

# Iowa Liquor Sales (2018- 2023)

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Iowa Liquor Sales and Two Year Forecast

Cover Page	City Sales	Store Sales	Liquor Category Profits	Two Year Forecast
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Iowa Liquor Sales 2018 to 2023



By: Anthony Rodriguez

Iowa Liquor Sales and Two Year Forecast

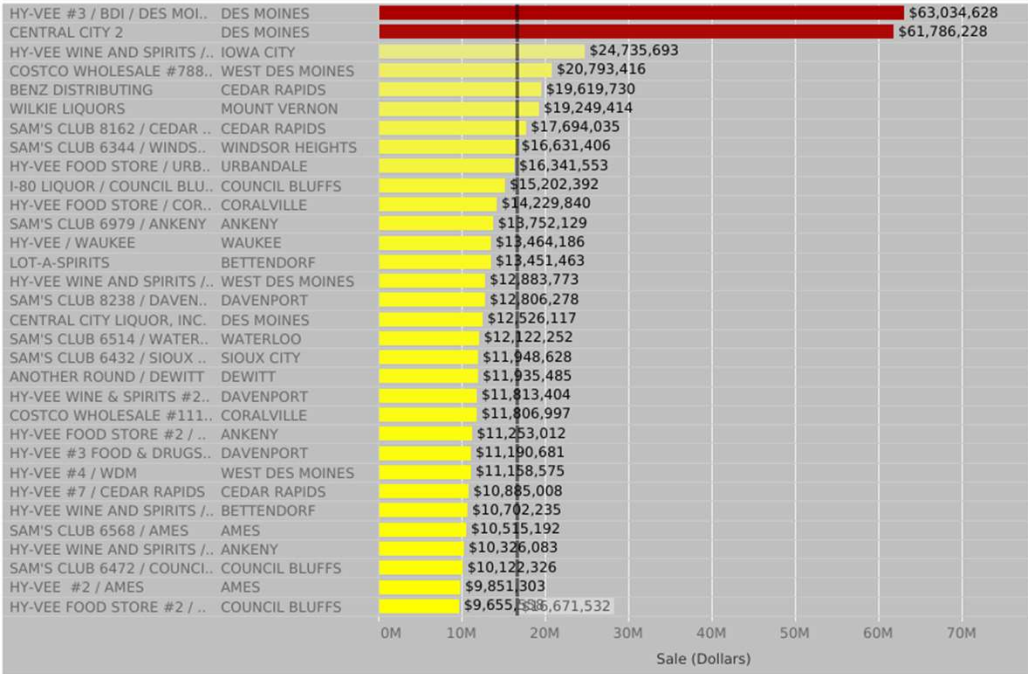
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		Bottles Sold	Store Count	Profit	Sale (Dollars)	Yr to Yr Sales % Change	Avg Sales per Store	Avg Profit Per Store
DES MOINES	2018	3,315,794	89	\$1,050,483	\$42,279,782		\$475,054	\$11,803
	2019	3,498,921	80	\$1,083,394	\$44,548,242	5.37%	\$556,853	\$13,542
	2020	3,323,116	82	\$1,147,494	\$41,781,506	-6.21%	\$509,531	\$13,994
	2021	3,721,329	91	\$1,197,514	\$49,521,509	18.52%	\$544,192	\$13,159
	2022	3,855,550	96	\$1,280,978	\$52,362,943	5.74%	\$545,447	\$13,344
	2023	1,621,005	88	\$544,635	\$22,191,322	-57.62%	\$252,174	\$6,189
	Total	19,335,715	118	\$6,304,498	\$252,685,304		\$2,141,401	\$53,428
CEDAR RAPIDS	2018	1,790,301	82	\$754,174	\$22,141,797		\$270,022	\$9,197
	2019	1,879,838	81	\$778,489	\$22,399,591	1.16%	\$276,538	\$9,611
	2020	2,077,055	87	\$898,699	\$25,986,437	16.01%	\$298,695	\$10,330
	2021	2,097,750	88	\$899,675	\$27,401,865	5.45%	\$311,385	\$10,224
	2022	1,995,415	97	\$1,003,431	\$26,790,164	-2.23%	\$276,187	\$10,345
	2023	839,483	91	\$437,864	\$11,384,199	-57.51%	\$125,101	\$4,812
	Total	10,679,842	119	\$4,772,333	\$136,104,054		\$1,143,732	\$40,104
DAVENPORT	2018	1,489,677	53	\$485,792	\$17,572,831		\$331,563	\$9,166
	2019	1,566,895	56	\$491,547	\$17,695,911	0.70%	\$315,998	\$8,778
	2020	1,791,389	57	\$573,463	\$21,387,615	20.86%	\$375,221	\$10,061
	2021	1,766,808	59	\$580,145	\$21,709,074	1.50%	\$367,950	\$9,833
	2022	1,646,003	63	\$600,624	\$20,210,618	-6.90%	\$320,803	\$9,534
	2023	688,064	61	\$248,044	\$8,154,607	-59.65%	\$133,682	\$4,066
	Total	8,948,836	75	\$2,979,616	\$106,730,656		\$1,423,075	\$39,728
WEST DES MOINES	2018	779,481	34	\$352,386	\$12,174,832		\$358,083	\$10,364
	2019	847,579	33	\$369,534	\$13,062,543	7.29%	\$395,835	\$11,198
	2020	1,044,922	40	\$487,273	\$16,956,273	29.81%	\$423,907	\$12,182
	2021	1,120,293	44	\$556,204	\$18,757,919	10.63%	\$426,316	\$12,641
	2022	1,064,952	52	\$585,271	\$18,871,243	0.60%	\$362,909	\$11,255
	2023	421,683	48	\$255,830	\$7,414,873	-60.71%	\$154,477	\$5,330
	Total	5,278,910	62	\$2,606,499	\$87,237,683		\$1,407,059	\$42,040
COUNCIL BLUFFS	2018	881,326	44	\$345,122	\$11,209,628		\$254,764	\$7,844
	2019	968,119	47	\$344,415	\$12,007,129	7.11%	\$255,471	\$7,328

