

2024

SCOTCH WHISKY

CATEGORY FACT SHEET



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES



U.S. SCOTCH WHISKY MARKET 2024

102%

INCREASE IN
SUPER-PREMIUM
SINGLE MALT
VOLUMES SINCE
2003

2.2B

REVENUE
GENERATED FOR
DISTILLERS

7.9M

9-LITER CASES
SOLD IN 2024

In 2024, 7.9 million 9-liter cases of Scotch were sold in the United States, generating \$2.2 billion in revenues for distillers.

Scotch has benefited from drinkers' desire to "trade up" from premium to high-end and super-premium products. Super-premium products offer a wider variety of the complex flavors that Scotch is known for. Since 2003, super-premium single-malt Scotch volumes have grown more than 102%.

U.S. SCOTCH WHISKY MARKET 2024

U.S. Scotch Volumes by Price Category
(9-Liter Cases, 000, includes blends and single malts)

Year	Value	Premium	High End Premium	Super Premium	Total
2003	3,241	3,574	2,268	238	9,321
2004	3,264	3,636	2,449	272	9,621
2005	3,162	3,599	2,458	288	9,507
2006	2,976	3,558	2,657	327	9,518
2007	2,918	3,514	2,752	376	9,561
2008	2,960	3,366	2,728	372	9,426
2009	2,800	3,304	2,566	358	9,028
2010	2,727	3,139	2,763	426	9,056
2011	2,504	3,115	2,901	552	9,072
2012	2,297	3,068	3,186	675	9,226
2013	2,133	3,180	3,399	849	9,561
2014	2,018	2,970	3,538	910	9,436
2015	1,936	3,084	3,542	1,022	9,585
2016	1,845	3,030	3,573	1,106	9,554
2017	1,762	2,726	3,578	1,219	9,285
2018	1,669	2,628	3,853	1,362	9,513
2019	1,597	2,545	3,861	1,523	9,526
2020	1,616	2,799	3,562	1,485	9,462
2021	1,446	2,545	4,114	1,718	9,823
2022	1,363	2,561	3,962	1,909	9,794
2023	1,285	2,365	3,933	1,599	9,181
2024	1,281	1,976	3,293	1,318	7,868
19 - 24 Growth	-19.8%	-22.4%	-14.7%	-13.5%	-17.4%

U.S. Scotch Supplier Revenues
Gross Revenues Including FET (millions), includes blends and single malts

Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$192	\$510	\$513	\$94	\$1,310
2004	\$207	\$524	\$574	\$117	\$1,423
2005	\$201	\$524	\$596	\$117	\$1,438
2006	\$190	\$525	\$651	\$134	\$1,500
2007	\$190	\$519	\$671	\$159	\$1,539
2008	\$201	\$506	\$676	\$161	\$1,544
2009	\$194	\$522	\$649	\$158	\$1,523
2010	\$189	\$494	\$720	\$189	\$1,591
2011	\$174	\$490	\$774	\$248	\$1,685
2012	\$159	\$484	\$856	\$307	\$1,806
2013	\$149	\$507	\$929	\$394	\$1,979
2014	\$142	\$470	\$964	\$433	\$2,008
2015	\$136	\$488	\$973	\$496	\$2,093
2016	\$130	\$480	\$992	\$545	\$2,148
2017	\$124	\$428	\$1,008	\$602	\$2,162
2018	\$116	\$412	\$1,092	\$677	\$2,298
2019	\$111	\$398	\$1,101	\$760	\$2,370
2020	\$112	\$437	\$1,031	\$770	\$2,350
2021	\$100	\$392	\$1,198	\$899	\$2,589
2022	\$95	\$397	\$1,164	\$1,042	\$2,699
2023	\$90	\$377	\$1,199	\$945	\$2,610
2024	\$91	\$320	\$1,022	\$795	\$2,228
19 - 24 Growth	-17.3%	-19.7%	-7.2%	4.6%	-6.0%

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

U.S. SCOTCH WHISKY 2003-2023

BLENDED VS. SINGLE MALT

U.S. Scotch Volumes (9-Liter Cases, 000)			
Year	Blend	Single Malt	Total
2003	8,474	846	9,321
2004	8,701	920	9,621
2005	8,606	901	9,507
2006	8,471	1,047	9,518
2007	8,444	1,117	9,561
2008	8,307	1,119	9,426
2009	7,882	1,147	9,029
2010	7,774	1,281	9,056
2011	7,668	1,404	9,072
2012	7,640	1,586	9,226
2013	7,791	1,770	9,561
2014	7,554	1,883	9,436
2015	7,457	2,127	9,585
2016	7,418	2,135	9,554
2017	7,175	2,110	9,285
2018	7,243	2,270	9,513
2019	7,099	2,427	9,526
2020	7,193	2,269	9,462
2021	7,281	2,542	9,823
2022	7,325	2,470	9,794
2023	7,125	2,056	9,181
2024	6,158	1,710	7,868
03 - 24 Growth	-27.3%	102.1%	-15.6%

Source: Distilled Spirits Council, Economic & Strategic Analysis Dept

One of the driving factors behind the growth in super-premium Scotch brands has been American's continuing interest in Single Malt Scotch. As the name implies, single-malt Scotch is made from the product of a single distillery.

U.S. SCOTCH WHISKY 2003-2024

U.S. SINGLE-MALT SCOTCH WHISKY 9-LITER CASES (000)

