

CRAFT SPIRITS

DATA PROJECT 2026



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In 2025, the U.S. craft spirits category experienced its third decline since the creation of this report in 2016. The craft spirits category represented 11.7 million cases (versus 12.7 million in 2024) and \$7.3 billion in sales for the year, representing a volume decrease of 8% and value decrease of 3.7%.

As a whole, craft spirits sales remained nearly evenly split between the home state (49%) and other states (51%) in 2025. Since 2023, the home state's share of total craft spirits sales has grown by 0.9 percentage points, driven almost entirely by sales at the distillery, while sales outside the home state have declined by 0.9 percentage points.

Large craft producers shifted resources to focus on sales in their respective home states. Medium-sized craft producers did the majority of business in the home state. Small craft producers relied even more heavily on home state sales, with that channel gaining share.

Craft producers substantially reduced investment compared to previous years. The total investment by all craft producers declined for the second year in a row, reaching \$526 million in 2025, down from \$811 million in 2024.

Key Findings

 The number of active craft distillers in the U.S. is now 2,131.

 The U.S. craft spirits category volume reached over 11.7 million 9L cases in retail sales in 2025, an -8% decline year-over-year. In value terms, the market reached \$7.3 billion in sales representing a -3.7% growth rate.

 Craft spirits market share of total U.S. spirits decreased to 4.2% share in volume and 7.3% in value in 2025, down in volume from 4.5% in 2024.

 Exports of U.S. craft spirits reached 123,000 9L cases, marking about 13.4% decrease from the prior year.

 Employment numbers within the U.S. craft market declined for the second year in a row, reaching 21,285 full-time domestic employees, down from 28,628 in 2024.

CRAFT SPIRITS

MARKET DATA 2026



Craft Defined for Purposes of the Research

DEFINITION

U.S. Craft spirits are distilled spirits that are produced in the U.S. by licensed producers that have not more than 750,000 proof gallons (or 394,317 9L cases) removed from bond, market themselves as craft, are not openly controlled by a large supplier, and have no proven violation of the ACSA Code of Ethics

SIZE REQUIREMENTS

Not more than 750,000 proof gallons (or 394,317 9L cases) removed from bond by licensed producer (DSP)

OWNERSHIP STRUCTURE

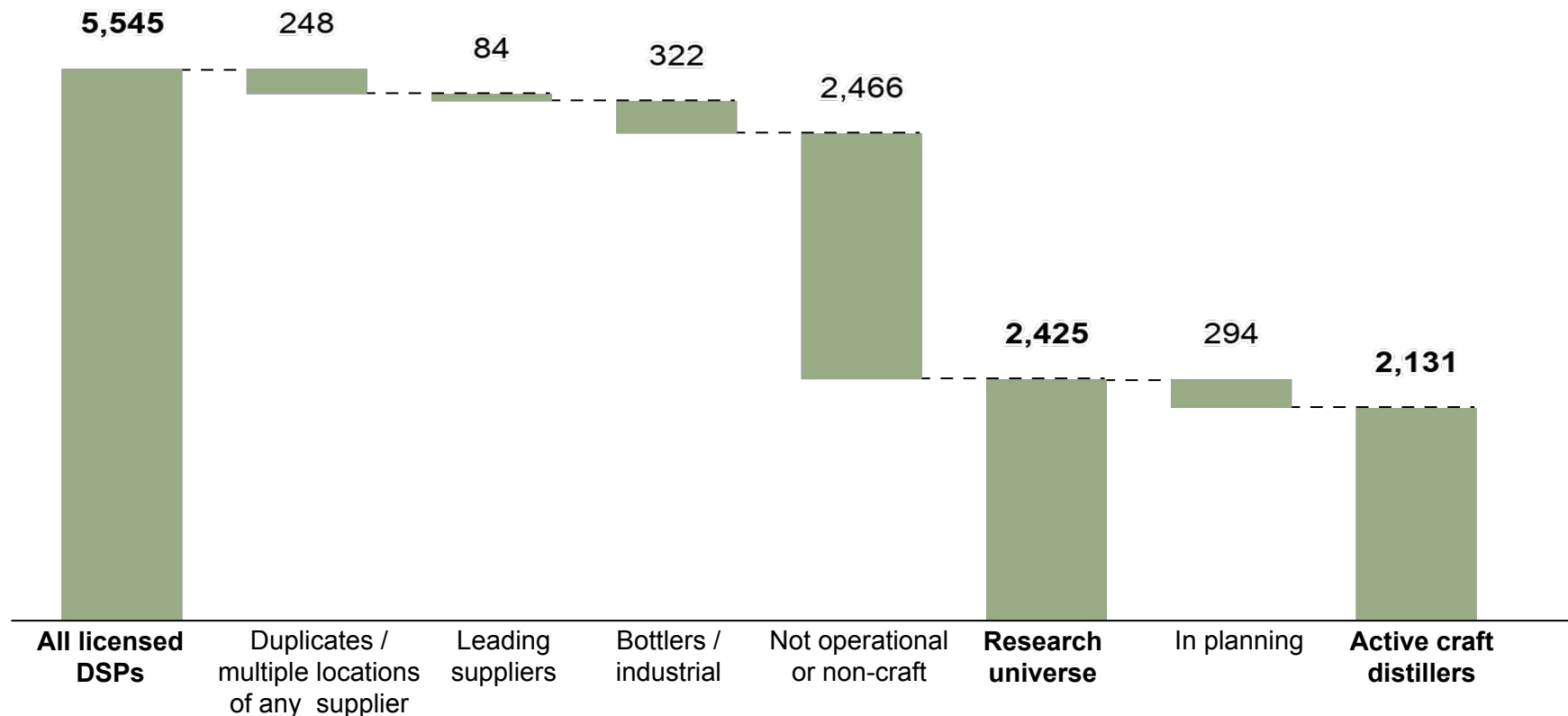
No more than 50% of the DSP is owned (directly or indirectly) by a producer of distilled spirits whose combined annual production of distilled spirits from all sources exceeds 750,000 proof gallons removed from bond.

ACSA CODE OF ETHICS

"We operate in an honest, transparent and non-deceptive fashion. We inform consumers truthfully and accurately about the sources and methods used to make our spirits through our labels, materials and communications. We expect fair dealing and respect amongst members. We obey all federal, state, and local laws."

Identifying Active Craft Distillers

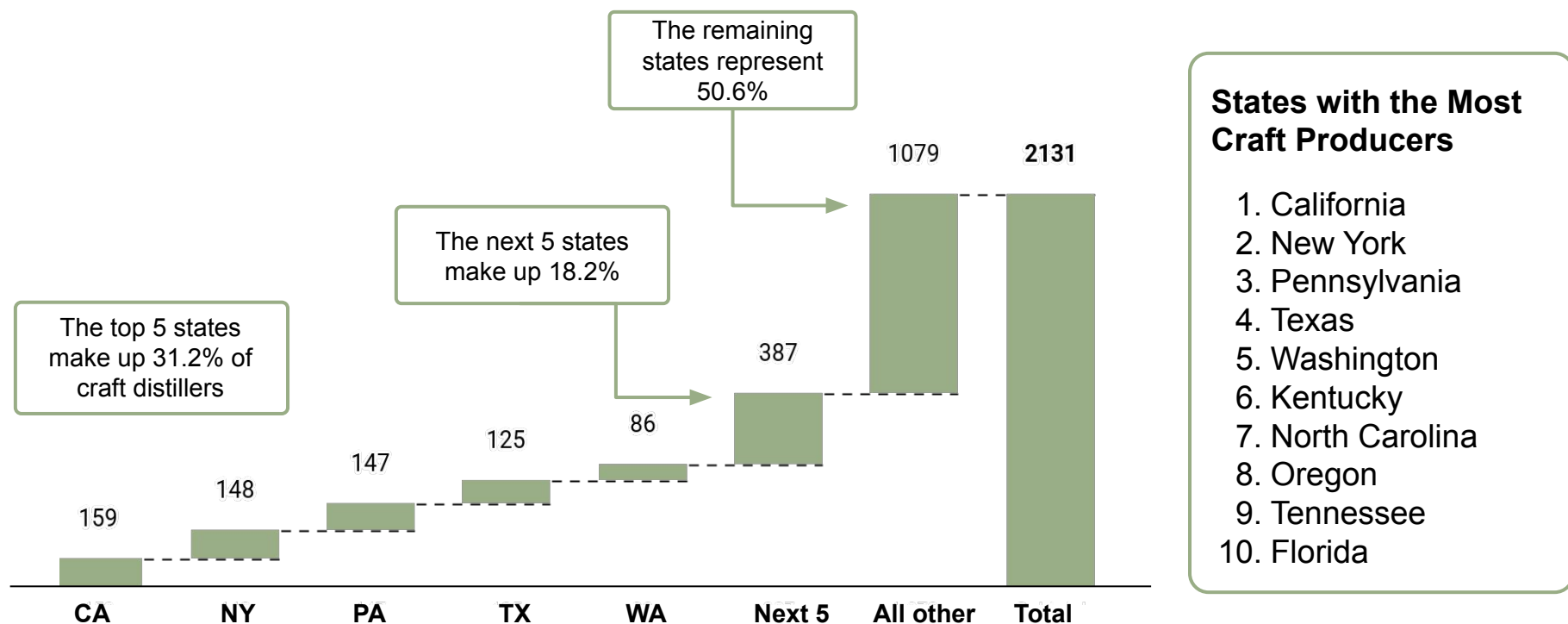
DSPs by Segment as of August 2026



The total number of active craft distillers is determined by removing all inactive businesses and distillers that fall outside the definitions of craft from the federal database of DSPs.

Active Craft Distilleries by State

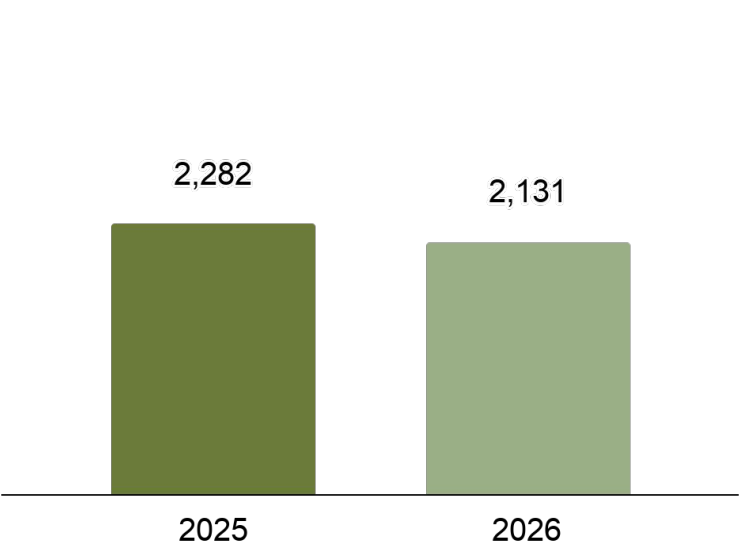
Active Craft Distilleries by State as of August 2026



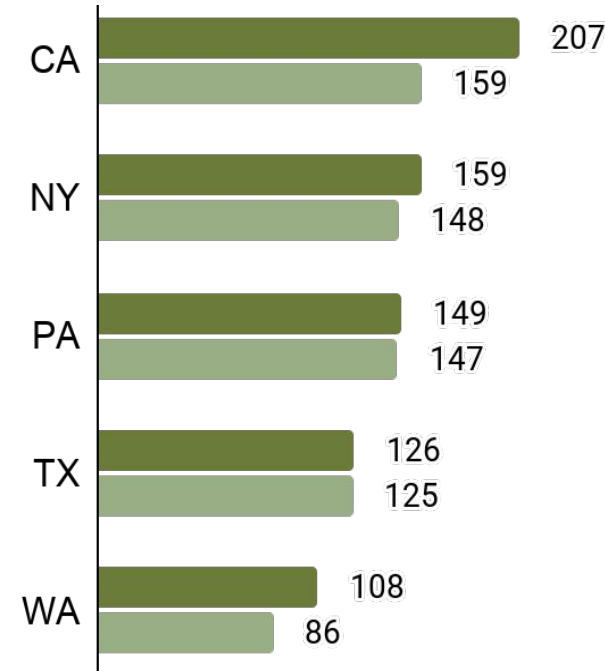
The top five states represent more than 31% of craft distillers, and just about half of all active craft distilleries are in the top 10 states.

