

U.S. Spirits Market Size, Share & Trends Analysis Report By Product (Vodka, Whiskey, Rum, Brandy, Gin), By Price Point (Economy, Mid-Premium, Supper-Premium), By Distribution Channel, By Product - Price Point - Distribution Channel, And Segment Forecasts, 2025 - 2033

<https://marketpublishers.com/r/UA409CD13C75EN.html>

Date: December 2025

Pages: 110

Price: US\$ 3,950.00 (Single User License)

ID: UA409CD13C75EN

Abstracts

Summary

The U.S. spirits market size was estimated at USD 76.16 billion in 2024 and is expected to reach USD 112.87 billion by 2033, growing at a CAGR of 4.5% from 2025 to 2033. This growth is driven by strong consumer demand for premium, craft, and innovative spirit varieties across categories such as whiskey, tequila, vodka, and rum.

Premiumization remains a key trend in the U.S. spirits industry, with consumers increasingly willing to spend more on aged, small-batch, and limited-edition releases that emphasize quality, authenticity, and craftsmanship. The expansion of cocktail culture-both in bars and through at-home mixology-continues to boost demand for versatile and high-quality spirits. Additionally, the rise of e-commerce and rapid delivery platforms has broadened consumer access, while marketing collaborations, celebrity-led brands, and experiential promotions enhance brand engagement. Demographic diversity, evolving taste preferences, and the growing influence of younger consumers further support the long-term growth outlook for the U.S. spirits industry.

A growing trend in the U.S. spirits market is the rising popularity of flavored and infused spirits-particularly in categories such as vodka, whiskey, rum, and brandy-aimed at attracting younger, experience-driven drinkers. U.S. consumers are increasingly

exploring fruit-, spice-, and dessert-inspired variants that offer smoother, sweeter, and more mixable profiles ideal for cocktails and casual social occasions. This aligns with the country's thriving cocktail culture and demand for approachable, easy-to-enjoy spirits. Major brands continue to expand their flavored portfolios, with launches such as Crown Royal's flavored whiskies and Smirnoff's seasonal vodka infusions appealing strongly to millennials and Gen Z, who seek novelty, versatility, and bolder taste experiences.

Another key trend shaping the U.S. spirits landscape is the strong momentum behind premiumization, driven by limited-edition releases and luxury expressions that highlight craftsmanship, aging techniques, and heritage. Distillers are increasingly targeting collectors and high-income consumers with rare blends, unique barrel finishes, and artful packaging that elevate perceived value. For example, brands like Jack Daniel's and Woodford Reserve have expanded their high-end portfolios through special single-barrel editions and master distiller selections. At the same time, premium tequila and bourbon producers continue to launch ultra-premium expressions in response to rising demand. These offerings resonate deeply with U.S. consumers who seek authenticity, exclusivity, and elevated drinking experiences.

U.S. Spirits Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the U.S. spirits market report by product, price point, distribution channel, and product - price Point - Distribution channel:

Product Outlook (Volume, Million 9-Liter Cases; Revenue, USD Million, 2021 - 2033)

Vodka

Whiskey

Rum

Brandy and Cognac

Gin

Cordials & Liqueurs

Tequila & Mezcal

Baijiu

Others

Price Point Outlook (Volume, Million 9-Liter Cases; Revenue, USD Million, 2021 - 2033)

Economy

Mid-Premium

Super-Premium

Ultra-Premium

Distribution Channel Outlook (Volume, Million 9-Liter Cases; Revenue, USD Million, 2021 - 2033)

On-trade

Off-trade

Product - Price Point - Distribution Channel Outlook (Volume, Million 9-Liter Cases; Revenue, USD Million, 2021 - 2033)

Vodka

Unflavored/Regular

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Flavored

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Whiskey

Scotch Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Irish Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Global/American Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Japanese Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Canadian Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Other Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Rum

Dark & Golden Run

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

White Rum

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Flavored & Spiced Rum

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Others

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Gin

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Brandy & Cognac

Unflavored/Regular

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Flavored

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Tequila Mezcal

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Baijiu

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Other Spirits

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

This report can be delivered to the clients within 4 Business Days

U.S. Spirits Market Size, Share & Trends Analysis Report By Product (Vodka, Whiskey, Rum, Brandy, Gin), By Pri...

