



2024

TEQUILA/ MEZCAL IN THE U.S.

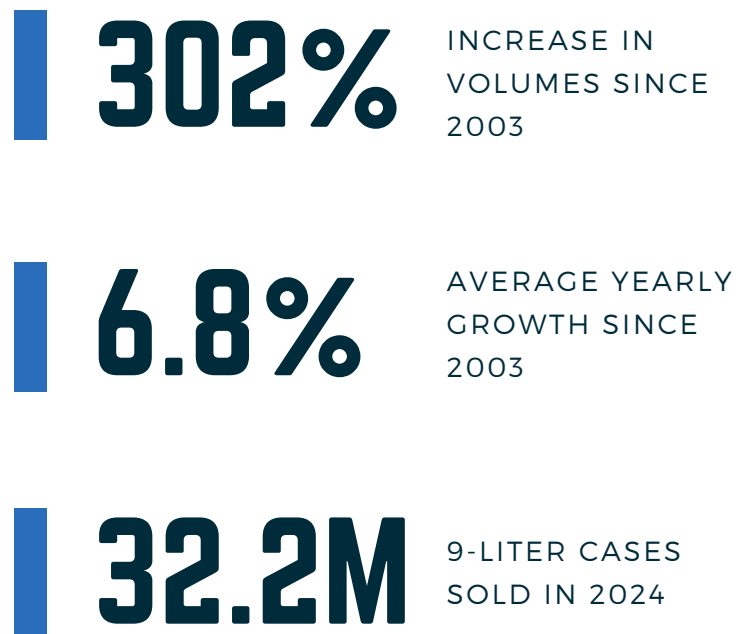
CATEGORY FACT SHEET



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES



U.S. TEQUILA/ MEZCAL MARKET 2024



Americans cannot get enough of Mexico's native spirits. Since 2003, Tequila/Mezcal 302%, an average rate of 6.8% per year.

In 2024 alone, 32.2 million 9-liter cases were sold.

U.S. TEQUILA/MEZCAL MARKET 2024

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

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	1,777	5,290	446	497	8,009
2004	1,831	5,662	664	513	8,670
2005	1,858	5,938	739	665	9,200
2006	1,919	6,169	795	1,191	10,074
2007	1,989	6,279	860	1,367	10,495
2008	2,117	6,198	781	1,511	10,607
2009	2,567	6,291	779	1,526	11,163
2010	2,642	6,449	911	1,560	11,562
2011	2,827	6,374	1,044	1,737	11,982
2012	2,878	6,436	1,117	1,895	12,326
2013	2,866	7,026	1,161	2,081	13,134
2014	2,914	7,288	1,204	2,389	13,795
2015	2,995	7,715	1,412	2,688	14,810
2016	3,132	8,215	1,637	2,883	15,867
2017	3,363	8,742	1,868	3,236	17,209
2018	3,415	9,364	2,209	3,550	18,538
2019	3,492	9,910	2,633	4,083	20,118
2020	3,073	10,804	3,182	5,113	22,172
2021	3,658	11,870	4,152	7,104	26,784
2022	3,844	12,886	5,078	8,060	29,868
2023	3,853	13,646	6,103	7,959	31,561
2024	4,283	13,605	6,367	7,945	32,199
03 - 24 Growth	141.0%	157.2%	1329.0%	1498.8%	302.0%

