

Shotgun Market Summary

According to estimates the 2001 shotgun market represented approximately 1.15 million units in annual sales volume with a retail sales value of \$363,000,000¹. In 2000, NSGA studies reported 1.22 million purchases valued at \$373,000,000.

SAAMI reporting for 2001 factory shipments of shotguns showed an industry decline of 7% in units and 3% in dollars from the previous year. Remington's performance was worse, down 14% in units and 15.2% in dollars². This downturn was most evident in Remington's autoloading shotgun category, and indicates a loss of share to the competition that has been an ongoing trend for many years.

The domestic shotgun market is composed of four principal product categories: Autoloading, Pump Action, Break Action and other types such as Bolt Action that are typically low-volume specialty categories. Estimates of volumes averaged over the last three years by category are:

2001 Shotgun Sales Volume By Action Type in Units³

<u>Action Type</u>	<u>Units (M)</u>
Autoloading	216
Pump Action	573
Over and Under	106
Single Shot	221
Other	34
TOTAL	1150

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1. Combined analysis of SAAMI Reporting Year End 2001, SMRG Marketrac Report, NSGA Retail Sales Study 2001
 2. Remington Sales Information System for 2001
 3. Combined analysis of SAAMI Reporting Year End 2001, SMRG Marketrac Report, NSGA Retail Sales Study 2001