The Number of Craft Distillers Has Declined in a Challenging Environment

Number of Active Craft Distillers
August 2025 to August 2026



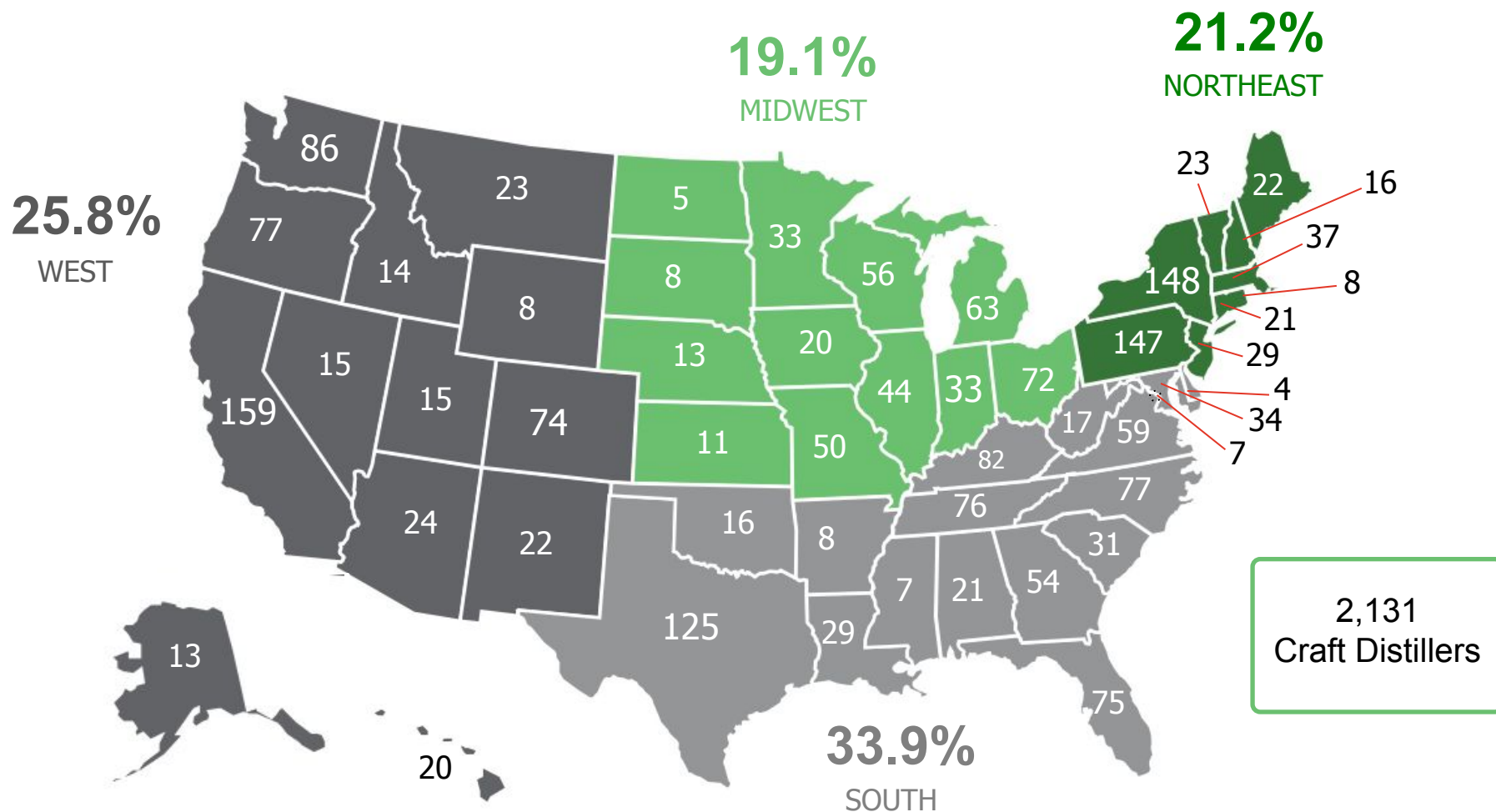
Top 5 States by Active Craft Distiller Count
August 2025 to August 2026



As of August 2026, there were 2,131 craft distillers active in the US, a 6.6% decrease from the 2,282 active distillers in August 2025.

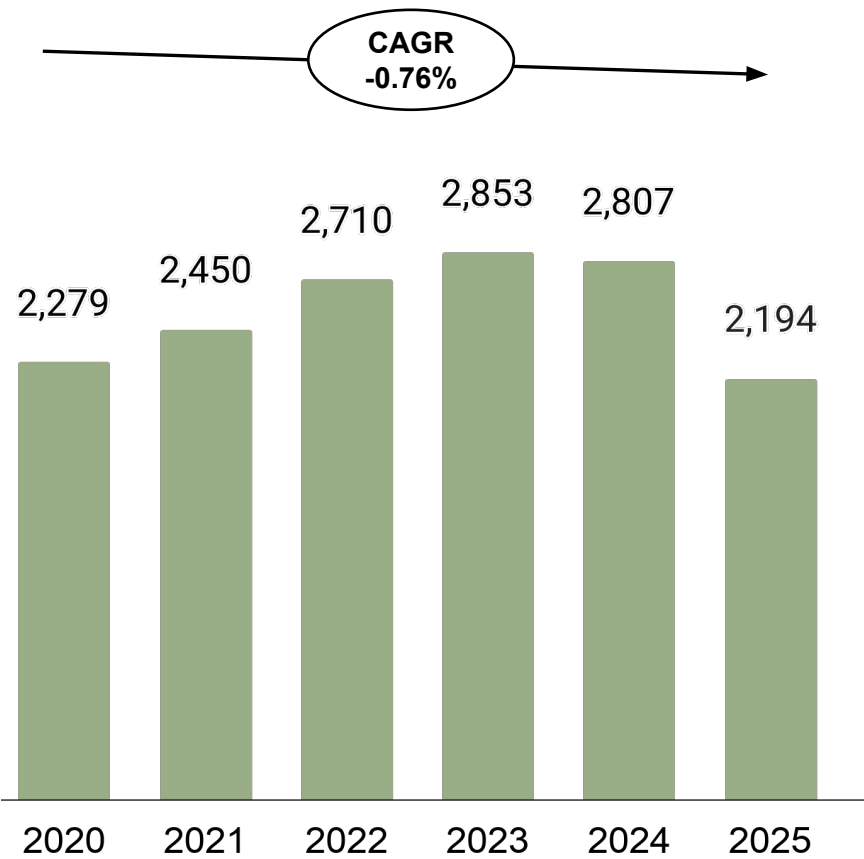
Active Craft Distillers by State and Region

