

- **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 some 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.
- **Turkish & Russian Imports** – Relatively new to the domestic shotgun scene, inexpensive imported shotguns from Turkey and Russia have made a significant impact on the US market in terms of market share and pricing influence. The vast majority of these guns are cheaply made and in some cases highly suspect in terms of safety. The extremely low price, however, has attracted its share of followers.