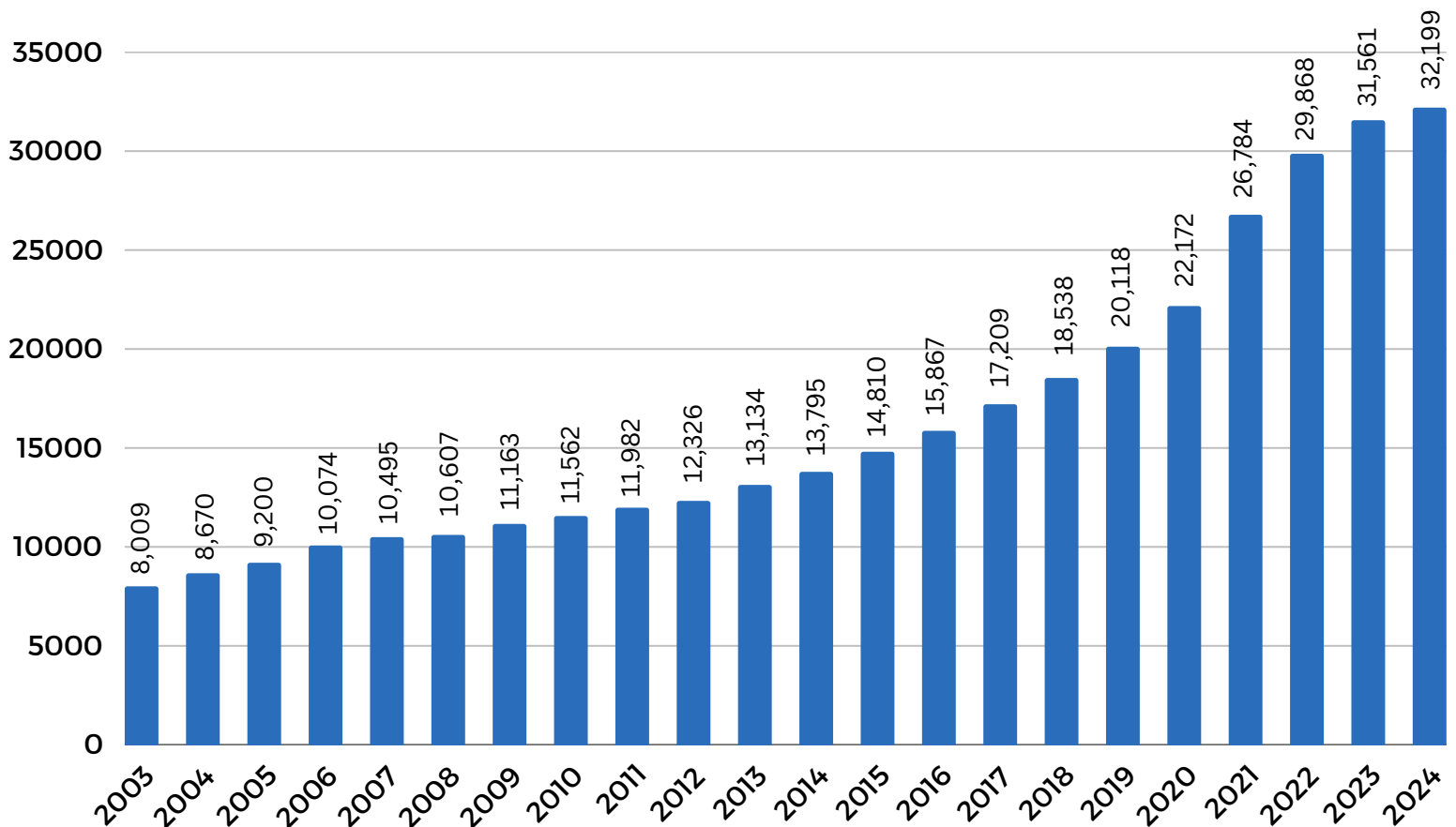
**U. S. Tequila Supplier Revenues
Gross Revenues Including FET (millions)**

Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$143	\$606	\$73	\$140	\$962
2004	\$145	\$674	\$110	\$139	\$1,068
2005	\$147	\$691	\$128	\$223	\$1,189
2006	\$149	\$713	\$142	\$400	\$1,403
2007	\$157	\$754	\$160	\$479	\$1,550
2008	\$167	\$751	\$146	\$533	\$1,597
2009	\$201	\$760	\$144	\$540	\$1,645
2010	\$204	\$760	\$167	\$580	\$1,710
2011	\$217	\$749	\$193	\$641	\$1,800
2012	\$221	\$749	\$205	\$707	\$1,882
2013	\$221	\$818	\$213	\$779	\$2,030
2014	\$225	\$806	\$220	\$860	\$2,111
2015	\$231	\$853	\$258	\$968	\$2,311
2016	\$241	\$909	\$297	\$1,038	\$2,485
2017	\$260	\$968	\$340	\$1,163	\$2,731
2018	\$274	\$1,042	\$405	\$1,289	\$3,010
2019	\$287	\$1,116	\$488	\$1,490	\$3,382
2020	\$257	\$1,248	\$596	\$1,868	\$3,969
2021	\$308	\$1,412	\$797	\$2,645	\$5,162
2022	\$327	\$1,610	\$1,011	\$3,100	\$6,047
2023	\$326	\$1,781	\$1,275	\$3,141	\$6,523
2024	\$363	\$1,803	\$1,364	\$3,186	\$6,715
03 - 24 Growth	153.6%	197.4%	1776.5%	2173.0%	597.9%

