

Market Category Summary

BREAK ACTION SHOTGUNS – OVER/UNDER

The domestic break action shotgun market is actually two markets; the over/under shotgun market and the single shot shotgun market. For purposes of clarity, the two markets will be analyzed separately.

The over/under (O/U) market is estimated to be 110-120M units annually with a retail sales value of \$80-90MM.

O/U volumes and market share as averaged domestically for the last three years are:

<u>BRAND</u>	<u>UNITS (M)</u>
Remington	.5
Browning/USRAC	40
Ruger	12
Beretta	35
Other	<u>28</u>
TOTAL	115

2002 Brand Share of O/U Shotguns
(% of Units)