Active Craft Distillers by State and Region as of August 2026

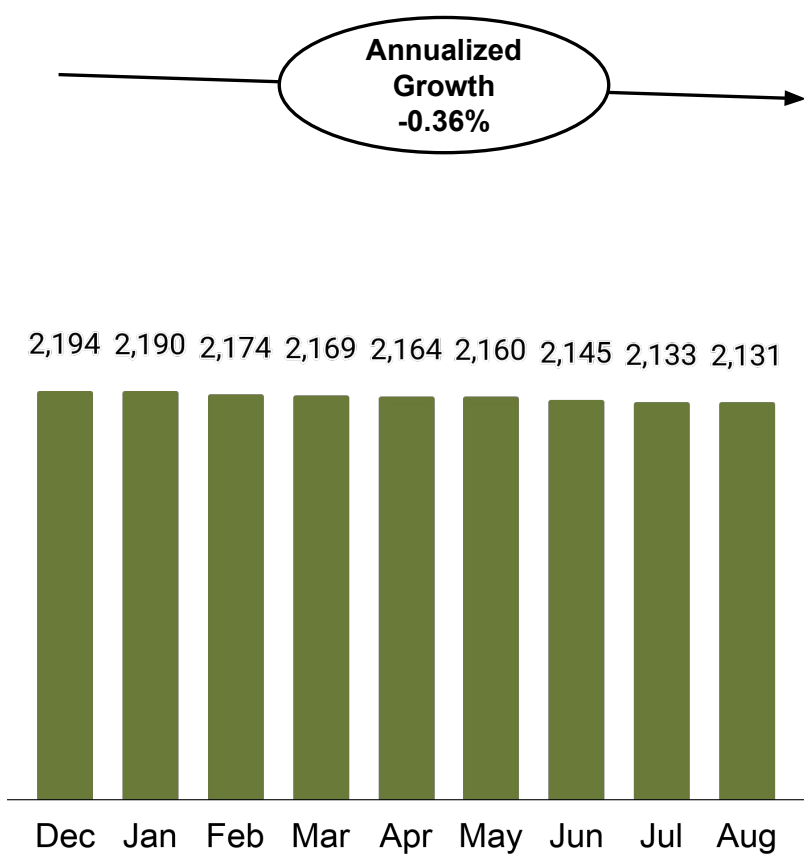


Number of Active Craft Distillers Dips Following Previous Years' Growth

Number of Craft Spirits Producers
2020 to 2025

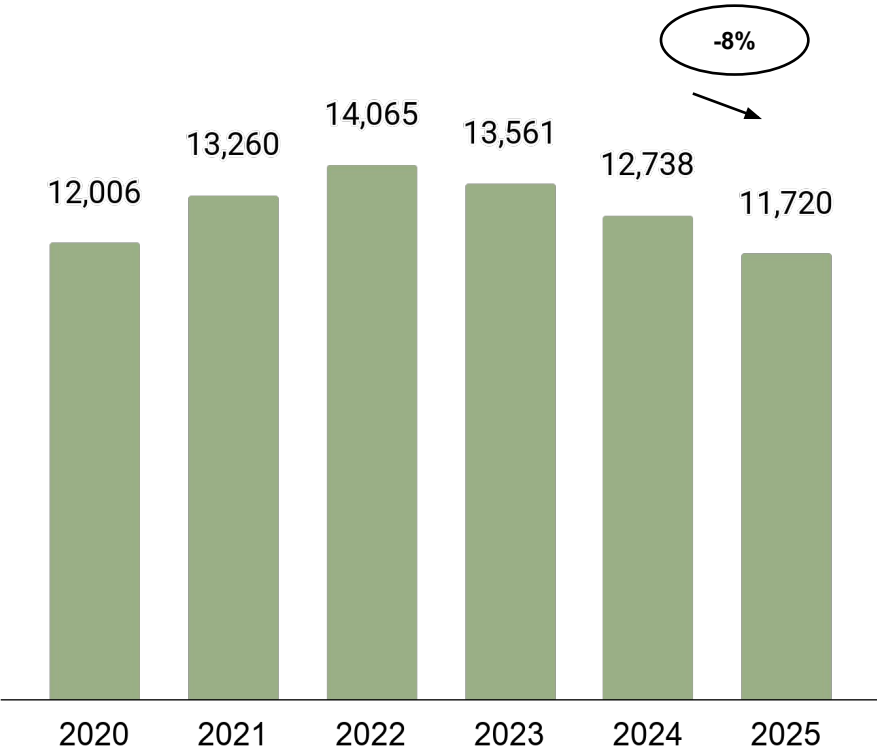


Number of Craft Spirits Producers,
December 2025 to August 2026

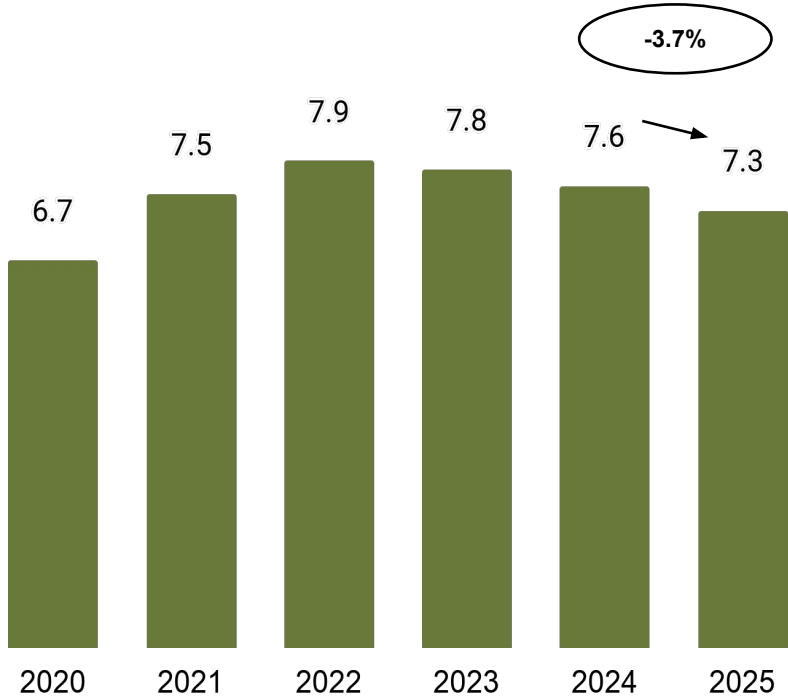


Craft Spirits Category Continued to Experience Declines in 2025

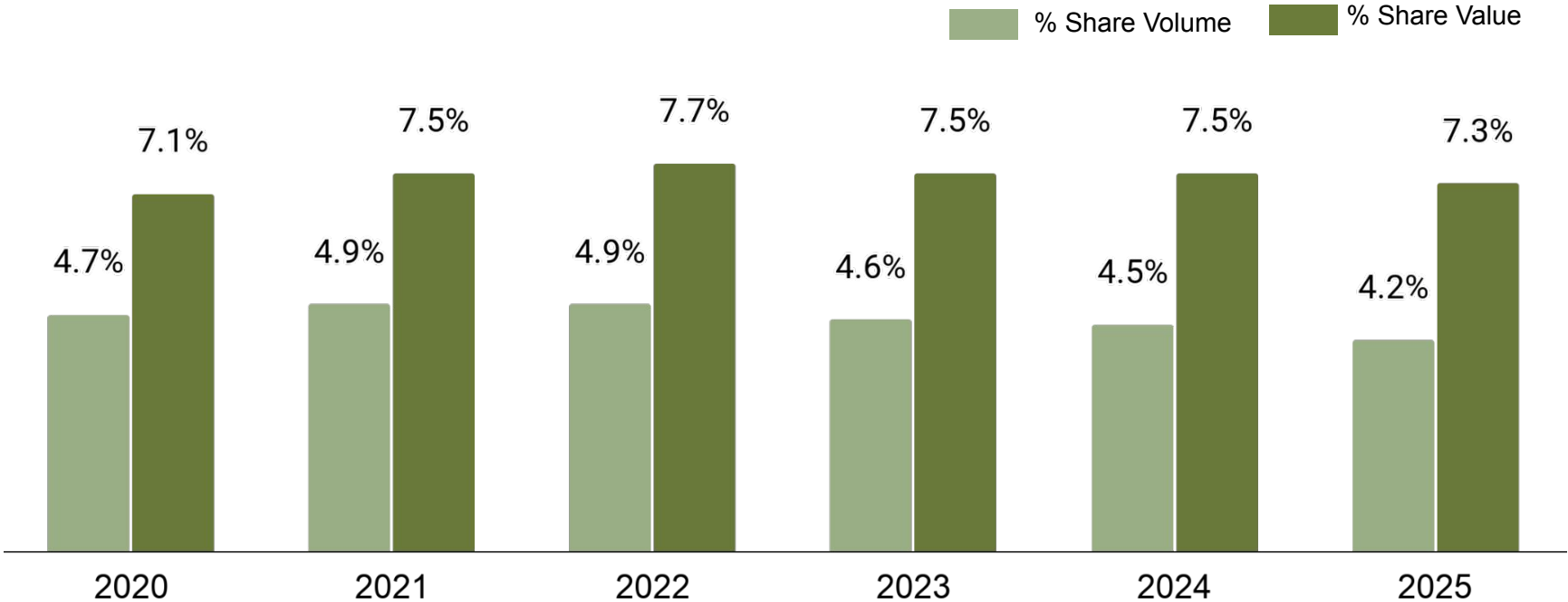
Craft Spirits Sales by Volume 2020 – 2025
9L Cases (000)



Craft Spirits Sales by Value 2020 – 2025
\$ Billions



Craft Distiller Sales as a Share of Total U.S. Spirits Volume and Value

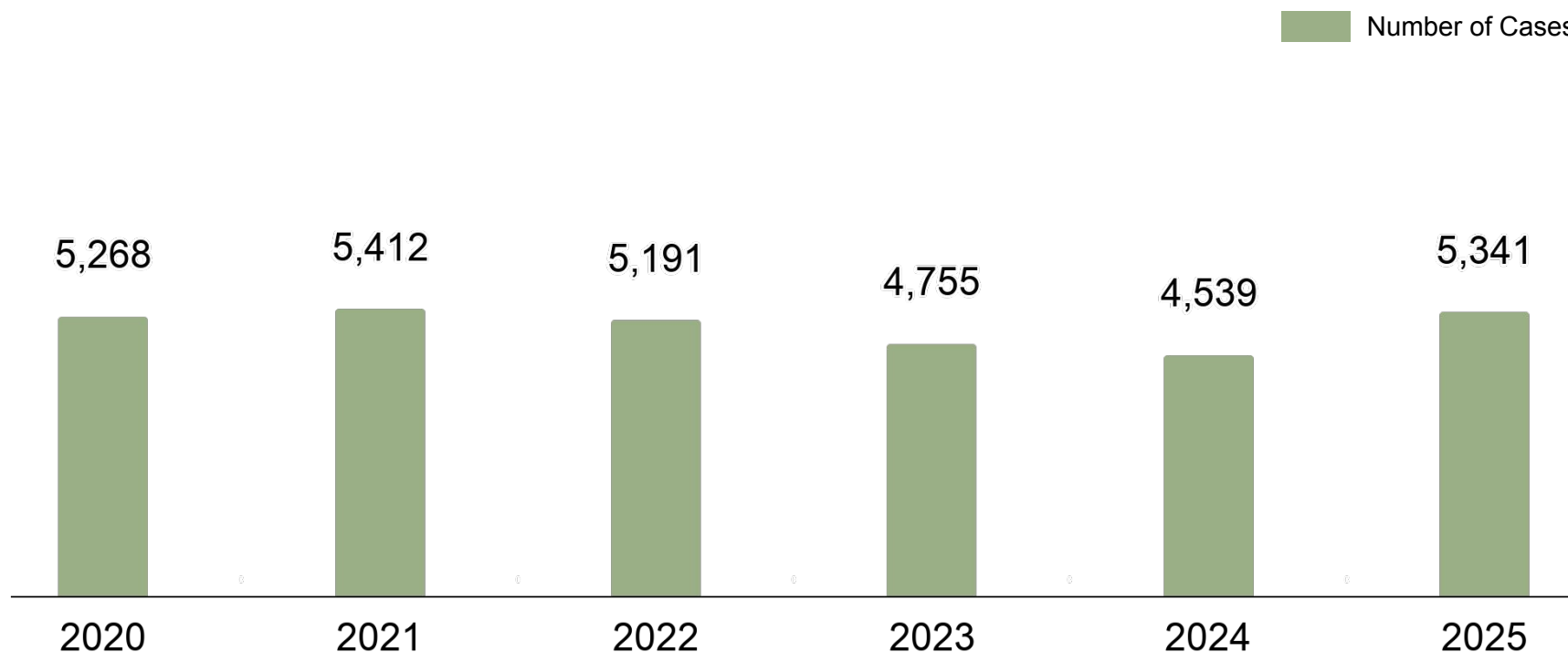


U.S. craft spirits has an estimated market share of 4.2% in volume, down from 4.7% since 2020, and 7.3% in value, up from 7.1% in value since 2020.

Average Volume of U.S. Craft Distillers Increased in 2025

Number of Cases of Average U.S. Craft Distiller 2020 – 2025

9L Cases

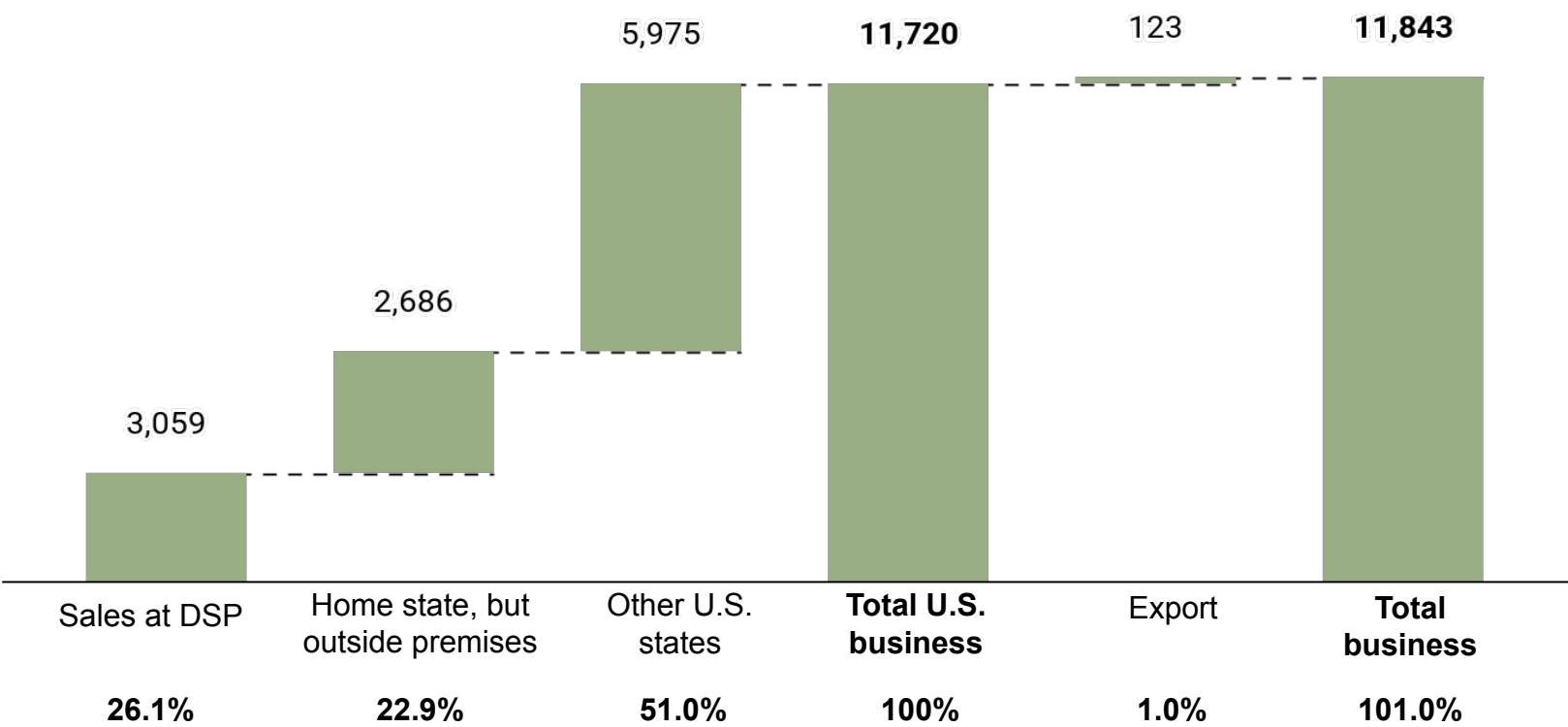


In 2025, the average number of cases removed from bond increased to 5,341 9L cases, a 17.7% increase from 2024 due to the significant decline in the number of small craft distillers.

