

The Top Ten States for Vodka Sales

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Vodka continues to dominate the American spirits landscape as the nation's most popular spirit category. The latest data from Beverage Information Group on which states are driving vodka sales across the country reveals some fascinating regional preferences and consumption patterns.

The data shows a clear concentration of nine-liter case consumption in high-population states, but per capita rankings tell a different story entirely. While coastal states lead in total volume, smaller northeastern states demonstrate remarkably high per capita consumption rates.

1. **California: 8.6 Million Cases**

The Golden State maintains its position as America's vodka consumption leader, accounting for over 8.6 million cases in 2024. With the nation's largest population and vibrant cocktail culture, California's dominance in total volume comes as no surprise, though the state doesn't crack the top ten in per capita consumption.

2. **Florida: 6.5 Million Cases**

The Sunshine State claimed the second spot with 6.5 million cases consumed in 2024. Florida's year-round party atmosphere, large tourist population, and growing metropolitan areas contribute to its impressive vodka consumption numbers.

3. **New York: 6.1 Million Cases**

Despite ranking third in total volume with over 6.1 million cases, New York's per capita consumption doesn't reflect this high ranking, suggesting that sheer population size drives these numbers rather than individual consumption habits.

4. **Texas: 3.9 Million Cases**

The Lone Star State consumed nearly 4 million cases of vodka in 2024. While Texas shows strong total consumption, it notably doesn't appear in the top ten for per capita consumption, indicating that population density rather than individual preference drives these figures.

5. **Illinois: 3.2 Million Cases**

Illinois rounded out the top five with 3.2 million cases, likely concentrated heavily in the Chicago metropolitan area and surrounding regions.

6. **New Jersey: 3.0 Million Cases**

The Garden State demonstrates high volume consumption at nearly 3 million cases and impressive per capita consumption, ranking eighth nationally with 418 cases per 1,000 residents.

7. **Michigan: 2.9 Million Cases**

Michigan's 2.9 million cases reflect strong regional preferences for vodka throughout the Great Lakes region.

8. **Pennsylvania: 2.7 Million Cases**

Pennsylvania consumed 2.7 million cases in 2024, showing consistent demand across urban and rural markets throughout the commonwealth.

9. **Wisconsin: 2.3 Million Cases**

Wisconsin earns distinction as a high-volume consumer at 2.3 million cases and the fourth-highest per capita consumer nationally with 522 cases per 1,000 residents, reflecting the state's strong drinking culture.

10. **North Carolina: 2.3 Million Cases**

The Tar Heel State rounded out the top ten with 2.3 million cases, showing growing vodka appreciation in the Southeast.

Per Capita Champions

While large states dominate total volume, the per capita rankings reveal different consumption patterns. Below are the top states by nine-liter cases sold per 1,000 residents:

1. New Hampshire: 681 cases
2. Nevada: 575 cases
3. District of Columbia: 569 cases
4. Wisconsin: 522 cases
5. Delaware: 428 cases
6. Rhode Island: 424 cases
7. Connecticut: 423 cases
8. New Jersey: 418 cases
9. Maine: 411 cases
10. Wyoming: 407 cases

These numbers suggest that smaller states with specific demographic profiles or regulatory environments may offer unique opportunities for vodka brands. Understanding volume and per capita metrics provides crucial insights for brands in identifying the most promising markets for expansion and investment.