

Shotgun Market Summary

According to estimates the 2002 shotgun market represented approximately 1.15 million units in annual sales volume with a retail sales value of \$351,000,000¹. In 2001, NSGA studies reported 1.15 million purchases valued at \$363,000,000.

SAAMI reporting for 2002 factory shipments of shotguns showed an industry increase of 6.4% in units and 2.1% in dollars from the previous year. Remington's performance revealed increases of 7% in units and 8.5% in dollars. While up overall, downturns were most evident in Remington's autoloading shotgun category and indicate loss of share to the competition that has been an ongoing trend for several years.

The domestic shotgun market is composed of four principal product categories: Autoloading, Pump Action, Break Action and other types such as Bolt Action that are typically low-volume specialty categories. Estimates of volumes averaged over the last three years by category are:

2002 Shotgun Sales Volume By Action Type in Units³

<u>Action Type</u>	<u>Units (M)</u>
Autoloading	217
Pump Action	575
Over and Under	104
Single Shot	218
Other	34
TOTAL	1148

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1. Combined analysis of SAAMI Reporting Year End 2002, NSGA Retail Sales Study 2002, US Customs Data 2002
 2. Remington Sales Information System for 2002
 3. Combined analysis of SAAMI Reporting Year End 2002, NSGA Retail Sales Study 2002