51% of U.S. Craft Business Takes Place Outside the Home State

Sources of Case Sales – Total U.S. Craft Spirits Industry (Domestic and Export 2025)

9L Cases (000)



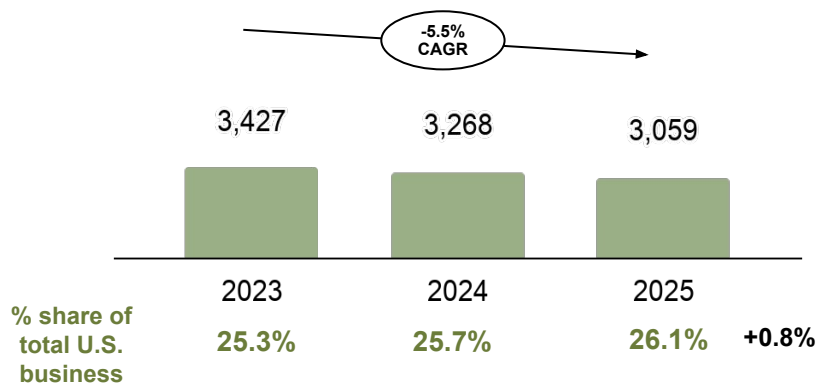
The percentage of craft spirits sold at the DSP represented 26.1% of all craft spirits sales, up from 18% in 2016.

Share of Sales in Craft Distillers' Home State is Increasing

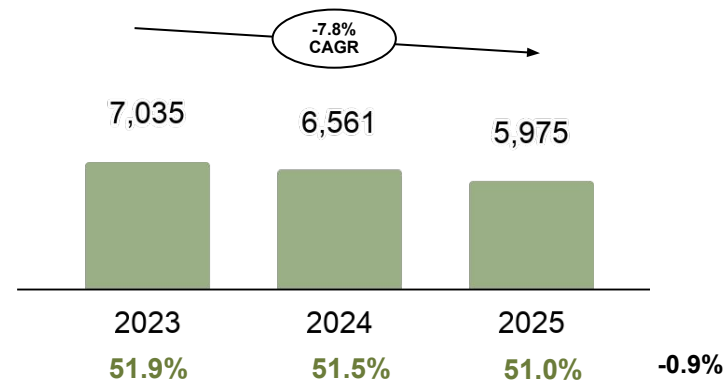
Total Craft Spirits Industry, Sources of Case Sales, 2023 – 2025

9L Cases (000)

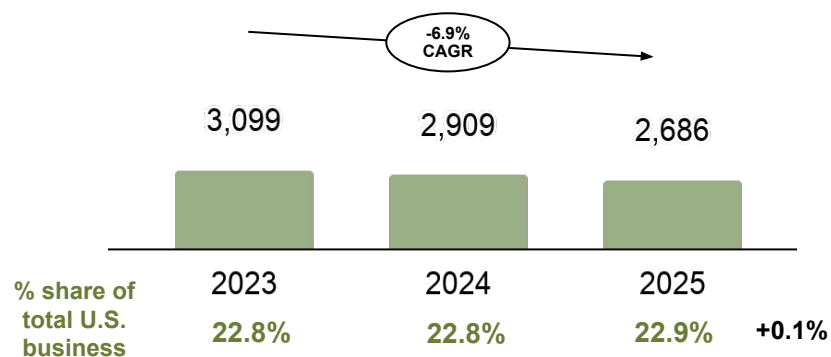
Sales at DSP



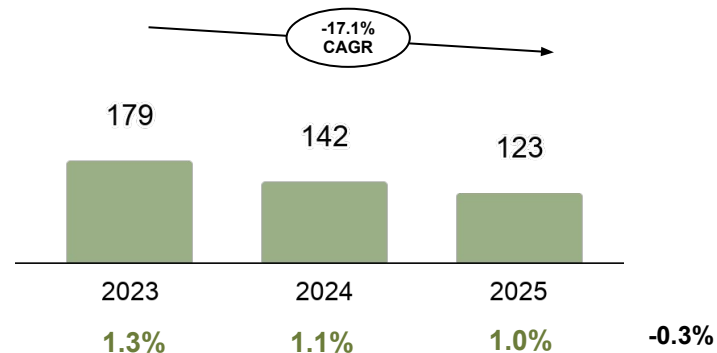
Other States



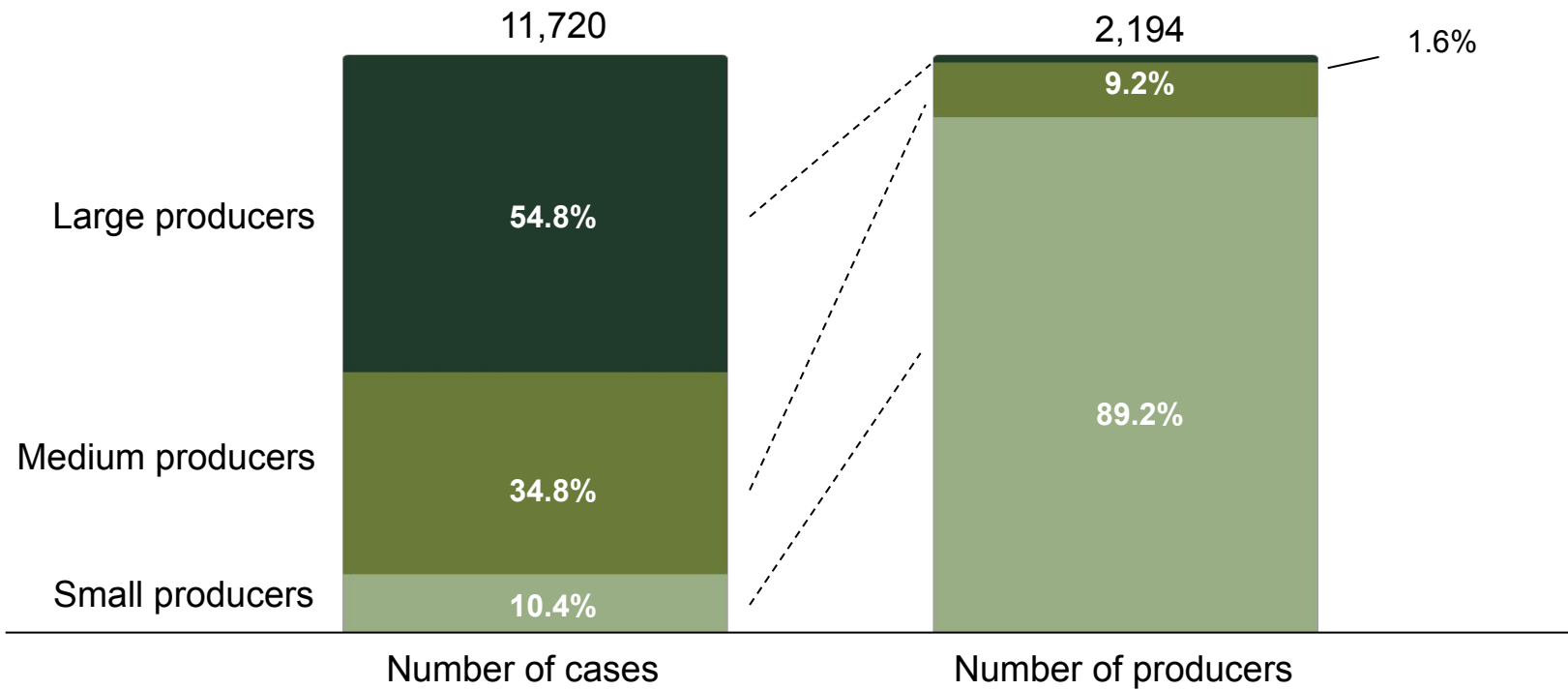
Home State



Export



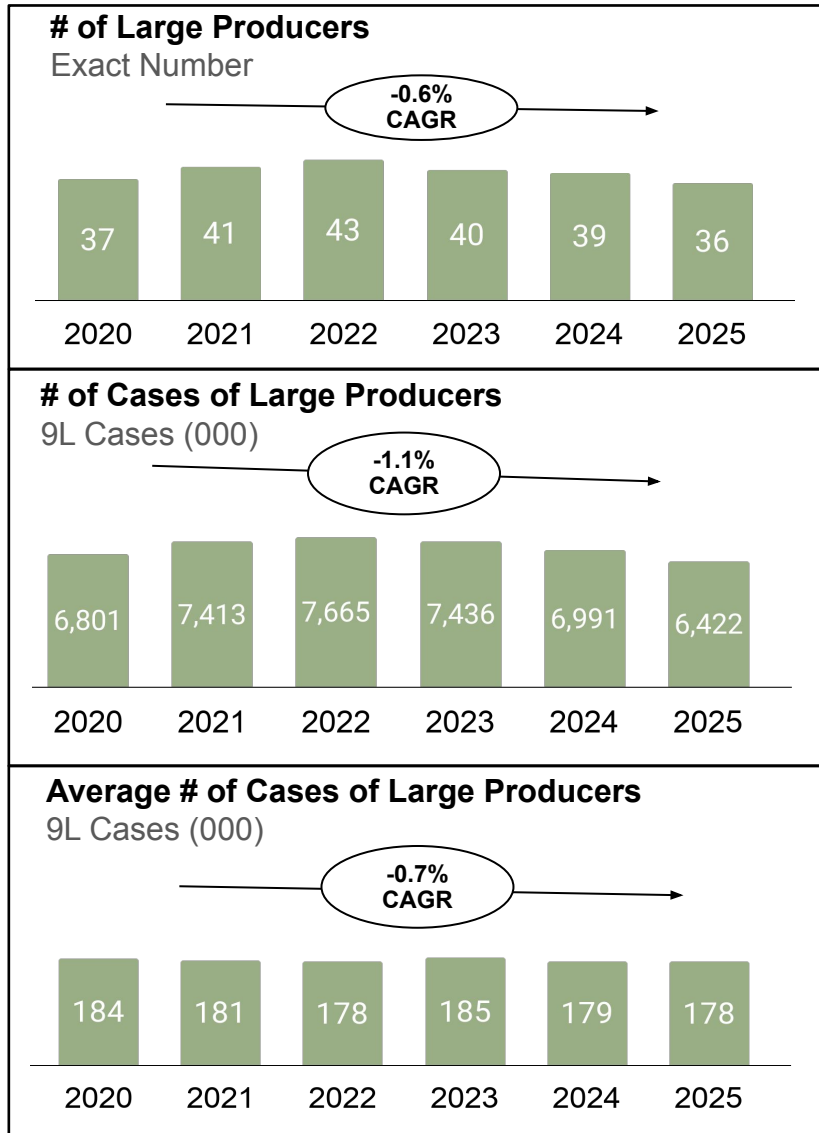
Craft Distillers and Case Volumes by Producer Size, 2025
of Producers, 9L Cases (000)



Less than 2% of craft spirits producers are responsible for over 54% of the cases produced while nearly 90% of producers are classified as small and are responsible for under 11% of cases produced.

