

Total Shotguns	1999	2000	2001		
	1442484	1217473	1143993		
Total Autoloaders			217360	% of Market	
Total Pumps			583440	Autoloader	18.8%
Total O/U			91520	Pump Action	49.8%
Total Single Shot			220000	O/U	9.2%
Total Other			34320	Single Shot	19.2%
Total Extra Barrel				Other	3.0%
TOTAL			1146640		100.0%
Brand Share of Total					
Remington	30.3%	29.3%	28.4%	Other	5.6%
Mossberg	22.9%	21.9%	19.2%	Benelli	7.5%
Browning/USRAC	12.2%	14.8%	15.1%	Beretta	9.2%
NEF/H&R (Marlin)	13.0%	12.4%	15.0%	NEF/H&R	15.0%
Beretta	8.3%	8.5%	9.2%	Browning/W	15.1%
Benelli	5.2%	4.8%	2.7%	Mossberg	19.2%
Other	8.1%	8.3%	10.4%	Remington	28.4%
TOTAL	100.0%	100.0%	100.0%		100.0%
Brand Share of Autos					
Remington	32%	30%	28%	Remington	27.9%
Browning/W	22%	22%	21%	Browning/USRAC	21.5%
Beretta	21%	22%	24%	Beretta	24.3%
Benelli	20%	21%	21%	Benelli	21.2%
Other	5%	5%	6%	Other	5.1%
TOTAL	100.0%	100.0%	100.0%		100.0%
Brand Share of Pumps					
Remington	36.7%	223000		World Sales B	
Mossberg	41.6%	252000		USA	70%
Browning/W	7.2%	43740		Europe	25%
Benelli	11.5%	70000		Other	5%
Other	3.0%	18225			
TOTAL	100.0%			Shotgun Distri	
Brand Share of O/U				Mass Mercha	25.0%
		Units		Specialty Sps	17.0%
Remington	0.4%	450		Sporting Goo	48.0%
Browning/USRAC	35.9%	40000		Other	10.0%
Ruger	8.9%	10000			100.0%
Beretta	30.1%	33700		Shotgun Distri	
Other	24.7%	28000		Mass Mercha	15.0%
TOTAL	100.0%	112150		Specialty Sps	21.0%
Brand Share of Single Shot				Sporting Goo	58.0%
NEF/H&R (Marlin)	74.9%	173000.0		Other	6.0%
Browning	2.1%	5000.0			100.0%