

2025 DISCUS Annual Economic Briefing

An unwanted double: US sales fall for American whiskeys as threats of a trade war heat up



The Washington Times

Bourbon industry faces perfect storm: Domestic sales drop as trade wars loom



THE SPIRITS BUSINESS

Tequila and RTDs keep US spirits industry afloat

Tequila, mezcal are the only spirits growing in sales, but tariffs would be 'catastrophic,' industry group says

KEY POINTS

- U.S. spirits revenue slipped in 2024, but the category maintained its market share lead ahead of beer and wine.
- Consumer demand remained strong for spirits-based ready-to-drink cocktails, along with high-end tequila and mezcal.
- Tariffs would be a "catastrophic blow" to U.S. distillers in 2025, said Distilled Spirits Council of the U.S. CEO Chris Swonger.



Forbes

Liquor Sales Notch Rare Decline In 2024 As Top Shelf Demand Slows

The Philadelphia Inquirer

Falling sales, a trade war bring on a hangover



U.S. consumers bought less American whiskey in 2024. New tariffs would hurt the industry, the group says. The group says the industry is in a "perfect storm" of falling sales and rising tariffs.

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Arkansas Democrat Gazette

US whiskeys face stiff challenge

Trade war threatens American distillers' key foreign sales

WHISKEY SALES IN THE U.S. slipped in 2024, according to the Distilled Spirits Council of the U.S. (DSCU). The group says the industry is in a "perfect storm" of falling sales and rising tariffs. The group says the industry is in a "perfect storm" of falling sales and rising tariffs.

2024 DISCUS Annual Economic Briefing



THE WALL STREET JOURNAL.

“The phenomenal sales growth we saw during the pandemic was unprecedented and unpredictable but also unsustainable, and now, the spirits market is recalibrating,” said Swonger.



Spirits sales beat out beer and wine for second straight year, despite little growth

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KEY POINTS

- U.S. spirits maintained market share strength in 2023 and beat out beer and wine for the second straight year.
- Supplier sales in the U.S. barely grew in 2023 to \$37.7 billion.
- Consumers continued to flock to vodka, high-end tequila and mezcal and American whiskey, while ready-to-drink cocktails are the fastest-growing category.

50+ TV/Radio Segments in Top Media Markets



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES

2023 DISCUS Annual Economic Briefing



**Liquor before beer:
Spirits beat brews in new market data**

AP

THE WALL STREET JOURNAL.

**Watching the Game, Having a Bud?
You're Now on the Losing Side**



**US spirits reach record sales in 2022,
boosting 'fragile' hospitality industry**

MarketWatch

**Time to get a bigger liquor cabinet?
Americans are now spending more on
booze than beer.**

Forbes

**Distilled Spirits Are Now Popular Than
Beer In The United States**

NEW YORK POST

**Bottom's up! Spirits beat beer in market
share for first time**

FORTUNE

**The great American love affair with beer is slowly
coming to an end**



Liquor before beer



REUTERS®

**Cheers! Spirits like gin, vodka, overtake
beer's U.S. market share**



**DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES**

2022 DISCUS Annual Economic Briefing



Cheers: Whiskey sales start comeback in bars, restaurants

abc NEWS

Tequila could overtake vodka as America's favorite liquor as sales

CNBC

Restaurant and bar whiskey sales continue to grow

FOX BUSINESS

Premixed cocktails steal share from beer and hard seltzer, propelling surging growth

CNBC

The U.S. Spirits Industry Powers to a 12th Year of Unprecedented Growth

Forbes

