

Extra Shotgun Barrel Market Summary

This market is greatly dependent upon the health of Remington's shotgun business. The category includes all catalog extra shotgun barrels for Remington models SP10 MAG, 11-87, 1100, 870 Wingmaster and 870 Express.

The growth of specialty markets such as deer and turkey have benefited the extra barrel business. Conversely, removable choke tubes have added flexibility to the product and hurt the sales of standard field grade extra barrels.

Principal competitors in the extra barrel business for Remington brand shotguns are Hastings and Mossberg. Both companies focus on deer barrels. Some of these products feature fully rifled bores and advanced sighting systems which greatly enhance product performance.

■ Market Share Overview

1995 competitive sales volumes and market share are estimated as follows:

<u>BRAND</u>	<u>UNITS (M)</u>
Remington	41
Hastings	13
Mossberg	4
TOTAL	58

