

2024

# CORDIALS & LIQUEURS IN THE U.S.

CATEGORY FACT SHEET



**DISTILLED SPIRITS COUNCIL**  
OF THE UNITED STATES



# U.S. CORDIALS & LIQUEURS MARKET 2024

**20M**

9-LITER CASES  
SOLD IN 2023

**2.8B**

REVENUE  
GENERATED FOR  
DISTILLERS

**36%**

INCREASE IN  
HIGH-END SINCE  
2003

In 2024, more than 20 million 9-liter cases of Cordials were sold in the United States, generating more than \$2.8 billion in revenue for distillers.

High-End Premium Cordials enjoyed a resurgence since 2020, growing more than 36% to nearly 2.9 million 9-liter cases.

# U.S. CORDIALS & LIQUEURS MARKET 2024

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

Year	Value	Premium	High End Premium	Super Premium	Total
2003	8,114	9,905	909	1	18,929
2004	8,350	10,804	944	1	20,099
2005	8,151	11,694	972	7	20,823
2006	8,331	12,283	1,048	7	21,669
2007	8,138	12,380	1,198	10	21,725
2008	7,946	12,060	1,304	9	21,319
2009	7,645	11,445	1,303	9	20,402
2010	7,427	11,196	1,285	8	19,916
2011	7,357	11,265	1,653	9	20,285
2012	8,080	11,314	1,831	11	21,236
2013	7,956	10,574	2,103	12	20,645
2014	7,777	10,266	2,356	13	20,411
2015	7,623	9,990	2,399	15	20,027
2016	7,683	9,572	2,308	14	19,576
2017	7,477	9,963	2,095	14	19,549
2018	7,477	10,020	2,240	14	19,751
2019	7,400	10,172	2,348	16	19,936
2020	7,272	10,171	2,125	18	19,586
2021	8,161	11,110	2,658	45	21,974
2022	8,061	10,832	2,867	56	21,817
2023	8,226	9,762	3,011	57	21,056
2024	7,944	9,175	2,897	63	20,079
20 - 24 Growth	9.2%	-9.8%	36.3%	261.9%	2.5%