Sources: TTB, Distiller Surveys, Team Analyses *Small: 1 - 5,259 9L Cases, Medium: 5,260 - 52,576 9L Cases, Large: 52,576 - 394,317 9L Cases

Average Number of Cases Removed From Bond by Large Craft Producers Remains Consistent



The number of large craft producers was 36 in 2025, down 16% from its peak of 43 in 2022.



The number of cases of large craft producers has decreased from 6.8 million 9L cases in 2020 to 6.4 million 9L cases in 2025.

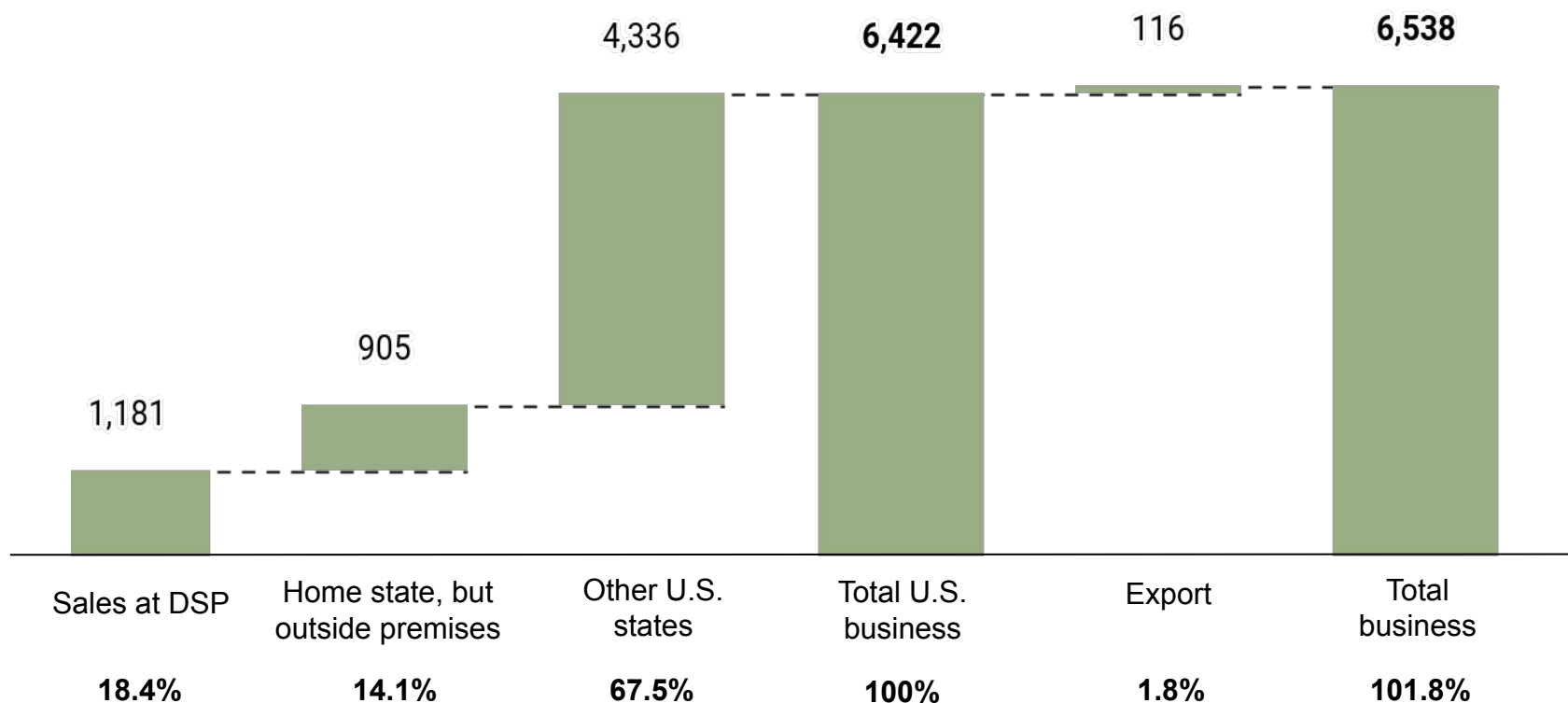


The average number of cases removed from bond by large craft producers has remained fairly consistent, totaling 178,000 9L cases in 2025.

Large Craft Producers Do the Vast Majority of Business Outside the Home State

Sources of Case Sales – Large U.S. Craft Spirits Producers 2025

9L Cases (000)



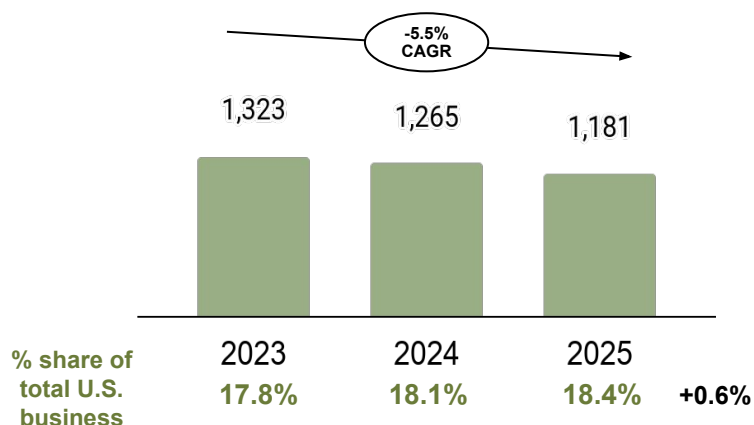
Large craft producers do most of their business outside of the home state.

Large Craft Producers Shift Sales to Home State

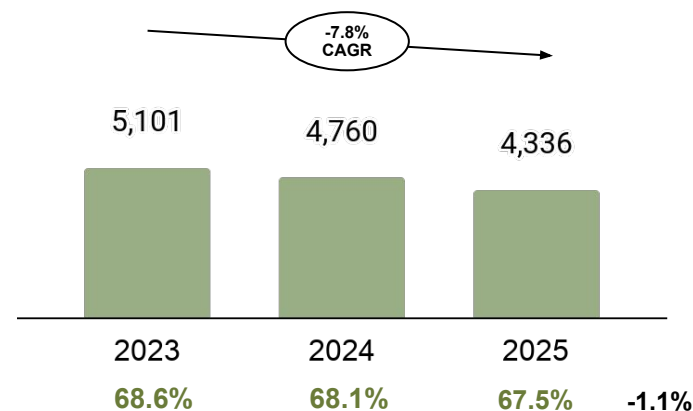
Large Craft Spirits Producers, Sources of Case Sales, 2023 – 2025

9L Cases (000)

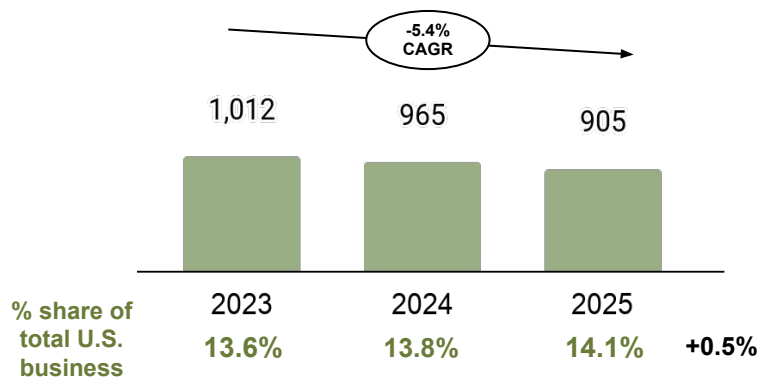
Sales at DSP



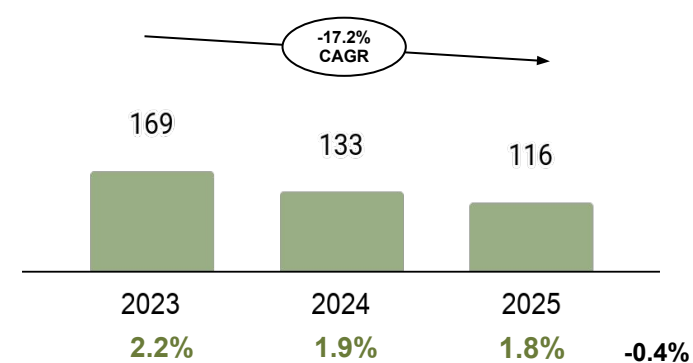
Other States



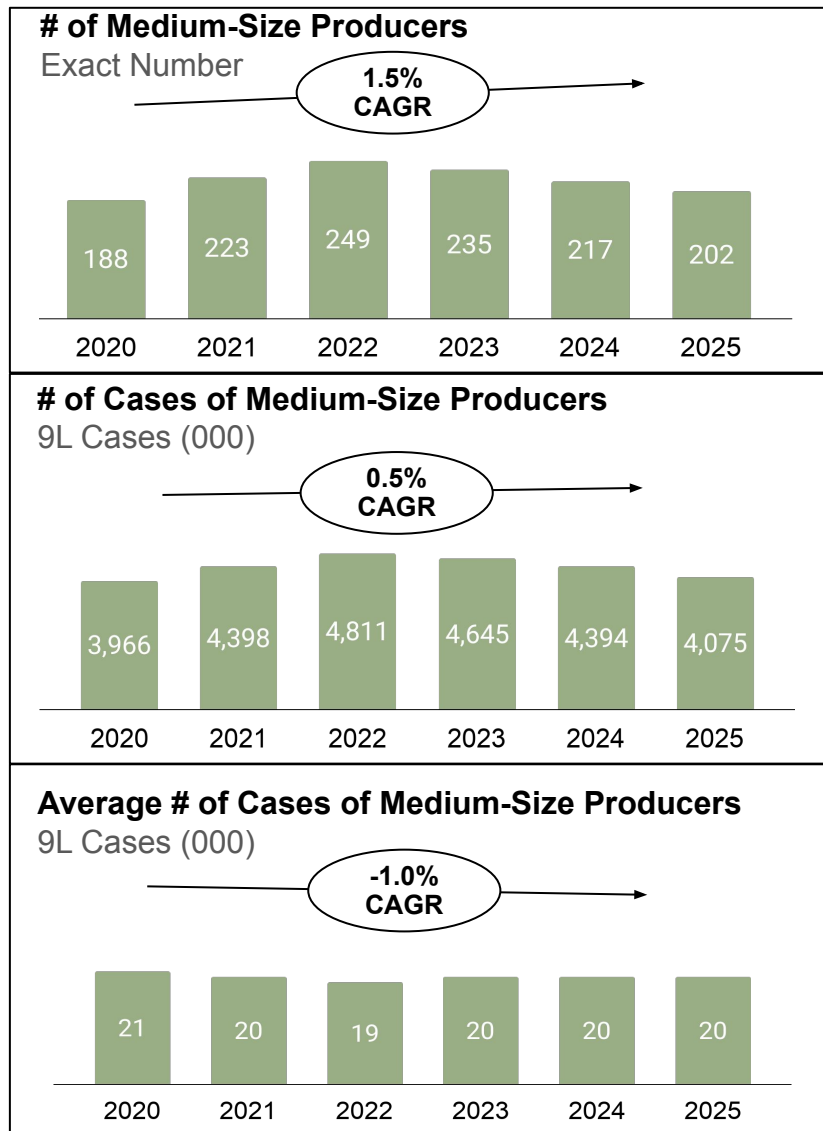
Home State



Export



Average Volume of Medium-Sized Craft Producers Remained Consistent in 2025



The number of medium craft producers was 202 in 2025, down 18.9% from its peak of 249 in 2022.



The total number of cases removed from bond by medium craft distillers has returned to just over 4 million 9L cases in 2025, down from its peak of 4.8 million cases in 2022.