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR?s Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Price Point Outlook
- 2.4. Distribution Channel Outlook
- 2.5. Product - Price Point - Distribution Channel Outlook

CHAPTER 3. U.S. SPIRITS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Penetration and Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Raw Material Trends
 - 3.3.2. Manufacturing & Technology Trends
 - 3.3.3. Pricing Analysis
 - 3.3.4. Sales/ Retail Channel Analysis
 - 3.3.5. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities

3.5. Business Environment Analysis

3.5.1. Industry Analysis - Porter's

3.6. Market Entry Strategies

CHAPTER 4. U.S. SPIRITS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

4.1. Product Movement Analysis & Market Share, 2024 & 2033

4.2. Vodka

4.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

4.3. Whiskey

4.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

4.4. Rum

4.4.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

4.5. Brandy and Cognac

4.5.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

4.6. Gin

4.6.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

4.7. Cordials & Liqueurs

4.7.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

4.8. Tequila & Mezcal

4.8.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

4.9. Baijiu

4.9.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

4.10. Others

4.10.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

CHAPTER 5. U.S. SPIRITS MARKET: PRICE POINT ESTIMATES & TREND ANALYSIS

5.1. Price Point Movement Analysis & Market Share, 2024 & 2033

5.2. Economy

5.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

5.3. Mid-Premium

5.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

5.4. Super-Premium

5.4.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

5.5. Ultra-Premium

5.5.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

CHAPTER 6. U.S. SPIRITS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

6.1. Distribution Channel Movement Analysis & Market Share, 2024 & 2033

6.2. On-trade

6.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

6.3. Off-trade

6.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

CHAPTER 7. U.S. SPIRITS MARKET: PRODUCT - PRICE POINT - DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

7.1. Product - Price Point - Distribution Channel Movement Analysis & Market Share, 2024 & 2033

7.2. Vodka

7.2.1. Regular/Unflavored

7.2.1.1. Economy

7.2.1.1.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.1.1.2. On-trade

7.2.1.1.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.1.1.3. Off-trade

7.2.1.1.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.1.2. Mid-Premium

7.2.1.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.1.2.2. On-trade

7.2.1.2.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.1.2.3. Off-trade

7.2.1.2.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.1.3. Super-Premium

7.2.1.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.1.3.2. On-trade

7.2.1.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million

9-Liter Cases)

7.2.1.3.3. Off-trade

7.2.1.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million

9-Liter Cases)

7.2.1.4. Ultra-Premium

7.2.1.4.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter

Cases)

7.2.1.4.2. On-trade

7.2.1.4.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million

9-Liter Cases)

7.2.1.4.3. Off-trade

7.2.1.4.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million

9-Liter Cases)

7.2.2. Flavored

7.2.2.1. Economy

7.2.2.1.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter

Cases)

7.2.2.1.2. On-trade

7.2.2.1.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million

9-Liter Cases)

7.2.2.1.3. Off-trade

7.2.2.1.4. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter

Cases)

7.2.2.2. Mid-Premium

7.2.2.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter

Cases)

7.2.2.2.2. On-trade

7.2.2.2.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million

9-Liter Cases)

7.2.2.2.3. Off-trade

7.2.2.2.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million

9-Liter Cases)

7.2.2.3. Super-Premium

7.2.2.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter

Cases)

7.2.2.3.2. On-trade

7.2.2.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million

9-Liter Cases)

7.2.2.3.3. Off-trade

7.2.2.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.2.4. Ultra-Premium

7.2.2.4.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.2.4.2. On-trade

7.2.2.4.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.2.4.3. Off-trade

7.2.2.4.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.3. Similar analysis will be provided for all the products mentioned below in the spirits market:

7.3.1. Whiskey

7.3.2. Rum

7.3.3. Brandy and Cognac

7.3.4. Gin

7.3.5. Cordials & Liqueurs

7.3.6. Tequila & Mezcal

7.3.7. Baijiu

7.3.8. Others

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Recent developments & impact analysis, by key market participants