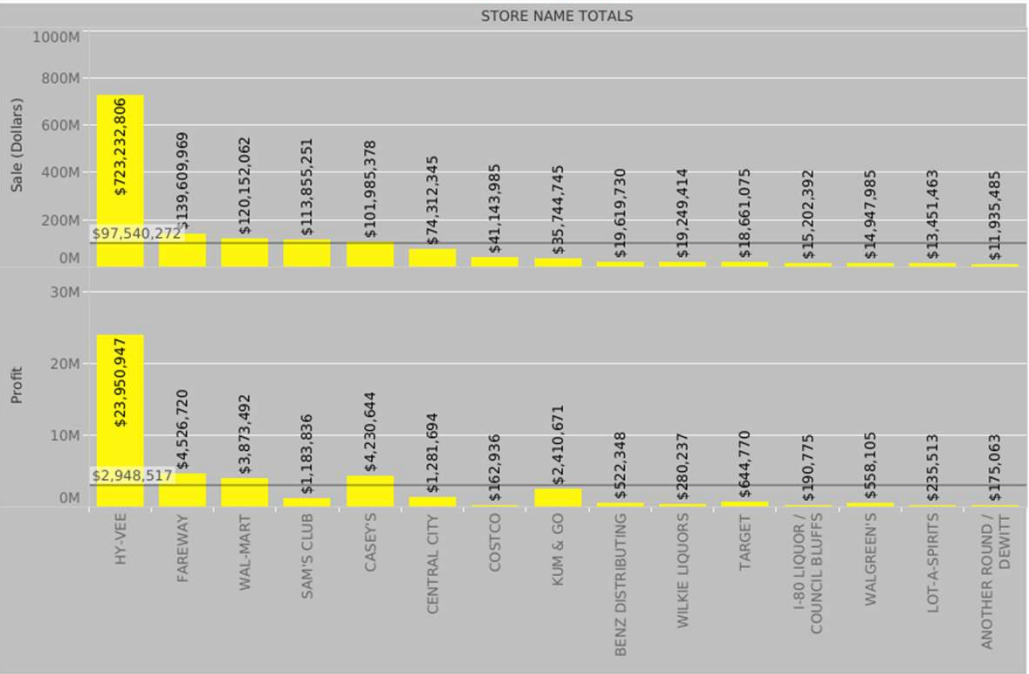
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Total Sales by Store (2018-2023)



Sales and Profit By Company (2018-2023)