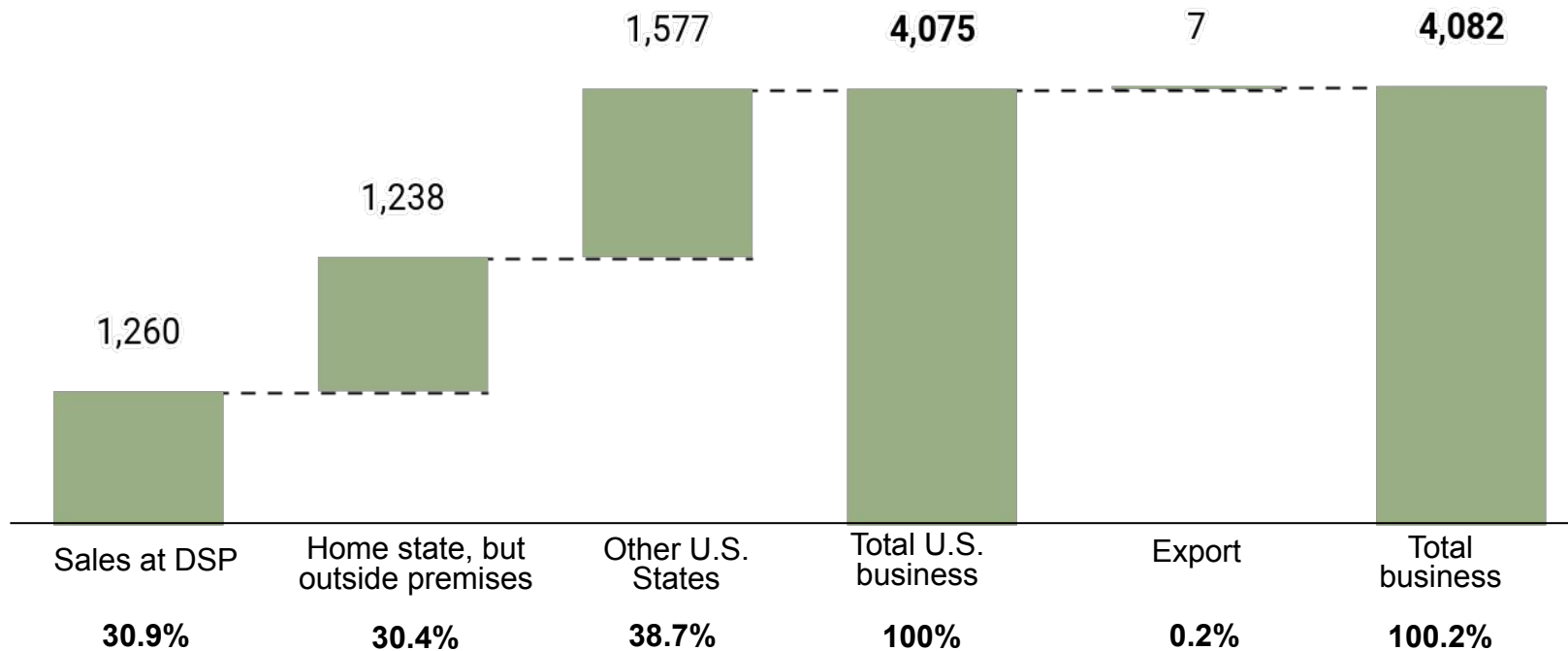


The average number of cases produced by medium craft distillers has remained consistent from 2020 to 2025 at approximately 20,000 9L cases.

Medium Craft Producers Do the Majority of Business in the Home State

Sources of Case Sales – Medium U.S. Craft Spirits Producers 2025

9L Cases (000)



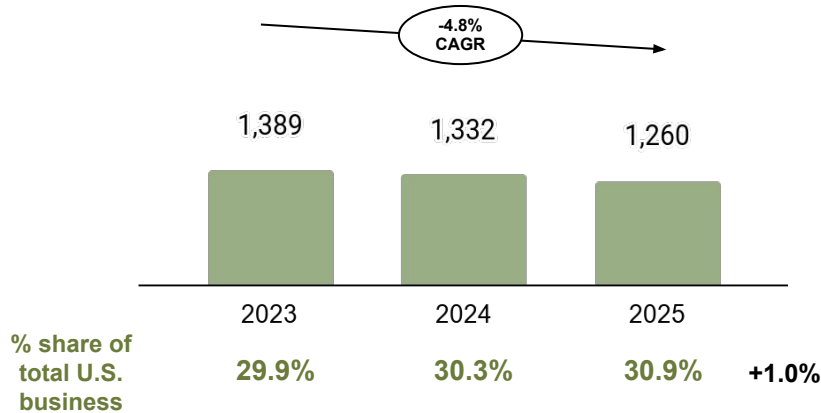
61.3% of the total U.S. business of medium U.S. craft producers takes place in the home state of the craft distiller.

Medium Craft Producers Share of Sales at DSP Grow

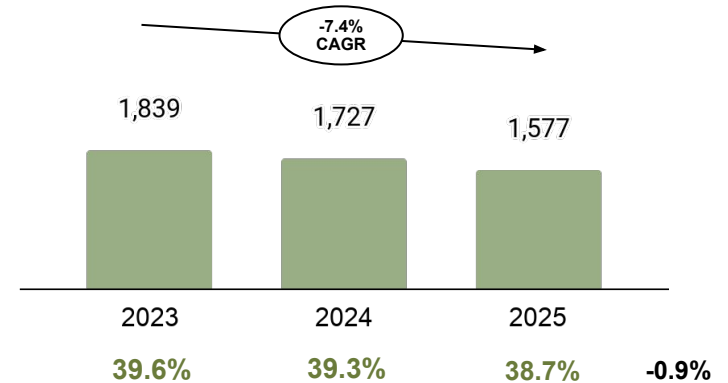
Medium Craft Spirits Producers, Sources of Case Sales, 2023 – 2025

9L Cases (000)

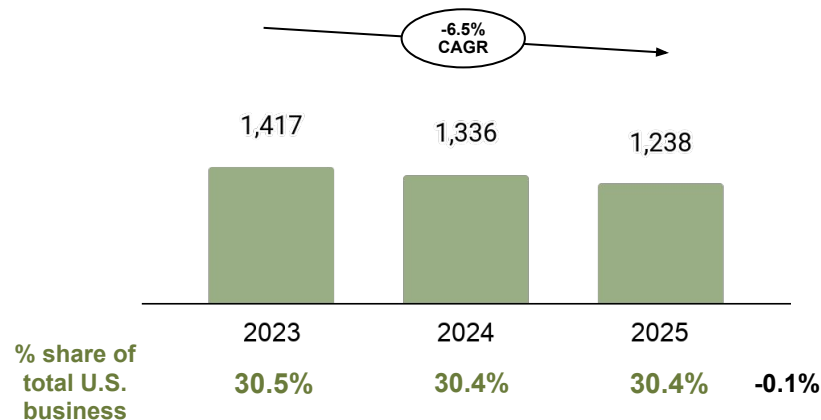
Sales at DSP



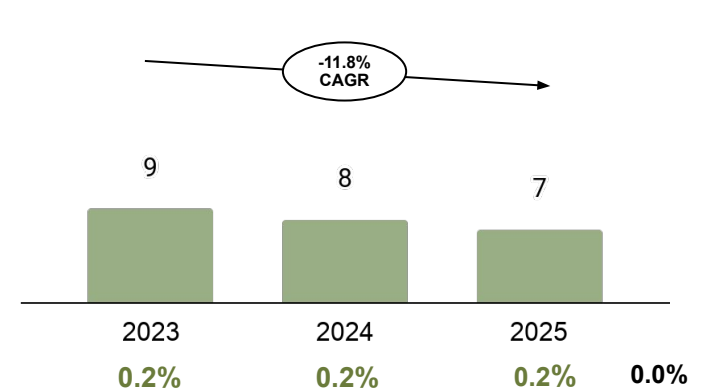
Other States



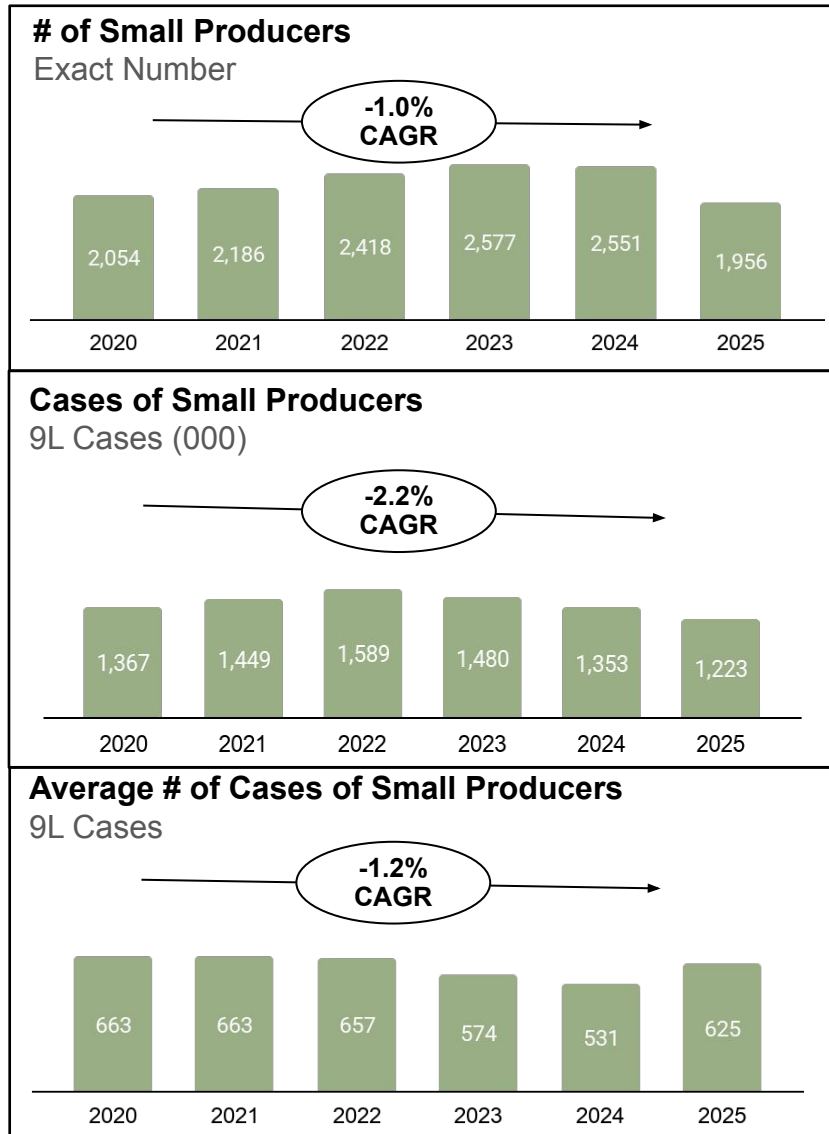
Home State



Export



Number of Small Craft Producers Decreased Sharply



The number of small craft producers was 1,956 in 2025, down 24.1% from its peak of 2,577 in 2023.



The number of cases of small craft distillers has decreased from 1.36 million 9L cases in 2020 to just over 1.2 million 9L cases in 2025.



