vinetur

Tequila sales volumes rose 6.1% in U.S. retail stores

NielsenIQ data for the latest four weeks showed broader spirits sales weakening, with whiskey volume down 5.2% off premises

Thursday, November 12, 2026



Tequila posted stronger sales volume in U.S. retail stores in the latest four-week reporting period, even as whiskey sales fell and the broader spirits market weakened.

Data compiled by NielsenIQ for the four weeks ended October 31 showed that tequila sales in the off-premise U.S. market, which covers purchases made for consumption away from bars and restaurants, rose 6.1% in volume from a year earlier. Tequila sales value increased 1.7% over the same period.

The figures stood out against a broader decline in distilled spirits. Across spirits excluding ready-to-drink cocktails, sales fell 2.0% in value and 1.7% in volume from the same period a year earlier. The comparison points to a market in which consumers bought less spirits overall, while tequila continued to gain shelf movement.

Whiskey moved in the opposite direction. Total whiskey sales in the same U.S. retail channel declined 4.9% in value and 5.2% in volume year over year. Canadian whisky posted a steeper drop, with value down 8.1% and volume down 6.9%.

Vodka also weakened, though by less than whiskey. NielsenIQ data showed vodka sales slipping 0.4% in value and 0.7% in volume.

The tequila numbers suggest that more bottles were sold, but that revenue did not rise at the same pace. Based on the relationship between the two growth rates, tequila’s implied average value per unit fell by about 4.1% from a year earlier. That does not by itself mean producers cut list prices by that amount. The measure can also reflect changes in promotions, package sizes, and the mix of products consumers chose.

The data do not include absolute dollar sales or case volumes in the category breakdown used here, so the report does not show how large each category was in the period or how the latest figures compare with longer-term trends. It also does not provide year-to-date results.

NielsenIQ, which tracks consumer purchasing and retail sales across more than 90 countries, compiled the figures for the U.S. off-premise trade. The results were also circulated by The Spirits Business, a London-based trade publication focused on the spirits industry.

Because the figures cover retail sales for consumption outside licensed establishments, they do not represent total U.S. spirits consumption. Sales in bars, restaurants and other on-premise venues are not included in this snapshot of the market.