8.2. Company Categorization

8.3. Participant?s Overview

8.4. Financial Performance

8.5. Product Benchmarking

8.6. Company Market Share Analysis, 2024 (%)

8.7. Company Heat Map Analysis

8.8. Strategy Mapping

8.9. Company Profiles

8.9.1. Asahi Group Holdings, Ltd

8.9.1.1. Company Overview

8.9.1.2. Financial Performance

8.9.1.3. Product Portfolios

8.9.1.4. Strategic Initiatives

8.9.2. Diageo plc

- 8.9.2.1. Company Overview
- 8.9.2.2. Financial Performance
- 8.9.2.3. Product Portfolios
- 8.9.2.4. Strategic Initiatives
- 8.9.3. Pernod Ricard S.A.
 - 8.9.3.1. Company Overview
 - 8.9.3.2. Financial Performance
 - 8.9.3.3. Product Portfolios
 - 8.9.3.4. Strategic Initiatives
- 8.9.4. Campari Group
 - 8.9.4.1. Company Overview
 - 8.9.4.2. Financial Performance
 - 8.9.4.3. Product Portfolios
 - 8.9.4.4. Strategic Initiatives
- 8.9.5. Constellation Brands, Inc
 - 8.9.5.1. Company Overview
 - 8.9.5.2. Financial Performance
 - 8.9.5.3. Product Portfolios
 - 8.9.5.4. Strategic Initiatives
- 8.9.6. Tilaknagar Industries Ltd.
 - 8.9.6.1. Company Overview
 - 8.9.6.2. Financial Performance
 - 8.9.6.3. Product Portfolios
 - 8.9.6.4. Strategic Initiatives
- 8.9.7. Bacardi Limited
 - 8.9.7.1. Company Overview
 - 8.9.7.2. Financial Performance
 - 8.9.7.3. Product Portfolios
 - 8.9.7.4. Strategic Initiatives
- 8.9.8. Suntory Holdings Limited
 - 8.9.8.1. Company Overview
 - 8.9.8.2. Financial Performance
 - 8.9.8.3. Product Portfolios
 - 8.9.8.4. Strategic Initiatives
- 8.9.9. Louis Royer
 - 8.9.9.1. Company Overview
 - 8.9.9.2. Financial Performance
 - 8.9.9.3. Product Portfolios
 - 8.9.9.4. Strategic Initiatives

8.9.10. Cognac Hardy

8.9.10.1. Company Overview

8.9.10.2. Financial Performance

8.9.10.3. Product Portfolios

8.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. U.S. spirits market - Key market driver analysis
2. U.S. spirits market - Key market restraint analysis
3. U.S. spirits market estimates and forecast by product, 2021 - 2033 (USD Million; Million 9-Liter Cases)
4. U.S. spirits market estimates and forecast by price point, 2021 - 2033 (USD Million; Million 9-Liter Cases)
5. U.S. spirits market estimates and forecast by distribution channel, 2021 - 2033 (USD Million; Million 9-Liter Cases)
6. U.S. spirits market revenue estimates and forecast by product - price point - distribution channel, 2021 - 2033 (USD Million; Million 9-Liter Cases)

List Of Figures

LIST OF FIGURES

1. U.S. spirits market snapshot
2. U.S. spirits market segmentation & scope
3. U.S. spirits market penetration & growth prospect mapping
4. U.S. spirits market value chain analysis
5. U.S. spirits market dynamics
6. U.S. spirits market Porter's Five Forces analysis
7. U.S. spirits market: product movement analysis, 2024 & 2033 (%)
8. U.S. vodka market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
9. U.S. whiskey market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
10. U.S. rum market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
11. U.S. brandy and cognac market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
12. U.S. gin market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
13. U.S. cordials & Liqueurs market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
14. U.S. tequila & mezcal market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
15. U.S. Baijiu market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
16. Other U.S. spirits market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
17. U.S. spirits market: price point movement analysis, 2024 & 2033 (%)
18. U.S. economic spirits market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
19. U.S. mid-premium spirits market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
20. U.S. super premium spirits market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
21. U.S. ultra-premium spirits market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

22. U.S. spirits market: distribution channel movement analysis, 2024 & 2033 (%)
23. U.S. spirits market estimates and forecast, through on-trade, 2021 - 2033 (USD Million; Million 9-Liter Cases)
24. U.S. spirits market estimates and forecast, through off-trade, 2021 - 2033 (USD Million; Million 9-Liter Cases)
25. U.S. spirits market: Product - price point - distribution channel movement analysis, 2024 & 2033 (%)
26. U.S. Economic vodka market estimates and forecast, through on-trade, 2021 - 2033 (USD Million; Million 9-Liter Cases)
27. U.S. Economic vodka market estimates and forecast, through off-trade, 2021 - 2033 (USD Million; Million 9-Liter Cases)
28. U.S. mid-premium vodka market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
29. U.S. mid-premium vodka market estimates and forecast, through on-trade, 2021 - 2033 (USD Million; Million 9-Liter Cases)
30. U.S. mid-premium vodka market estimates and forecast, through off-trade, 2021 - 2033 (USD Million; Million 9-Liter Cases)
31. U.S. super premium vodka market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
32. U.S. super premium vodka market estimates and forecast, through on-trade, 2021 - 2033 (USD Million; Million 9-Liter Cases)
33. U.S. super premium vodka market estimates and forecast, through off-trade, 2021 - 2033 (USD Million; Million 9-Liter Cases)
34. U.S. ultra-premium vodka market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)
35. U.S. ultra-premium vodka market estimates and forecast, through on-trade, 2021 - 2033 (USD Million; Million 9-Liter Cases)
36. U.S. ultra-premium vodka market estimates and forecast, through off-trade, 2021 - 2033 (USD Million; Million 9-Liter Cases)

I would like to order

Product name: U.S. Spirits Market Size, Share & Trends Analysis Report By Product (Vodka, Whiskey, Rum, Brandy, Gin), By Price Point (Economy, Mid-Premium, Supper-Premium), By Distribution Channel, By Product - Price Point - Distribution Channel, And Segment Forecasts, 2025 - 2033

Product link: <https://marketpublishers.com/r/UA409CD13C75EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UA409CD13C75EN.html>