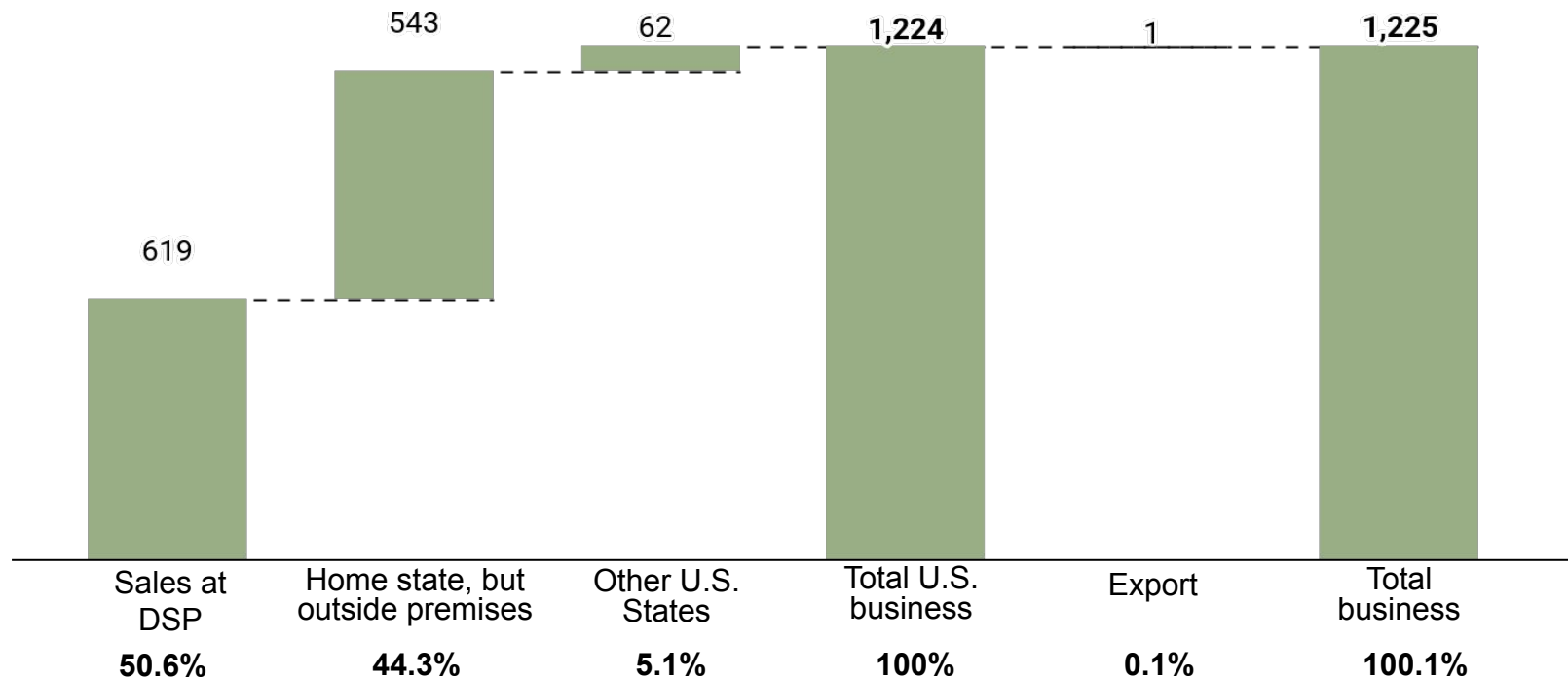
The average number of cases removed from bond by small craft distillers has decreased from 663 9L cases in 2020 to 625 cases in 2025.

Small Craft Producers Do Nearly All Their Business In the Home State

CRAFT SPIRITS
DATA PROJECT

Sources of Case Sales – Small U.S. Craft Spirits Producers, Domestic and Export 2025

9L Cases (000)



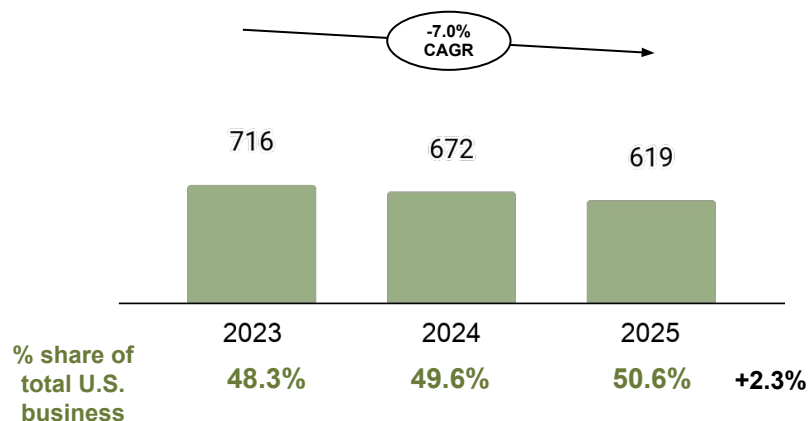
Over 50% of the total business of small craft producers comes from sales at the DSP. Just 5.2% of the total business comes from sales outside the home state, including exports.

Small Craft Producers Heavily Rely on Sales in the Home State

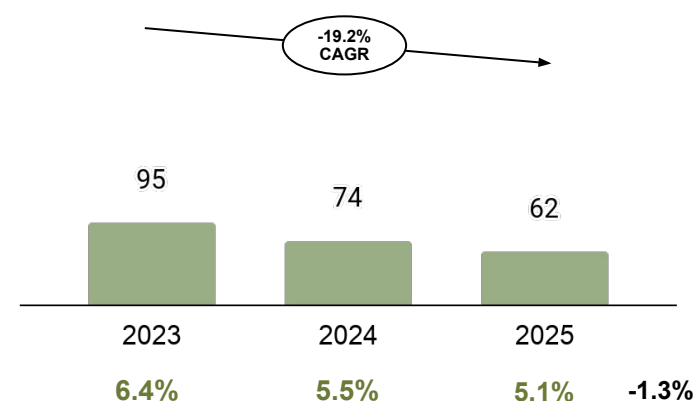
Small Craft Spirits Producers, Sources of Case Sales, 2023 – 2025

9L Cases (000)

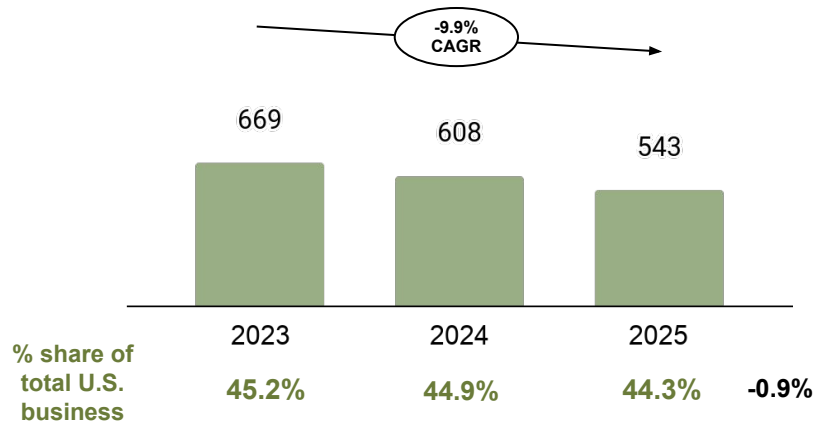
Sales at DSP



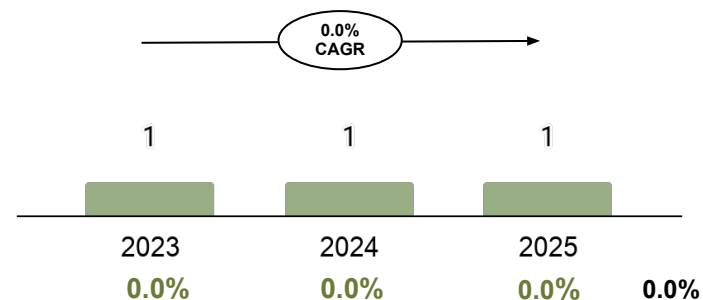
Other States



Home State



Export



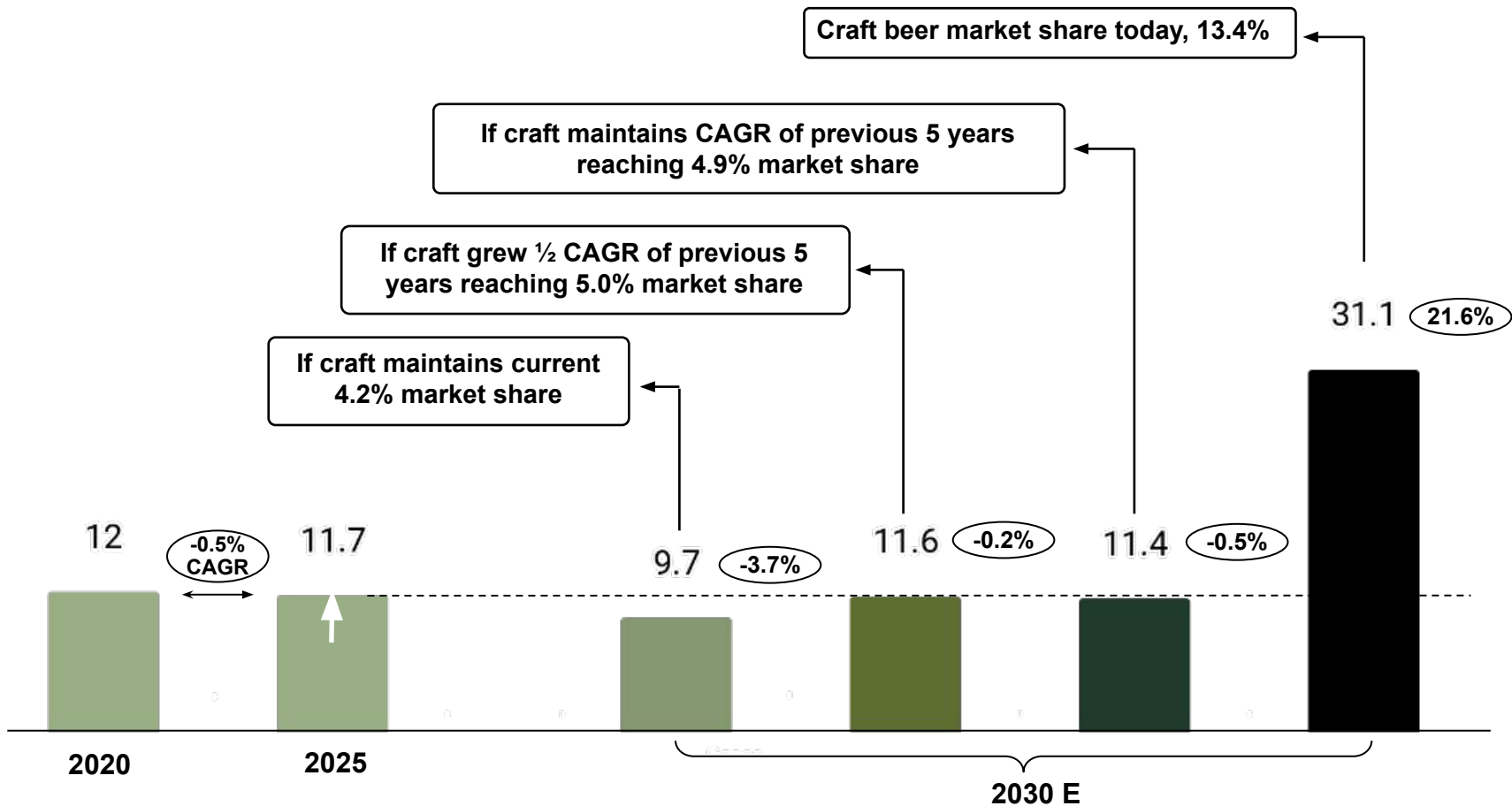
Future Scenarios for the Craft Spirits Market in 2030

U.S. Market Size Scenarios for 2030

9L Cases (millions)

