

## Rimfire Rifle Market Summary

*The U.S. domestic rimfire market is estimated to be in the range of 680M units sold annually. 30% of rimfire rifles sold in the U.S. are sold at Wal-Mart.* The retail sales value of this market is approximately \$99MM at an average price of \$145 per unit. Retail prices range from less than \$100 to over \$1,000 across the category.

The rimfire rifle segment is dominated by the autoloading rifle, constituting nearly 70% of all sales in the category. The remaining 30% of the sales volume is comprised of a mix primarily of bolt-action, lever-action, and pump-action rifles.

Distribution takes place primarily through mass-merchants with Wal-Mart being the category leader with nearly 30% of total retail sales volume in the segment.

Category leaders by a wide margin are Sturm, Ruger & Co. and Marlin Firearms. Product sales by these two manufacturers constitute 60% of the total rimfire rifle market. Total 2002 sales volumes by manufacturer are listed below.

### 2002 Rimfire Market (Estimated Sales Volume by Manufacturer)<sup>1</sup>

| <u>BRAND</u> | <u>UNITS (M)</u> |
|--------------|------------------|
| Ruger        | 219              |
| Marlin       | 217              |
| Savage       | 84               |
| Remington    | 55               |
| Imports      | 50               |
| Henry        | 39               |
| USRAC        | 9                |
| Browning     | <u>6</u>         |
| <b>TOTAL</b> | <b>679</b>       |

<sup>1</sup> Combined analysis of BATF Production Figures-2001, SAAMI factory shipments – 2002, Remington actual sales data, and 2002 Sales Distribution Analysis