

## Shotgun Market Summary

Estimates indicate that 1996's domestic shotgun market represented approximately 1,300,000 units in annual sales volume with a retail sales value of \$332,000,000. A year earlier, the National Sporting Goods Association (NSGA) reported that the retail market totaled 1,445,000 shotgun purchases valued at \$362,000,000.<sup>1</sup>

SAMMI's reporting of 1996 factory shipments of shotguns, which does not include several major U.S. manufacturers and all importers, showed an industry decline of 23% in units and 21% in dollars from the previous year.<sup>2</sup> Remington's performance was slightly worse, down 28% in units and 25% in dollars. This downturn, primarily due to declining demand of the company's less expensive Express shotguns, was a result of tighter inventory management practices by the mass merchants.

The domestic shotgun market is composed of four principal product categories. 1996 volume estimates by product category are as follows:

### 1996 Shotgun Sales Volume By Action Type

<u>Action Type</u>	<u>Units (M)</u>
Autoloading	215
Over & Under	75
Single Shot	238
Pump Action	772
Other	20
<b>Total</b>	<b>1320</b>

<sup>1</sup> Combined analyses of Gunmark Benelux - 1997, P.P.I. Research - 1995, BATF Production 1995 and NSGA Retail Sales Study - 1996.

<sup>2</sup> SAMMI Reporting - Year end 1996.