Total Shotguns	1999	2000	2001	
	1442484	1217473	1143993	

		% of Market
Total Autoloaders	217360	Autoloader 18.8%
Total Pumps	583440	Pump Action 49.8%
Total O/U	91520	O/U 9.2%
Total Single Shot	220000	Single Shot 19.2%
Total Other	34320	Other 3.0%
Total Extra Barrel		100.0%
TOTAL	1146640	

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

	1999	2000	2001		
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

				World Sales B
Remington	36.7%	223000	USA	70%
Mossberg	41.6%	252000	Europe	25%
Browning/W	7.2%	43740	Other	5%
Benelli	11.5%	70000		
Other	3.0%	18225		Shotgun Distri
TOTAL	100.0%	606965	Mass Mercha	25.0%
			Specialty Spo	17.0%
			Sporting Goo	48.0%
			Other	10.0%
				100.0%

Brand Share of O/U

		Units		
Remington	0.4%	450		
Browning/USRAC	35.9%	40000		Shotgun Distri
Ruger	8.9%	10000	Mass Mercha	15.0%
Beretta	30.1%	33700	Specialty Spo	21.0%
Other	24.7%	28000	Sporting Goo	58.0%
TOTAL	100.0%	112150	Other	6.0%

Brand Share of Single Shot 100.0%

NEF/H&R (Marlin)	74.9%	173000.0
Browning	2.1%	5000.0

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Other	23.0%	54000.0
TOTAL	100.0%	232000.0

Brand Share of Extra Bbl

Remington
Mossberg
Browning/USRAC
Hastings
Other
TOTAL

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216200
572700
105800
220800
34500
1150000

67200
90000
110400
180000
181200
230400
340800
1200000

61380
47300
53460
46640
11220
220000

Breakdown

ibution % of Units

ibution % of Retail Dollars

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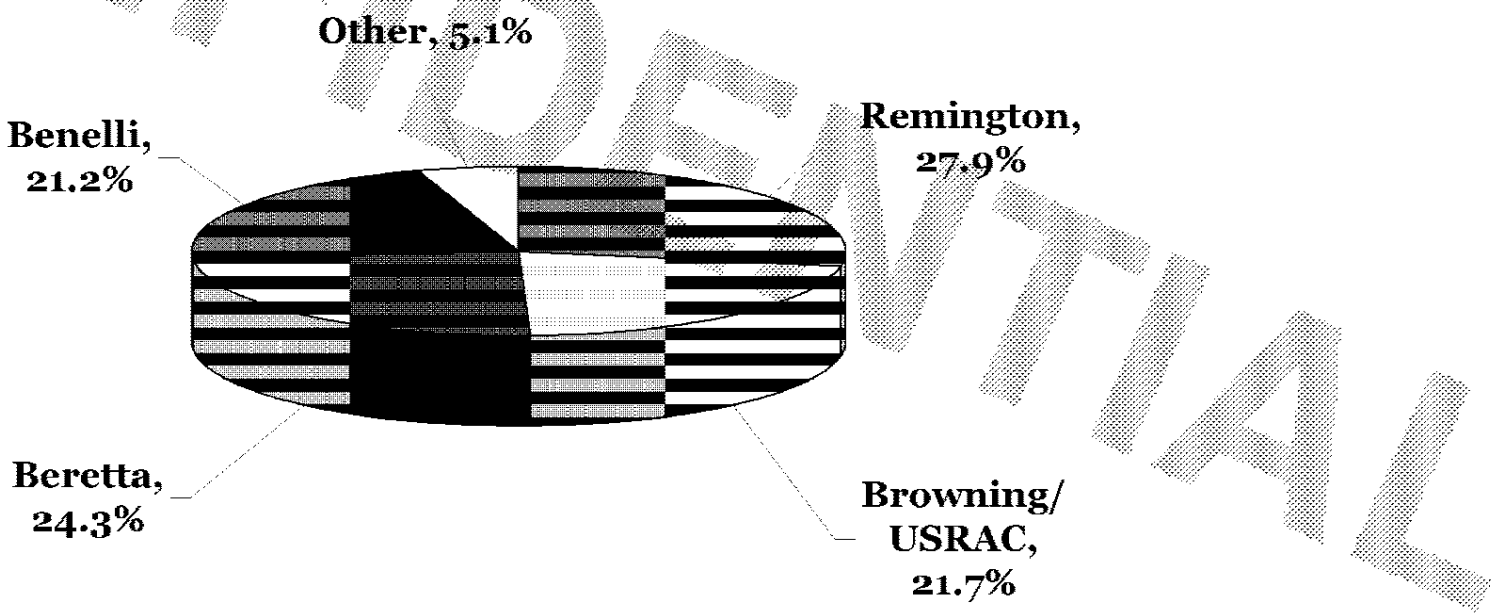
2001 Autoloading Shotgun Brand Share
(% of Units)