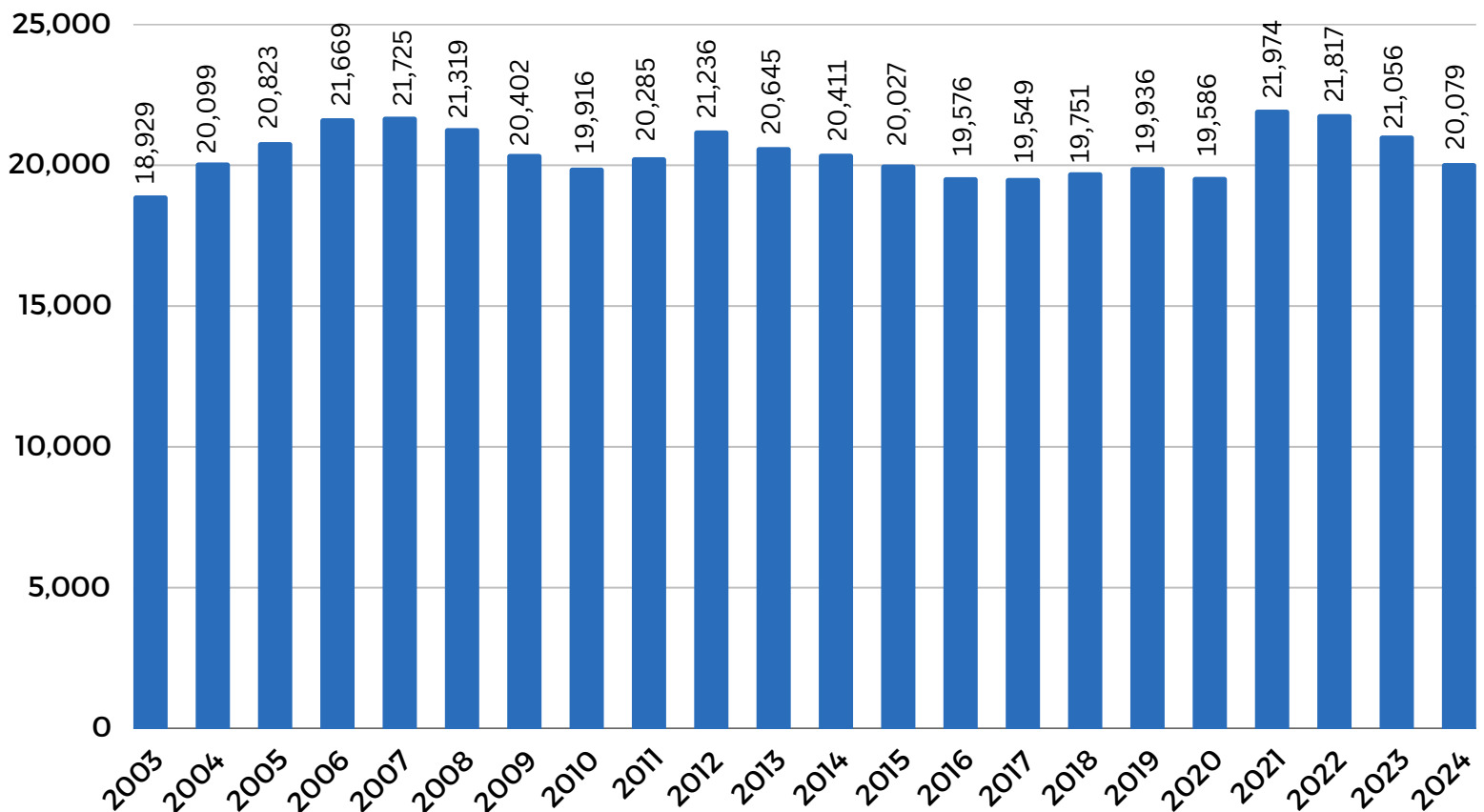
**U.S. Cordials Revenues by Price Category  
(Supplier Gross Revenues, Millions)**

Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$442	\$1,191	\$191	\$0	\$1,824
2004	\$486	\$1,411	\$217	\$0	\$2,114
2005	\$474	\$1,530	\$209	\$2	\$2,214
2006	\$481	\$1,595	\$225	\$2	\$2,301
2007	\$475	\$1,621	\$267	\$3	\$2,364
2008	\$470	\$1,589	\$297	\$3	\$2,356
2009	\$459	\$1,522	\$300	\$3	\$2,281
2010	\$459	\$1,522	\$300	\$3	\$2,281
2011	\$438	\$1,620	\$380	\$3	\$2,441
2012	\$481	\$1,610	\$421	\$4	\$2,516
2013	\$477	\$1,492	\$482	\$5	\$2,456
2014	\$465	\$1,457	\$535	\$6	\$2,463
2015	\$457	\$1,420	\$546	\$6	\$2,429
2016	\$465	\$1,363	\$526	\$6	\$2,359
2017	\$456	\$1,421	\$479	\$6	\$2,356
2018	\$445	\$1,428	\$511	\$6	\$2,390
2019	\$453	\$1,469	\$540	\$8	\$2,470
2020	\$453	\$1,496	\$522	\$8	\$2,479
2021	\$512	\$1,664	\$658	\$21	\$2,855
2022	\$515	\$1,660	\$726	\$26	\$2,928
2023	\$545	\$1,554	\$788	\$28	\$2,915
2024	\$528	\$1,478	\$772	\$31	\$2,809
20 - 24 Growth	16.4%	-1.2%	48.1%	282.3%	13.3%

Source: Distilled Spirits Council, Econ. & Strategic Analysis

# U.S. CORDIALS & LIQUEURS 2003-2024

## CORDIALS & LIQUEURS VOLUMES 9-LITER CASES (000)





# COCKTAIL CREATIONS

Traditionally served as after dinner drinks, cordials and liqueurs are now often used to compliment other spirits in mixed cocktails.

Cordials and Liqueurs are traditionally flavored with fruit, herbs, nuts or cream and tend to be sweet.

