

2024

IRISH WHISKEY IN THE U.S.

CATEGORY FACT SHEET



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES



U.S. IRISH WHISKEY MARKET 2024

4.8M

9-LITER CASES
SOLD IN 2024

In 2024, more than 4.8 million 9-liter cases of Irish Whiskey were sold in the United States, generating nearly \$1.2 billion in revenues for distillers.

\$1.2B

REVENUE
GENERATED FOR
DISTILLERS

The Irish Whiskey category has benefited from drinkers' desire to "trade up" from Premium to High-End and Super-Premium products. Since 2003, High-End Premium and Super Premium Irish Whiskey grew a staggering 826 percent and 1,819 percent, respectively.

1,819

% GROWTH IN
SUPER-PREMIUM
SINCE 2003

U.S. IRISH WHISKEY MARKET 2024

Irish Whiskey by Price Category (9-Liter Cases, 000)					
Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	0	0	459	29	488
2004	0	0	518	28	546
2005	0	0	566	29	594
2006	0	0	686	35	721
2007	0	0	820	42	862
2008	0	0	962	56	1,018
2009	0	0	1,087	54	1,142
2010	0	0	1,317	70	1,387
2011	0	0	1,673	92	1,765
2012	0	0	1,923	168	2,091
2013	0	0	2,311	178	2,489
2014	0	0	2,504	189	2,693
2015	0	0	2,848	292	3,140
2016	0	0	3,457	320	3,777
2017	0	0	3,742	469	4,211
2018	0	0	4,091	555	4,646
2019	0	0	4,266	564	4,830
2020	0	0	4,164	807	4,971
2021	0	0	5,011	851	5,862
2022	0	0	5,292	826	6,118
2023	0	0	4,205	569	4,773
2024	0	0	4,249	553	4,801
03 - 24 Growth	NA	NA	825.7%	1819.1%	884.3%

Irish Whiskey Revenues by Price Category (Supplier Gross Revenues, Millions)					
Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	\$0	\$0	\$66	\$6	\$72
2004	\$0	\$0	\$73	\$8	\$80
2005	\$0	\$0	\$84	\$8	\$93
2006	\$0	\$0	\$105	\$11	\$115
2007	\$0	\$0	\$132	\$13	\$145
2008	\$0	\$0	\$157	\$18	\$176
2009	\$0	\$0	\$179	\$18	\$197
2010	\$0	\$0	\$233	\$23	\$256
2011	\$0	\$0	\$304	\$32	\$335
2012	\$0	\$0	\$356	\$59	\$415
2013	\$0	\$0	\$436	\$64	\$500
2014	\$0	\$0	\$472	\$69	\$541
2015	\$0	\$0	\$543	\$108	\$651
2016	\$0	\$0	\$667	\$121	\$788
2017	\$0	\$0	\$715	\$175	\$890
2018	\$0	\$0	\$793	\$211	\$1,004
2019	\$0	\$0	\$845	\$216	\$1,061
2020	\$0	\$0	\$825	\$309	\$1,134
2021	\$0	\$0	\$993	\$326	\$1,319
2022	\$0	\$0	\$1,085	\$325	\$1,410
2023	\$0	\$0	\$898	\$238	\$1,136
2024	\$0	\$0	\$902	\$255	\$1,157
03 - 24 Growth	NA	NA	1272.5%	4108.7%	1511.7%

Source: Distilled Spirits Council, Economic & Strategic Analysis

U.S. IRISH WHISKEY MARKET 2003-2024

IRISH WHISKEY VOLUMES 9-LITER CASES (000)