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

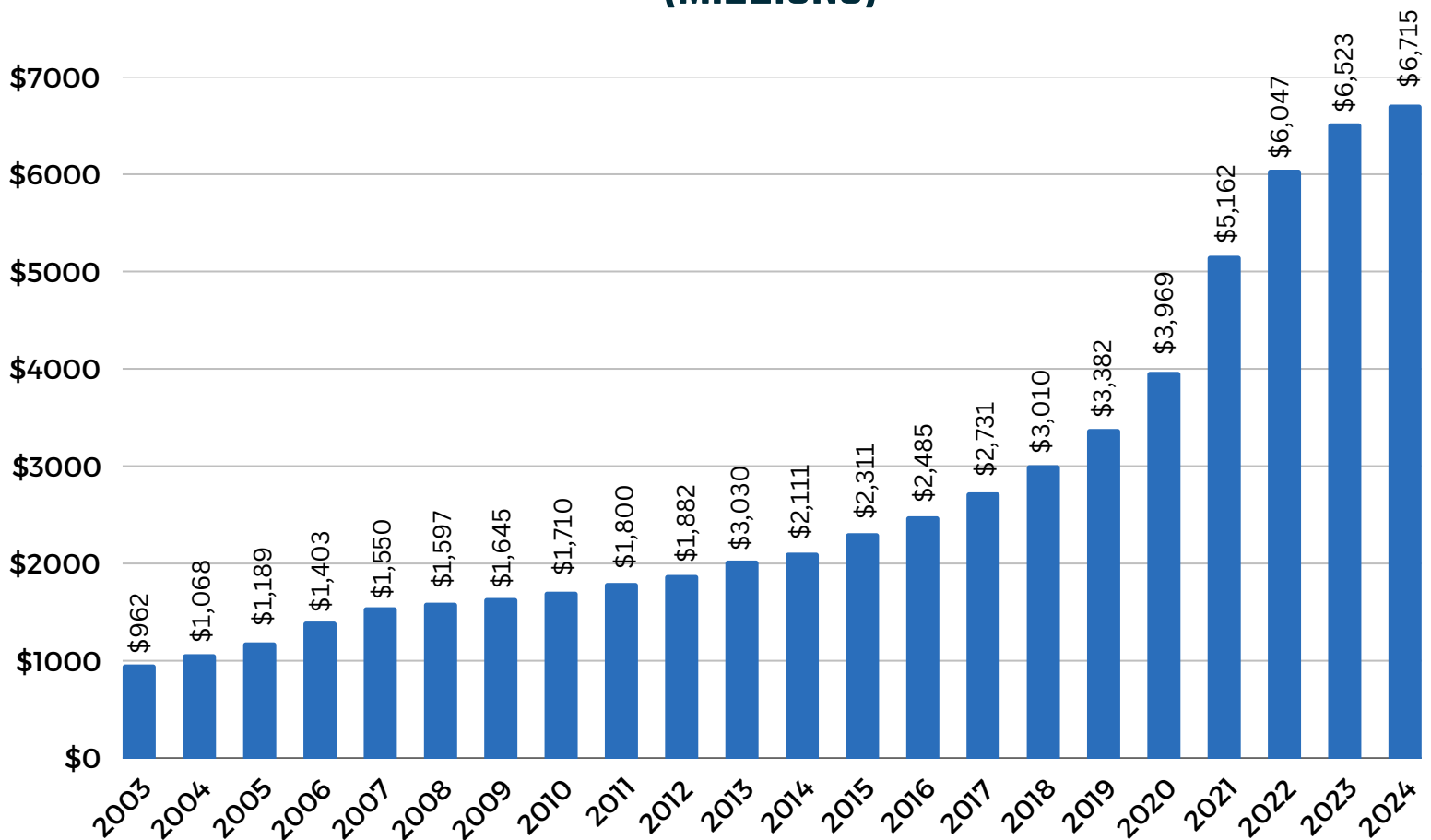
U.S. TEQUILA/ MEZCAL 2003-2024

TEQUILA/MEZCAL VOLUMES 9-LITER CASES (000)



U.S. TEQUILA/ MEZCAL 2003-2024

TEQUILA/MEZCAL SUPPLIER REVENUES (MILLIONS)



KEYS TO GROWTH

One of the keys to Tequila/Mezcal's U.S. growth has been distiller's ability to offer a product for every budget and occasion. By offering both well aged High End and Super Premium products, as well as affordable Value brands, Tequila/Mezcal is accessible to all Americans.

While Value and Premium brands continue to grow, the fastest growth has been in High End and Super Premium brands. High End Brands have grown 1329% in volume since 2003. Similarly, Super Premium Tequila/Mezcal volumes have skyrocketed about 1500% since 2003 and today account for nearly 8.0 million 9-liter cases.

1,329
PERCENT

**GROWTH IN HIGH-END
BRANDS SINCE 2003**

1,500
PERCENT

**GROWTH IN SUPER-
PREMIUM BRANDS
SINCE 2003**

8.0
MILLION

9-LITER CASES TODAY