

Research on Current O/U Market Trends

Over the last five years, the double gun market has increased at an average rate of over 8000 guns per year. The current o/u volume in the United States is over 60,000 units per year.² The projected o/u volume for 1972 should approach 90,000 units.

All the current over and unders sold in the United States are imported from foreign countries. The leading importing countries are Japan, Belgium, and Italy. Japan's share of the U. S. market has been increasing steadily over the last few years. They now import over half of the o/u shotguns sold in the United States. Price range on the leading over and under shotguns varies from \$229.95 on the Ithaca SKB field grade to \$397.50 for the Browning Superposed standard grade. In 1966, Charles Daly was the leading o/u shotgun importer, selling 15,500 units followed by Browning with 12,920 units, Winchester with 7,700 units, Ithaca with 7,000 units, and Beretta with 6,000 units. The tentative projected Remington volume and price is 10,000 units at \$385.00. Currently, 9.2 per cent of Remington shotguns sold are skeet and trap guns.³ It is estimated that over 50 per cent of the current over and under shotguns sold are used for skeet and trap shooting.

Of the total Remington shotguns produced at the present time, 73.3 per cent are 12 gauge. A marketing sample of wholesalers showed that the majority of imported o/u shotguns sold were 12 gauge.² The estimated combination gun (rifle-shotgun) sales for Savage for 1967 were 30,000 units, while the estimated imported combination gun guns a little over 1000 guns. Most of the current combination guns are 22 caliber-20 gauge combinations and sell for under 100 dollars.

Evaluation of Competitive O/U Shotguns

From a market survey, the leading mass-produced over and under shotguns were purchased for evaluation. When the guns were received, their packaging techniques were noted (see photos).⁴

²Over and Under Shotguns (Marketing Research), Jan. 30, 1968, Sept. 1, 1967.

³Plant Marketing Information, Feb. 24, 1968.

⁴Competitive O/U Evaluation, June 11, 1968.