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NielsenIQ reported a 3.3% drop in U.S. spirits sales.

Late Labor Day buying lifted one week of sales, yet volume kept falling across most major categories.

Thursday, September 17, 2026



U.S. spirits sales got a short lift from Labor Day buying in late August and early September, but the broader market remained weak, according to a new NielsenIQ report that showed continued declines in both dollars and volume across the category.

NIQ said that in the four weeks ended Sept. 5, dollar sales for U.S. spirits fell 3.3% from a year earlier, while volume slipped 3.4%. The firm said consumer disinterest, along with other macroeconomic pressures, accounted for most of the decline, estimating that those factors drove 91% of the drop.

On a week-to-week basis, sales improved as the holiday approached. Spirits sales totaled $538.0 million in the week ended Sept. 5, up 5.8% from the prior week ended Aug. 29. NIQ attributed that increase to Labor Day holiday purchasing. Even with that gain, the four-week trend pointed to a category still under pressure as the summer selling season wound down.

The latest reading showed different performance across the largest spirits segments. Whiskey remained the weakest among the top three major categories. NIQ reported that whiskey dollar sales fell 5.7% in the latest four-week period, while volume dropped 6.5%. Vodka also posted declines, though not as steep. Dollar sales for vodka were down 2.6%, and volume fell 2.9%.

Tequila was one of the few major segments that came close to returning to growth. Dollar sales for tequila edged down just 0.3%, while volume increased 3.1%. That made tequila one of the more resilient areas of the market at a time when many traditional spirits lines continued to soften.

Another area of growth came from non-alcoholic spirits, which kept expanding from a smaller base. NIQ said dollar sales in that segment rose 20.9% and volume increased 20.5% during the same four-week period. The report did not break out the exact size of the non-alcoholic category in dollars, but the pace of growth stood out against the broader downturn in alcohol sales.

Outside the leading categories, the rest of the spirits market also weakened. NIQ said “all other” spirits segments posted a 3.1% decline in dollar sales and a 3.8% decline in volume. In the firm’s breakdown, that group includes brandy, cognac, cordials, gin, grain alcohol, and rum.

The manufacturer rankings showed a mixed picture, with some of the largest suppliers losing ground while others posted gains. Diageo remained the top manufacturer by dollar sales, but NIQ said its sales fell 8.0% and case volume declined by 102,000 cases in the period. Sazerac ranked second and was one of the stronger performers among the largest companies, with dollar sales up 5.0% and case volume up 49,500 cases.

Bacardi held the No. 3 spot by dollar sales and posted a 0.6% gain in dollars, though its case volume slipped by 4,700 cases. Fifth Generation, ranked fourth, recorded a 4.8% increase in dollar sales and an 8,100-case gain. Suntory Global Spirits rounded out the top five manufacturers by dollars, with dollar sales down 6.8% and case volume off by 46,800 cases.

When ranked by dollar growth rather than size, Sazerac led the list, followed by Fifth Generation. Constellation was third, with dollar sales up 25.0% and case volume rising by 5,900 cases. Bacardi appeared fourth on that list, and Trinchero Family ranked fifth with dollar sales up 16.3% and case volume up by 742 cases.

At the brand level, Tito’s Vodka remained the top brand by dollar sales and was one of the few leaders to grow. NIQ said Tito’s dollar sales rose 2.5% and case volume increased by 2,200 cases. Crown Royal ranked second by dollar sales, but posted one of the steeper declines among the biggest brands, with dollars down 13.8% and case volume down by 33,200 cases.

Don Julio ranked third by dollar sales and declined 6.8%, with case volume down by 6,400 cases. Jack Daniel’s was fourth, with dollar sales down 9.3% and case volume down 23,900 cases. Fireball Whiskey ranked fifth, with dollar sales falling 7.7% and case volume down 23,500 cases.

The fastest-growing brands by dollars were led by W.L. Weller, which NIQ said posted a 100.0% increase in dollar sales and added 9,400 cases. Cazadores followed with dollar sales up 36.5% and case volume up 17,200 cases. Lunazul Tequila gained 19.5% in dollar sales and added 13,500 cases. Svedka rose 16.6% in dollar sales and added 37,100 cases, while Lalo Tequila posted a 48.8% increase in dollar sales with 5,900 additional cases.

The data suggest that consumers are still buying selectively in the spirits aisle, favoring some tequila labels, select vodka brands, and non-alcoholic alternatives even as the larger market contracts. The report also points to a market in which holiday demand can produce short-term lifts without changing the broader direction of sales.

NIQ said the figures cover total spirits excluding prepared cocktails and are based on its retail measurement business drivers data for the four-week period ended Sept. 5.