## Vodka: The Spirit of the Industry

Vodka has become the backbone of the spirits industry, accounting for $31 \%$ of all volumes. In 2020, 76.9 million 9 -liter cases of vodka were sold in the United States, generating $\$ 6.9$ billion in revenue for distillers.

| Year | U.S. Vodka Volumes by Price Category (9-Liter Cases, 000) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Value | Premium | High End Premium | Super Premium | Grand Total |
| 2002 | 19,338 | 9,961 | 8,563 | 1,570 | 39,432 |
| 2003 | 20,123 | 10,541 | 9,286 | 1,905 | 41,855 |
| 2004 | 20,827 | 10,752 | 9,878 | 2,631 | 44,088 |
| 2005 | 21,080 | 11,281 | 10,527 | 2,992 | 45,879 |
| 2006 | 21,144 | 12,301 | 11,204 | 4,132 | 48,782 |
| 2007 | 21,891 | 12,976 | 11,651 | 4,720 | 51,237 |
| 2008 | 22,462 | 14,739 | 11,598 | 4,550 | 53,349 |
| 2009 | 24,854 | 15,479 | 11,333 | 4,287 | 55,952 |
| 2010 | 25,804 | 16,849 | 11,692 | 5,046 | 59,391 |
| 2011 | 26,109 | 18,750 | 12,120 | 5,686 | 62,665 |
| 2012 | 26,561 | 19,828 | 12,538 | 6,256 | 65,183 |
| 2013 | 26,396 | 20,304 | 12,939 | 6,229 | 65,869 |
| 2014 | 26,503 | 20,395 | 13,636 | 6,409 | 66,943 |
| 2015 | 26,815 | 20,633 | 15,150 | 5,562 | 68,160 |
| 2016 | 26,809 | 20,826 | 15,841 | 6,306 | 69,782 |
| 2017 | 26,454 | 21,100 | 18,127 | 5,661 | 71,342 |
| 2018 | 25,931 | 20,839 | 20,188 | 5,514 | 72,472 |
| 2019 | 25,676 | 20,945 | 22,402 | 5,126 | 74,148 |
| 2020 | 25,147 | 21,986 | 24,752 | 4,978 | 76,863 |
| 19-20 Growth | -2.1\% | 5.0\% | 10.5\% | -2.9\% | 3.7\% |
| U.S. Vodka Supplier Revenues s Revenues Including FET (millions) |  |  |  |  |  |
| Year | Value | Premium | High End Premium | Super Premium | Total |
| 2003 | \$787 | \$771 | \$1,089 | \$320 | \$2,966 |
| 2004 | \$872 | \$795 | \$1,211 | \$460 | \$3,338 |
| 2005 | \$883 | \$854 | \$1,300 | \$546 | \$3,582 |
| 2006 | \$892 | \$932 | \$1,393 | \$778 | \$3,994 |
| 2007 | \$923 | \$992 | \$1,449 | \$933 | \$4,297 |
| 2008 | \$956 | \$1,152 | \$1,477 | \$899 | \$4,485 |
| 2009 | \$1,021 | \$1,197 | \$1,460 | \$882 | \$4,560 |
| 2010 | \$1,046 | \$1,277 | \$1,463 | \$1,004 | \$4,790 |
| 2011 | \$1,070 | \$1,428 | \$1,540 | \$1,164 | \$5,202 |
| 2012 | \$1,085 | \$1,506 | \$1,601 | \$1,274 | \$5,466 |
| 2013 | \$1,087 | \$1,554 | \$1,681 | \$1,266 | \$5,588 |
| 2014 | \$1,103 | \$1,558 | \$1,774 | \$1,340 | \$5,775 |
| 2015 | \$1,111 | \$1,569 | \$1,966 | \$1,160 | \$5,806 |
| 2016 | \$1,106 | \$1,566 | \$2,059 | \$1,312 | \$6,042 |
| 2017 | \$1,094 | \$1,569 | \$2,376 | \$1,182 | \$6,222 |
| 2018 | \$1,060 | \$1,541 | \$2,647 | \$1,152 | \$6,400 |
| 2019 | \$1,040 | \$1,542 | \$2,935 | \$1,069 | \$6,585 |
| 2020 | \$1,018 | \$1,618 | \$3,247 | \$1,038 | \$6,922 |
| 19-20 Growth | -2.1\% | 5.0\% | 10.7\% | -2.9\% | 5.1\% |

[^0]An important growth driver has been the continued popularity of flavored vodkas as they now account for around $22 \%$ of all vodkas sold. Today, consumers can enjoy vodkas that have been infused with natural spices, refreshing citrus flavors, raspberry, vanilla and others.

This highly mixable beverage is found in classic cocktails such as vodka Martinis and the ever-popular Screwdriver.
U.S. Vodka Volumes, 2002-2020

80,000


Source: The Distilled Spirits Council of the U.S.

Data provided by Distilled Spirits Council's Economic \& Strategic Analysis Department.


[^0]:    Source: Distilled Spirits Council, Economic \& Strategic Analysis Dept.

