024

125.9% INCREASE IN 9-
LITER CASES
SINCE 2003

5.2B REVENUE
GENERATED FOR
DISTILLERS

30M 9-LITER CASES
SOLD IN 2024



America's native spirit has been enjoying a resurgence in recent years. In 2024, more than 30 million 9-liter cases of American Whiskey were sold in the United States (up 125.9% since 2003), generating nearly \$5.2 billion in revenue for distillers.

Reflecting Americans' increased interest in premium products, since 2003, High End Premium, and Super-Premium brands drove growth. High End Premium revenues were up 266% and Super-Premium 2,109%.

U.S. AMERICAN WHISKEY MARKET 2024

**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 |
| 2024 | 3,683 | 6,493 | 14,598 | 5,510 | 30,284 |
| 03 - 24 Growth | 23.9% | 51.8% | 150.7% | 1560.1% | 125.9% |

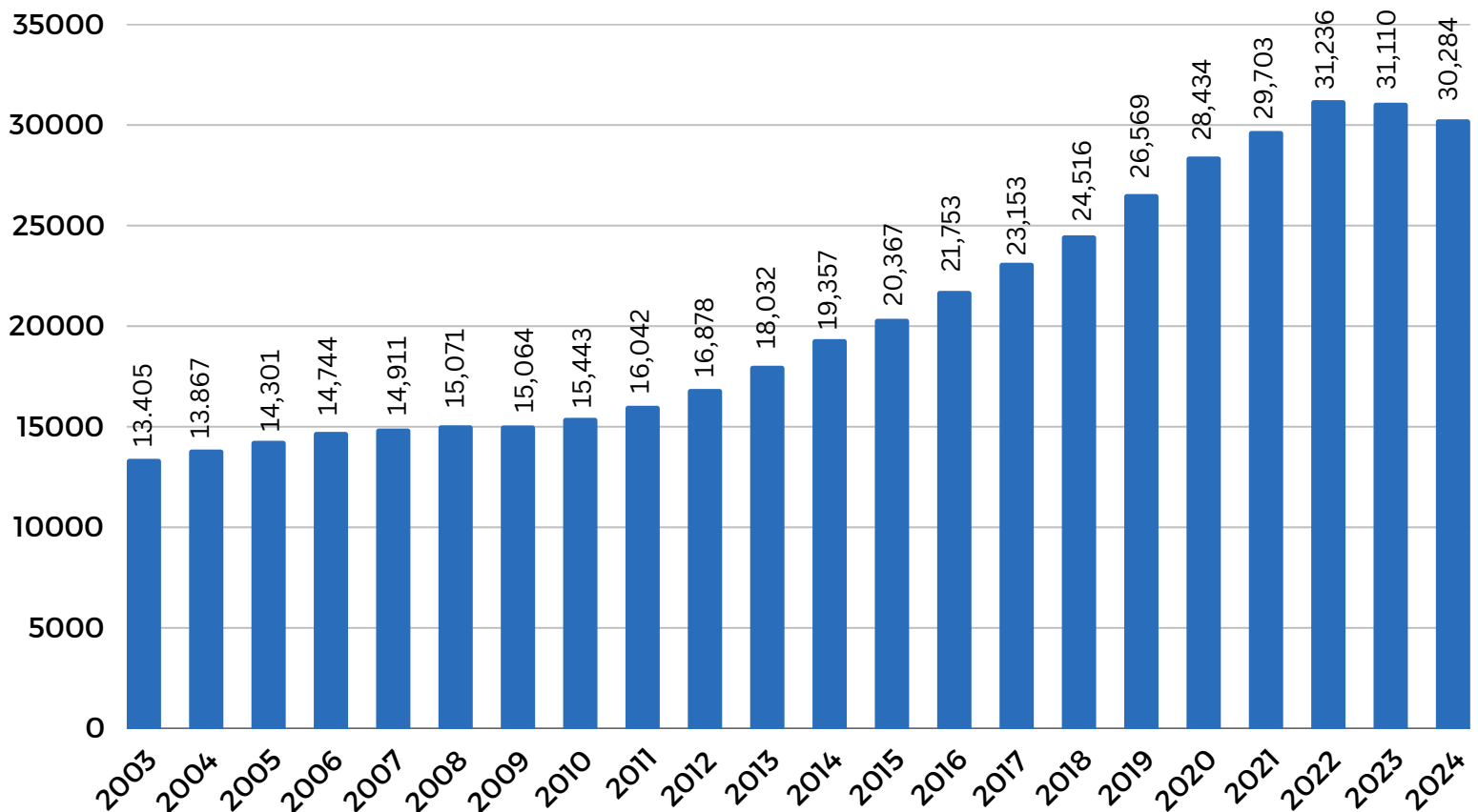
**U.S. American Whiskey Supplier Revenues
Gross Revenues Including FET (millions)**

| 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 |
| 2024 | \$244 | \$733 | \$2,812 | \$1,386 | \$5,175 |
| 03 - 24 Growth | 65.4% | 116.3% | 266.4% | 2108.8% | 293.0% |

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

U.S. AMERICAN WHISKEY 2003-2024

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 such classic cocktails as the Manhattan and the Mint Julep.

