



Vodka: The Spirit of the Industry

Vodka has become the backbone of the spirits industry, accounting for 32% of all volumes. In 2016, 69.8 million 9-liter cases of vodka were sold in the United States, generating \$5.8 billion in revenue for distillers.

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

Year	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
15 - 16 Growth	0.0%	0.9%	4.6%	13.4%	2.4%

U.S. Vodka Supplier Revenues Gross Revenues Including FET (millions)

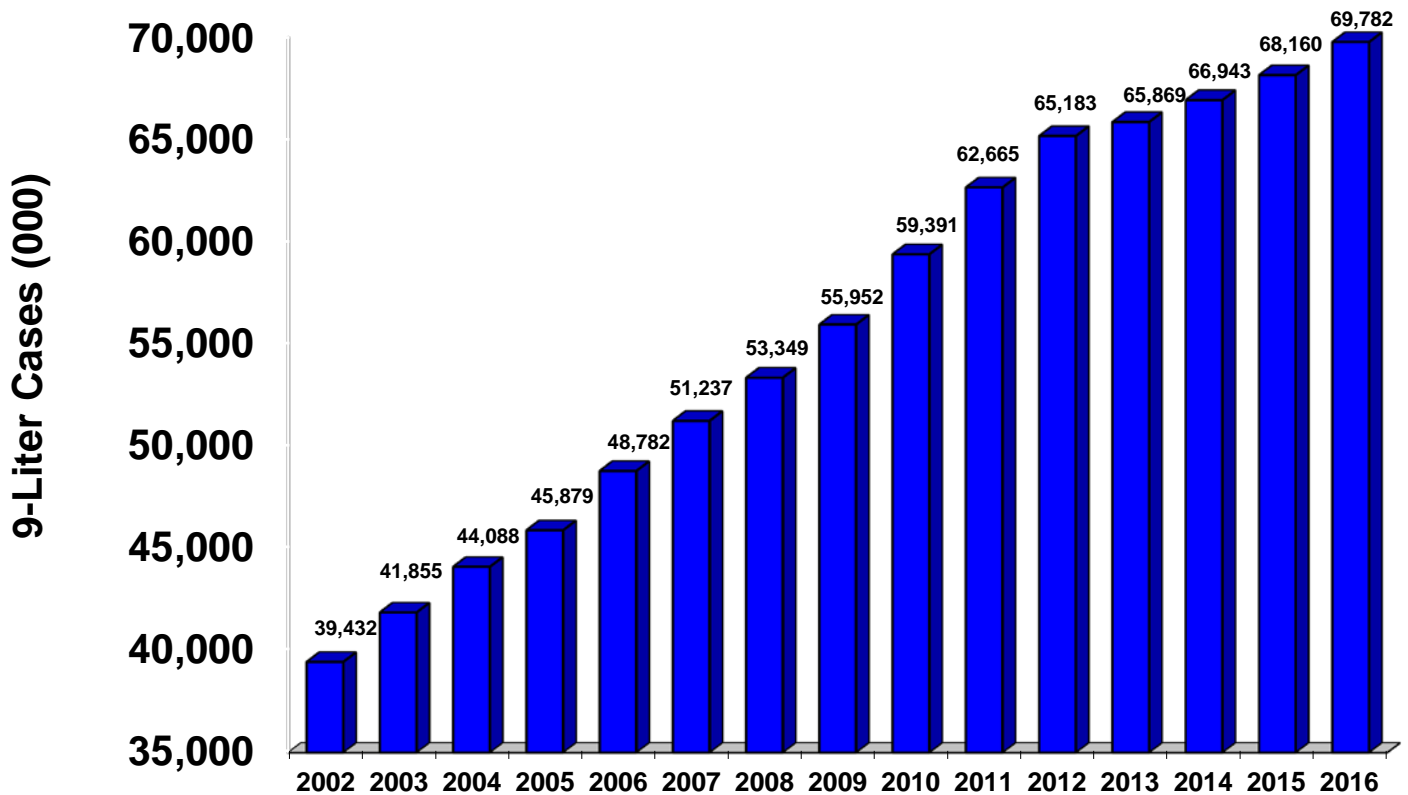
Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$787	\$771	\$1,089	\$320	\$2,966
2004	\$872	\$795	\$1,211	\$460	\$3,338
2005	\$883	\$854	\$1,300	\$546	\$3,582
2006	\$892	\$932	\$1,393	\$778	\$3,994
2007	\$923	\$992	\$1,449	\$933	\$4,297
2008	\$956	\$1,152	\$1,477	\$899	\$4,485
2009	\$1,021	\$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
15 - 16 Growth	-0.5%	-0.2%	4.7%	13.1%	4.1%

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

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, 2002-2016



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

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