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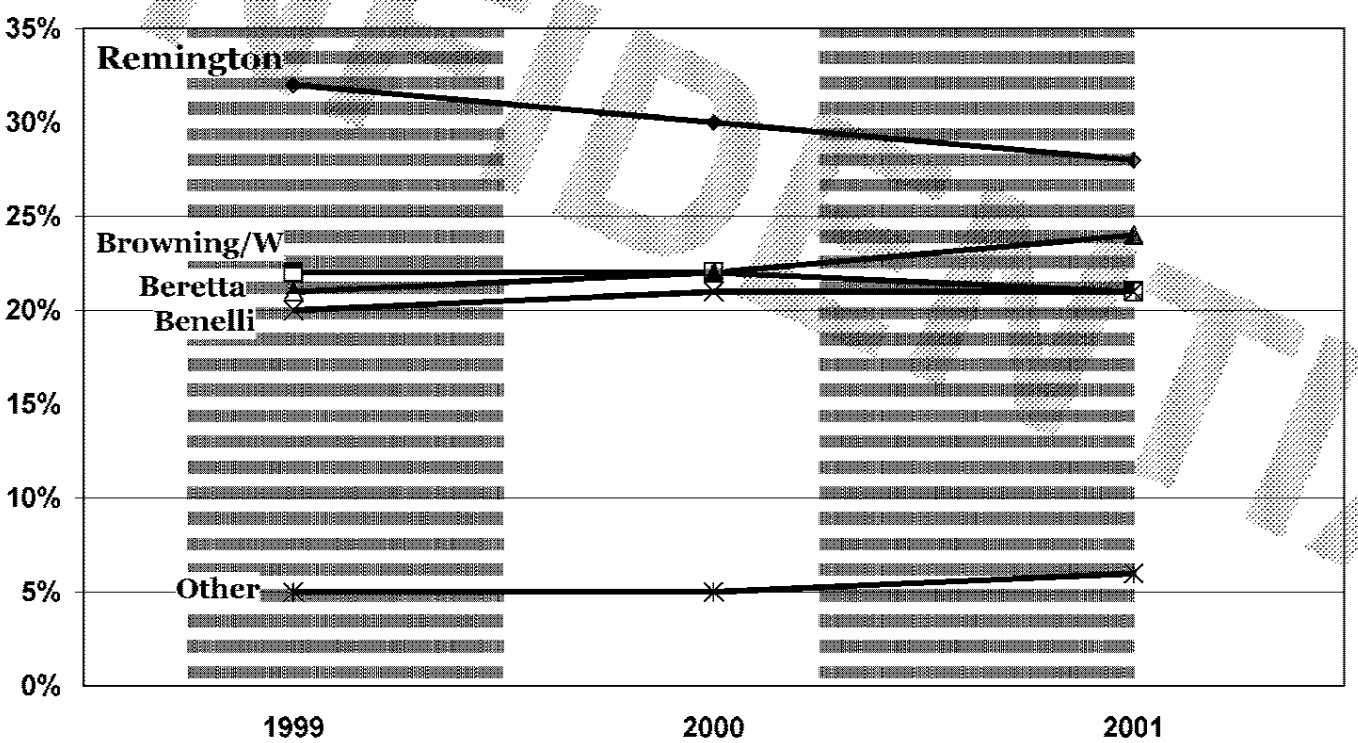
2001 Autoloading Shotgun Brand Share
3 Year Trend



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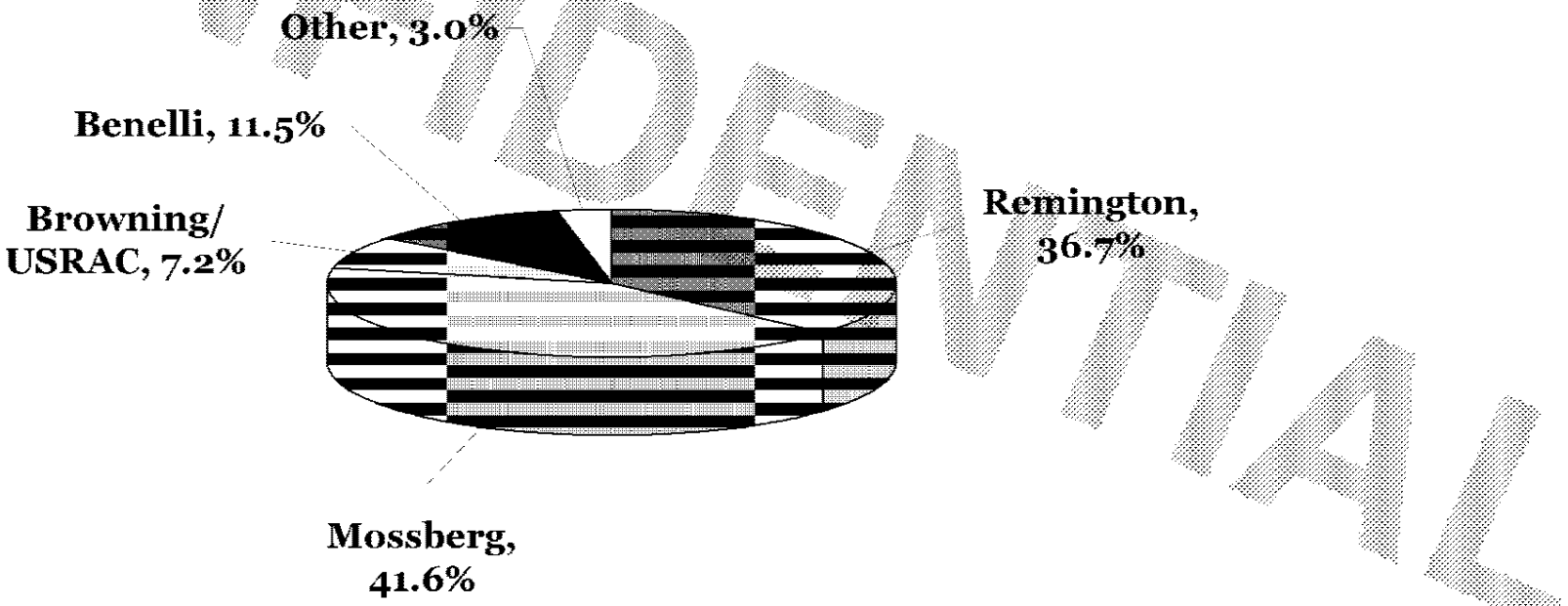
2001 Brand Share of Pump Action Shotguns
(% of Units)



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