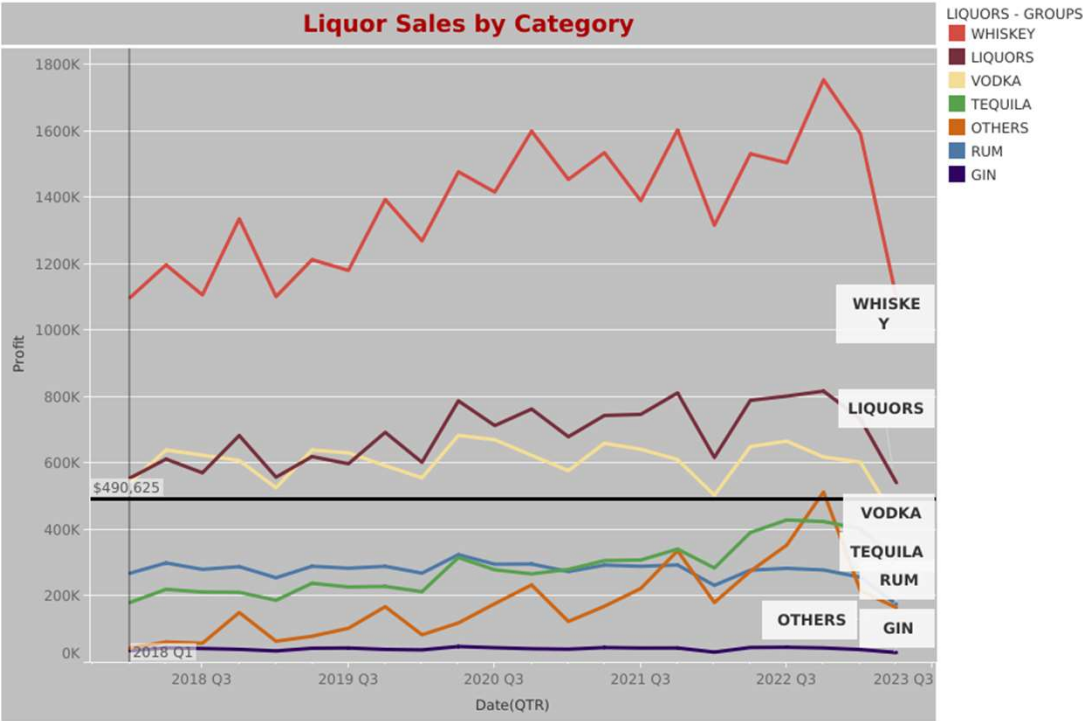
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Liquor Category Profits by Year

Liquor Category Profits by Year									
Year of Date		LIQUORS - GROUPS							
2018	Profit	6M	\$4,733,483	\$2,419,148	\$2,411,306	\$1,135,122	\$822,404	\$311,948	\$159,505
		4M							
2019	Profit	6M	\$4,884,105	\$2,465,801	\$2,386,426	\$1,115,928	\$880,016	\$412,359	\$158,988
		4M							
2020	Profit	6M	\$5,757,845	\$2,863,360	\$2,530,982	\$1,183,551	\$1,072,702	\$611,173	\$170,298
		4M							
2021	Profit	6M	\$5,977,683	\$2,978,471	\$2,487,604	\$1,147,783	\$1,234,478	\$849,919	\$170,553
		4M							
2022	Profit	6M	\$6,101,604	\$3,021,924	\$2,436,049	\$1,070,017	\$1,526,793	\$1,319,621	\$164,217
		4M							
2023	Profit	6M	\$2,689,458	\$1,273,193	\$1,028,942	\$430,982	\$711,546	\$380,930	\$68,049
		4M							
		2M	WHISKEY	LIQUORS	VODKA	RUM	TEQUILA	OTHERS	GIN

