

Irish Whiskey

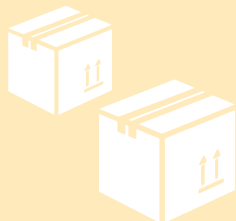
BY NUMBERS



Irish Whiskey Association
Drinks Ireland

15.5 million

cases of Irish Whiskey
sold in 2023



€1 billion

export value
in 2024 alone



113 markets

worldwide, with greatest
growth year-on-year in India



over 90%

of all Irish Whiskey sales are
into markets with legal protection



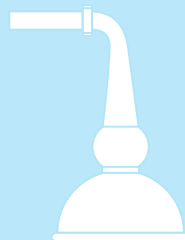
800k

visitors to
Irish Whiskey
distillery
experiences



50

working
distilleries
on the
island of Ireland



28+

Irish
Whiskey
visitor
experiences



10,000

employed in brewing
& distilling industries in Ireland



300k tonnes

of Irish grain purchased
annually



10

Jameson, a Top 10
international brand



700

years of Irish
Whiskey tradition



100+

innovations
produced every year

