

2024

# U.S. BRANDY & COGNAC

CATEGORY FACT SHEET



**DISTILLED SPIRITS COUNCIL**  
OF THE UNITED STATES



# U.S. BRANDY/ COGNAC MARKET 2024

**11.7M**

9-LITER CASES  
SOLD

**15%**

INCREASE IN  
VOLUME SINCE  
2003

**200%**

INCREASE IN  
SUPER-PREMIUM  
SINCE 2003

In 2024, 11.7 million 9-liter cases of Brandy/Cognac were sold in the U.S., generating \$2.1 billion for distillers.

Since 2003, total Brandy/Cognac volumes are up 15%, with the super-premium category up nearly 200%.

# U.S. BRANDY/COGNAC MARKET 2024

**U.S. Brandy and Cognac Market  
(9-Liter Cases, 000)**

| Year           | Value | Premium | High End Premium | Super Premium | Grand Total |
|----------------|-------|---------|------------------|---------------|-------------|
| 2003           | 6,548 | 121     | 3,095            | 439           | 10,203      |
| 2004           | 6,679 | 120     | 3,115            | 493           | 10,408      |
| 2005           | 6,957 | 118     | 3,124            | 511           | 10,710      |
| 2006           | 6,989 | 102     | 3,383            | 551           | 11,025      |
| 2007           | 6,702 | 267     | 2,993            | 939           | 10,900      |
| 2008           | 6,785 | 301     | 2,605            | 838           | 10,528      |
| 2009           | 7,381 | 299     | 2,450            | 750           | 10,880      |
| 2010           | 7,416 | 306     | 2,418            | 801           | 10,942      |
| 2011           | 7,270 | 299     | 2,451            | 844           | 10,863      |
| 2012           | 7,231 | 300     | 2,555            | 906           | 10,992      |
| 2013           | 7,236 | 305     | 2,612            | 970           | 11,124      |
| 2014           | 7,144 | 388     | 2,932            | 1,069         | 11,533      |
| 2015           | 7,338 | 453     | 3,285            | 1,286         | 12,362      |
| 2016           | 7,407 | 457     | 3,668            | 1,491         | 13,024      |
| 2017           | 7,494 | 477     | 3,950            | 1,802         | 13,722      |
| 2018           | 7,630 | 486     | 4,372            | 2,273         | 14,761      |
| 2019           | 8,001 | 488     | 4,376            | 2,216         | 15,081      |
| 2020           | 7,899 | 513     | 5,186            | 2,600         | 16,198      |
| 2021           | 7,533 | 482     | 5,333            | 3,168         | 16,517      |
| 2022           | 7,026 | 467     | 4,263            | 2,629         | 14,385      |
| 2023           | 7,099 | 457     | 3,065            | 1,919         | 12,540      |
| 2024           | 6,761 | 451     | 3,169            | 1,326         | 11,706      |
| 03 -24 Grow th | 3.2%  | 273.1%  | 2.4%             | 202.2%        | 14.7%       |

**U.S. Brandy & Cognac Revenues by Price Category  
(Supplier Gross Revenues, Millions)**

| Year           | Value | Premium | High End Premium | Super Premium | Grand Total |
|----------------|-------|---------|------------------|---------------|-------------|
| 2003           | \$467 | \$16    | \$613            | \$148         | \$1,244     |
| 2004           | \$510 | \$16    | \$629            | \$167         | \$1,323     |
| 2005           | \$531 | \$15    | \$686            | \$163         | \$1,396     |
| 2006           | \$531 | \$14    | \$742            | \$182         | \$1,469     |
| 2007           | \$517 | \$38    | \$658            | \$329         | \$1,542     |
| 2008           | \$528 | \$43    | \$581            | \$308         | \$1,460     |
| 2009           | \$575 | \$43    | \$561            | \$288         | \$1,466     |
| 2010           | \$548 | \$44    | \$533            | \$315         | \$1,440     |
| 2011           | \$543 | \$44    | \$537            | \$335         | \$1,459     |
| 2012           | \$537 | \$44    | \$569            | \$367         | \$1,517     |
| 2013           | \$545 | \$45    | \$565            | \$394         | \$1,549     |
| 2014           | \$544 | \$58    | \$637            | \$470         | \$1,709     |
| 2015           | \$560 | \$68    | \$719            | \$567         | \$1,914     |
| 2016           | \$571 | \$69    | \$812            | \$670         | \$2,122     |
| 2017           | \$575 | \$72    | \$859            | \$777         | \$2,283     |
| 2018           | \$585 | \$74    | \$990            | \$1,012       | \$2,662     |
| 2019           | \$615 | \$75    | \$989            | \$998         | \$2,677     |
| 2020           | \$607 | \$79    | \$1,208          | \$1,191       | \$3,086     |
| 2021           | \$584 | \$75    | \$1,305          | \$1,525       | \$3,488     |
| 2022           | \$555 | \$72    | \$1,105          | \$1,327       | \$3,061     |
| 2023           | \$580 | \$71    | \$800            | \$1,017       | \$2,467     |
| 2024           | \$561 | \$70    | \$809            | \$693         | \$2,133     |
| 03 -24 Grow th | 20.1% | 345.0%  | 31.9%            | 369.2%        | 71.5%       |

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

# U.S. BRANDY/ COGNAC, 2003-2024

## 9-LITER CASES (000)