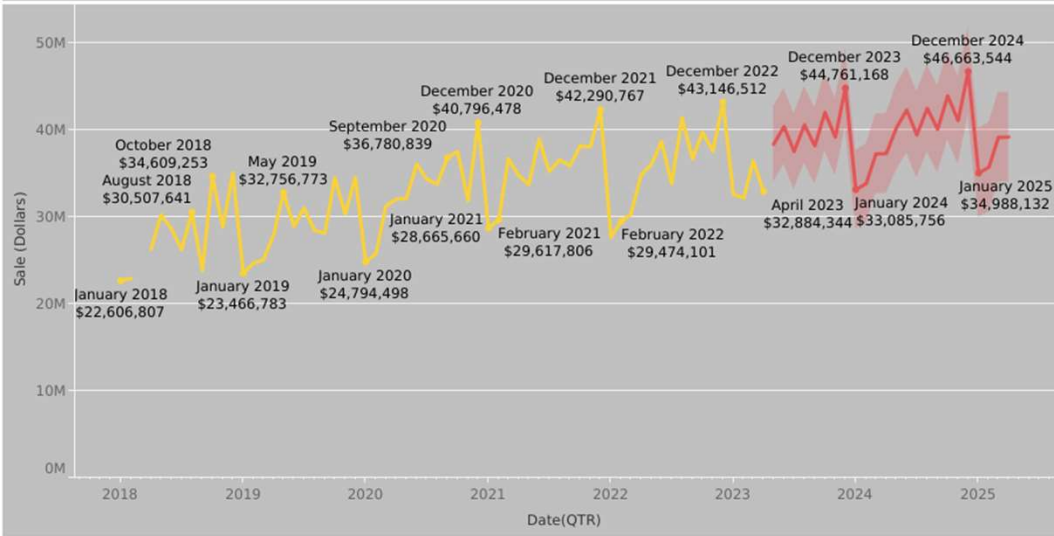
Liquor Sales by Category



Iowa Liquor Sales and Two Year Forecast

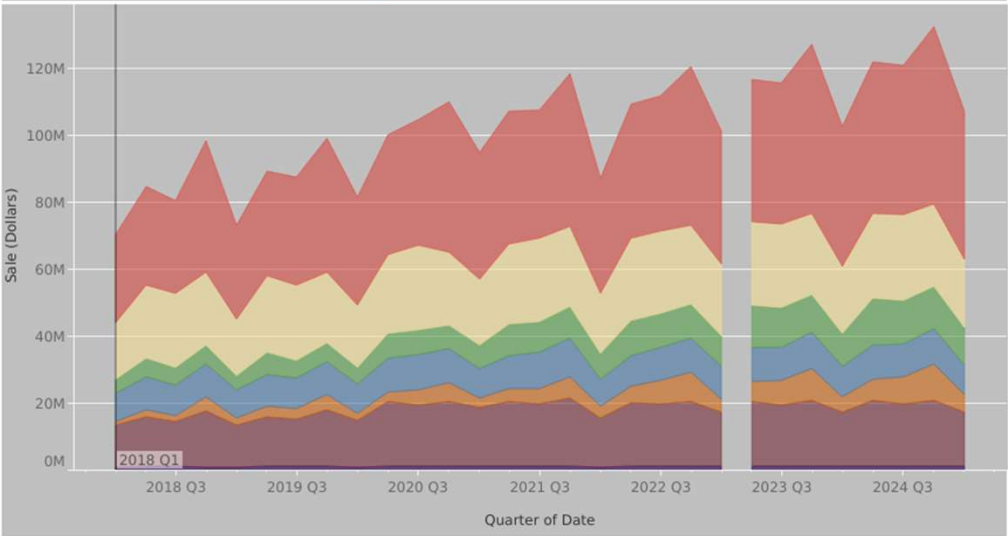
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Total State Sales and Forecast



Forecast indicator	Actual	Estimate
Measures:	Sum of Sale (Dollars)	
Forecast forward:	24 months (May 2023 - April 2025)	
Forecast based on:	January 2018 - April 2023	
Ignore last:	1 month (May 2023)	
Seasonal pattern:	12 month cycle	
Sum of Sale (Dollars)	Initial	Change From Initial
	May 2023	May 2023 - April 2025
	\$30,254,442 ± \$4,324,749	\$639,371
Seasonal Effect	High	Low
	December 2024	\$5,991,166
Contribution	Trend	Season
	9.8%	90.2%
Quality		OK

Liquor Sales & Forecast



LIQUORS - GROUPS	Color	Initial	Change From Initial	Seasonal Effect	Contribution	Quality
LIQUORS - GROUPS	Color	Initial	Change From Initial	Seasonal Effect	Contribution	Quality
WHISKEY	Red	\$42,624,938 ± \$3,036,260	\$1,435,411	2024 Q4 \$6,322,480 2025 Q1 (\$3,224,629)	13.0%	87.0%
VODKA	Yellow	\$24,985,525 ± \$1,552,721	(\$4,419,593)	2024 Q2 \$1,710,465 2025 Q1 (\$3,612,916)	1.8%	90.2%
TEQUILA	Green	\$12,501,093 ± \$1,794,944	(\$1,493,353)	2024 Q2 \$1 2025 Q1 \$1	100.0%	0.0%
RUM	Blue	\$10,221,908 ± \$1,213,687	(\$1,169,339)	2024 Q4 \$1 2025 Q1 \$1	0.0%	100.0%
LIQUORS	Dark Blue	\$5,767,547 ± \$1,387,871	(\$582,253)	2024 Q4 \$1 2025 Q1 \$1	100.0%	0.0%
GIN	Purple	\$19,395,965 ± \$2,514,592	(\$3,192,040)	2024 Q4 \$1,811,442 2025 Q1 (\$1,756,314)	0.0%	100.0%
		\$1,147,970 ± \$121,437	(\$178,565)	2024 Q2 \$1 2025 Q1 \$1	100.0%	0.0%