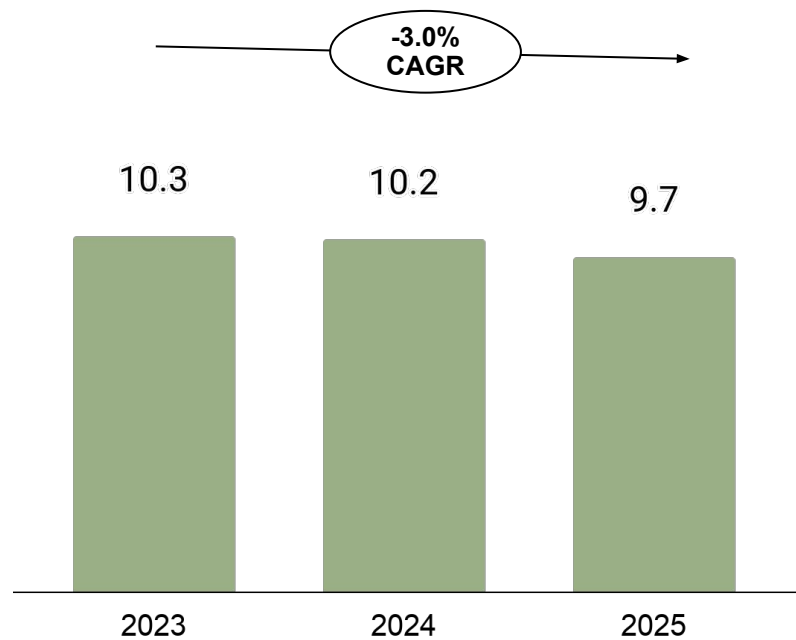
2025 – 2030
CAGRs

Scenarios

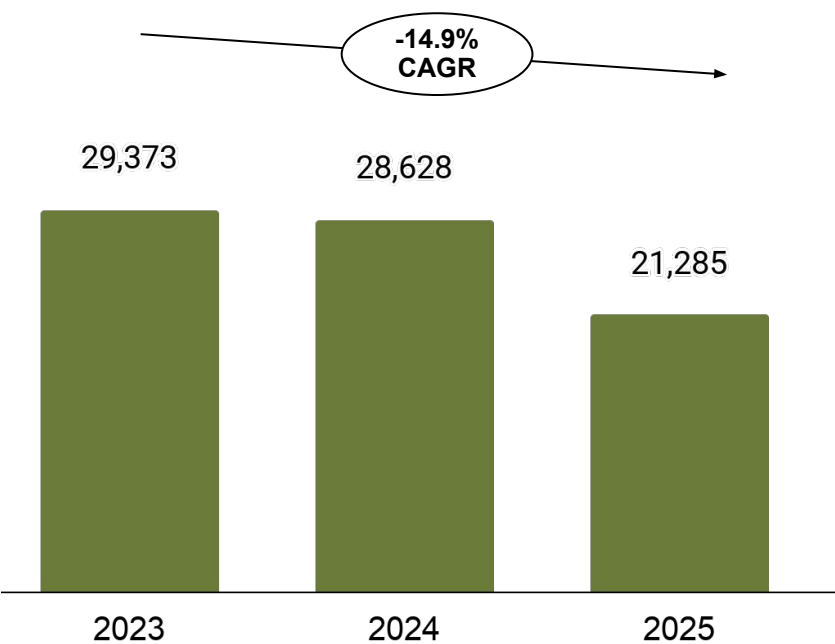


U.S. Craft Industry Sees Dip in Total Number of Employees

Average Full-Time Domestic Employees of U.S. Craft Spirits Producers

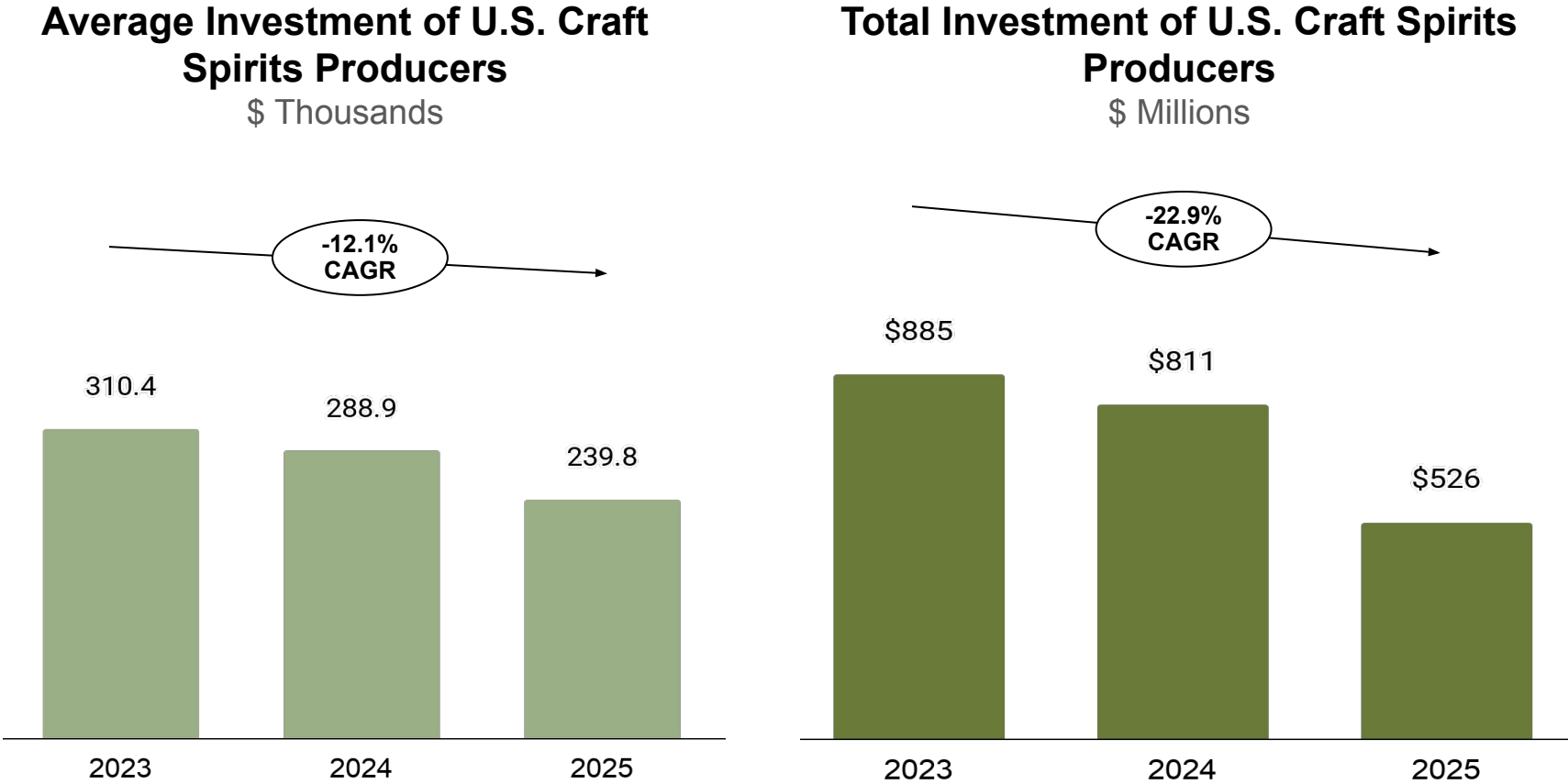


Full-Time Domestic Employees of U.S. Craft Spirits Producers



Full-time domestic employee numbers increased each year from 2021 to 2023, but since have decreased starting in 2024. The total number of full-time employees working in the craft spirits industry decreased by 25.6% from 2024 to 2025.

Craft Distiller Annual Investment in the Industry Has Stalled



Both the average amount invested by individual craft distillers and the total amount invested in craft spirits producers continued to decrease in 2025.

Questions?

For more information on the data and analysis included in this presentation,
please contact

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CRAFT SPIRITS

DEFINITION & PROJECT BACKGROUND



THE PROJECT SERVES TO:

- Quantify the number, size, and impact of craft spirits producers in the U.S.
- Create a deeper understanding of the U.S. craft spirits landscape among four key groups: DSPs, wholesalers, retailers, and consumers
- Provide findings on craft supplier best practices and success factors

THE FOLLOWING INFORMATION WAS COLLECTED (all information was collected with the assurances of full confidentiality):

- Data on craft distiller production size and patterns, sources of revenue, and the category's overall economic impact within the spirits industry
- Data on craft spirits business size, patterns, and outlook on the wholesaler and retail levels (both on- and off-premise)
- Input on craft spirits brand perceptions

THINGS TO REMEMBER:

- When estimating the number of producers behind the U.S. craft spirits production, the Project team relied on a combination of official data released by regulatory authorities, survey data, other industry data sources both national (e.g., NABCA, ACSA) and regional (e.g., guilds), as well as interviews and team assessments using the craft distiller definition
- In the accompanying data sets, the team assumes independent ownership as having equal or more than a 75% equity stake and/or operational control of the DSP. The team has set up a process that asks industry members to notify the ACSA of all ownership or strategy changes away from craft so the changes can be reflected accordingly in the database

Project Organizer: American Craft Spirits Association (ACSA)



The American Craft Spirits Association (ACSA) is the only national registered non-profit trade association representing the U.S. craft spirits industry. Its mission is to elevate and advocate for the community of craft spirits producers. Membership in ACSA is open to anyone.

ACSA is governed by a Board of Directors elected by the eligible voting members of the Association. Voting members must be independent, licensed distillers (DSPs) annually removing fewer than 750,000 proof gallons from bond (the amount on which a federal excise tax is paid).

ACSA was founded in 2013 by 23 founding craft distillers and now has hundreds of members throughout the U.S.



Park Street delivers productivity-enhancing and cost-saving back-office solutions, advisory services, and working capital to more than 18,000 alcoholic beverage brands from the U.S. and around the world. Established in 2003, the company provides a fast and reliable conduit to the U.S. and EU markets and a cost-effective operating platform. Park Street works with suppliers at all stages of growth and its clients range from entrepreneurial craft distillers to multi-brand global portfolios



TTB: Provided Beverage Spirits Producers and Bottlers by Average Taxable Removals; agreed to change annual reporting moving forward to enable consistent fact basis



NABCA: Provided in-depth view of craft distillers using control state data

What Constitutes a Craft Spirit?

- There is no universally accepted definition of craft spirits in the industry, and the expression “craft spirit” is not protected in any way
- Given the positive trends for craft spirits from a consumer perspective (e.g., premium to other spirits, rising demand), there is a natural incentive for brands to utilize craft spirits cues and position themselves as a craft spirit
- The industry has responded with different definition attempts based on criteria for the producer of the craft spirit including production steps at the location, ownership and operational control of the distillery, subscription to an ethics code based on honesty and transparency, production methodology, and size of production
- Many of the criteria used or suggested by industry members would require a formal certification or peer approval process in order to be used as a universal base for quantification purposes
- As long as a universally accepted craft spirits certification or approval that could be used as an industry wide criteria remains unavailable, the quantification has to rely on certain verifiable quantitative metrics which are complemented by estimates to bridge gaps
- Looking at the manufacturer, size of production, ownership/control, and production specifics are criteria that could possibly be measurable and verifiable. However, the consistent collection of the data is not without barriers and could be very cumbersome, which suggests the potential use of a pragmatic approach

U.S. craft spirits, as defined pragmatically for the purposes of the research, are distilled spirits that are produced in the U.S. by licensed producers that have not more than 750,000 proof gallons (or 394,317 9L cases) removed from bond, market themselves as craft, are not openly controlled by a large supplier, and have no proven violation of the ACSA Code of Ethics

Craft Distillers by Size – Classification Definition

	Range of gallons removed from bond annually*	Range of 9L cases removed from bonds annually*	Characteristics
Large craft distiller	100,001 – 750,000	52,577 – 394,317	• Often nationally distributed • If negative cash flow, then by choice in favor of investment
Medium-size craft distiller	10,001- 100,000	5,259 – 52,576	• Often regionally distributed • Often still cash flow negative
Small craft distiller	1- 10,000	1 - 5,258	• Often only locally distributed • If no on-premise business, typically cash flow negative