

- **Mossberg** – After exiting the autoloading shotgun category by discontinuing the Model 9200, Mossberg has returned to its place as solely a low-cost pump action shotgun manufacturer. Mossberg products are the choice for the consumer who wants to spend as little as possible when buying a pump shotgun, regardless of quality.
- **Browning/USRAC** – The product line from Browning/Winchester is considered high quality and features familiar brand names. These shotguns are typically positioned above Remington but below Beretta/Benelli in price and are perceived as excellent values given the many useful features.
- **NEF/H&R** – Now owned by Marlin, New England Firearms/Harrington & Richardson manufactures inexpensive break action, single shot shotguns. As such, NEF/H&R virtually owns the domestic single shot market, despite recent loss of share to cheaper imports.
- **Beretta** – Beretta's perceived market position is the provider of high quality shotguns for sportsmen and competitors of discriminating taste. Higher priced than Remington and even Browning/Winchester, Beretta has made significant progress in gaining market share in the past 10 years. This is in direct contradiction to the "price is everything" school of thought.
- **Benelli** – Shotguns from Benelli are widely considered high performance at a higher than average price. In fact, most of Benelli's advertising now sports the slogan "Performance worth the price". Benelli is now a major competitor in the autoloading and pump action category. Benelli and Beretta together control a significant portion of the total domestic shotgun market.