

Muzzleloading Market Summary

The American black power rifle market is difficult to estimate for three principal reasons:

- The BATF does not compile statistics on this market.
- Most of the key players in this market are privately held.
- There is not an official industry association to publish statistics or set standards for black powder products (SAAMI's Board of Directors is currently considering the addition of black powder products to its area of control).

Estimates of the total black powder rifle market from industry insiders range from 400M to 600M units in annual sales volume. These estimates include traditional flintlock and percussion as well as modern in-line rifle products.

Information obtained from Thompson Center suggest the following facts about the domestic black powder market.

- The market consist of 3.5MM participants.
- Approximately 10% or 35M participants are traditionalist, those who wear buckskins on weekend rendezvous.
- 20% of the base black powder market participants crossover from archery. Another 35-40% crossover from traditional centerfire rifle usage.
- Nearly 70% of the total market sales for black powder rifles are with "in-line" type rifles.
- 87% of the entire muzzleloading rifle market is consumed in .50 caliber.