
Description: The “State of the Industry” reports are concise, yet detailed studies filled with priceless data, forecasts, and objective analysis. The amount of valuable data and analysis in this report far outweighs its cost and is well worth the investment. Depending on the topic, State of the Industry reports include historical, current, and future sales data; drivers of market growth; consumer data; a summary of the leading companies; distribution channels, foreign trade, and other relevant data and analysis. This information is a vital part of any successful business plan.

Report Benefits:
- Valuable Data
- Insightful Analysis
- Forecasts to Help Plan
- Save Time and Money
- Reasonably Priced

Contents: Written Analysis (24 pages):
- Drivers of Industry Growth
- Social Media a Vital Marketing Tool for Whiskey Companies
- Overall Sales Trends
- Sales by Price Point
- Flavored Whiskey Sales and Market Shares
- Irish and Single Malt Scotch Whiskey Posting Significant Growth
- Bourbon and Tennessee Whiskey Benefitting From Local Movement
- Blended Whiskey Getting a Boost From Flavored Varieties
- Canadian and Blended Scotch Whiskey Providing Mixed Results
- Per Capita Consumption Trends
- Imports and Exports
- Leading Brands and Market Shares
- Demographic Trends for Expenditures on Alcoholic Beverages
- Consumer Price Trends for Alcoholic Beverages
- Economy’s Impact on Whiskey Sales

Statistical Tables (27 tables):
- Dollar and Volume Sales of Whiskey in the U.S., 2007-2019
- Average Price Per 9-Liter Case of Whiskey Sold in the U.S., 2007-2019
- Dollar Sales of Whiskey in the U.S., by Price Point, 2007-2019
- Volume Sales of Whiskey in the U.S., by Price Point, 2007-2019
- Dollar Sales of Whiskey in the U.S., As a Percentage of Total Distilled Spirits Sales, 2007-2019
- Volume Sales of Whiskey in the U.S., As a Percentage of Total Distilled Spirits Sales, 2007-2019
- Dollar and Volume Sales of Bourbon and Tennessee Whiskey in the U.S., 2007-2019
- Dollar and Volume Sales of Canadian Whiskey in the U.S., 2007-2019
- Dollar and Volume Sales of Blended Scotch Whiskey in the U.S., 2007-2019
- Dollar and Volume Sales of Blended Whiskey, Other Than Scotch, in the U.S., 2007-2019
- Dollar and Volume Sales of Irish Whiskey in the U.S., 2007-2019
- Per Capita Consumption of Whiskey in the U.S., 2007-2019
- Per Capita Consumption of Distilled Spirits in the U.S., 2007-2019
- Per Capita Consumption of Distilled Spirits in the U.S., by State, 2014
- Value and Volume of U.S. Whiskey Imports, 2007-2019
- Value and Volume of U.S. Whiskey Exports, 2007-2019

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U.S. Exports of Whiskey, by Top 10 Export Countries, 2013 and 2014
U.S. Dollar and Unit Sales for the Top 10 Brands of Whiskey, 2013
Top 25 Brands of Whiskey, Ranked by Global Sales, 2014
Average Annual Household Expenditures on Alcoholic Beverages, by Detailed Demographic Characteristics, 2014 and 2019
Average Annual Household Expenditures on Alcoholic Beverages At Home, by Detailed Demographic Characteristics, 2014 and 2019
Average Annual Household Expenditures on Alcoholic Beverages Away From Home, by Detailed Demographic Characteristics, 2014 and 2019
U.S. Consumer Price Trends for Alcoholic Beverages, 2007-2019
U.S. Consumer Price Trends for Alcoholic Beverages, At Home vs. Away From Home, 2007-2019

Graphs (3 graphs):
Dollar Sales of Whiskey in the U.S., 2009-2019
Average Price Per 9-Liter Case of Whiskey Sold in the U.S., 2009-2019
Per Capita Consumption of Whiskey in the U.S., 2009-2019

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