

NASGW™

SCOPE

2021
ANNUAL REPORT



A Preferred Point of Sale Provider for NASGW

Access SCOPE CLX at the point of sale

Celerant is a preferred software provider for NASGW, offering the ONLY point of sale with direct access to SCOPE CLX reports. Through the point of sale, dealers can automatically share sales/inventory data with NASGW, anonymously. Instead of waiting for monthly email reports, dealers can access SCOPE CLX reports in real-time with a single log-in.

Celerant offers this service to all firearm retail clients as a value-add at NO additional cost.

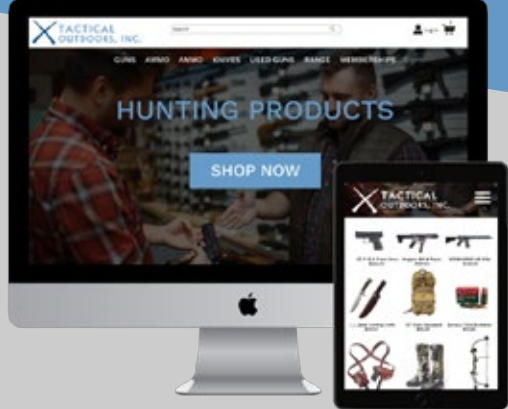
Manage your entire business as one

Celerant offers an all-in-one retail solution with the features dealers need to be competitive in store and online. The solution encompasses mobile point of sale, eCommerce, distributor integrations, digital A&D/e4473s, marketplace integrations, range management, digital waivers, rentals and repairs, memberships, loyalty rewards, integrated marketing, and more.



Make Better Buying Decisions

- Buy the right products by integrating with major distributors
- Keep shelves stocked with top performers with auto ordering
- Adjust min/max levels to account for customer & seasonal demand
- Update pricing to be more competitive in store



Sell More w/ Less Effort

- Populate your eCommerce website with online data feeds
- Display your distributor's live inventory with images
- Offer the same available products with in store kiosks
- Fulfill orders through drop shipping, in store pickup or FFL Locator



Promote More Strategically

- Create promotions based on what's selling vs. not selling in your region
- Personalized emails based on historical sales/customer data
- Send promotional mass email campaigns to all your customers
- Automate emails: Thank you's, upsells (accessories, lockbox, ammo), cart abandoned, loyalty, etc.

TABLE OF CONTENTS

2021 Firearms Review

2021 YIR - Sales Charts

1. Total
2. Northeast
3. Midwest
4. South
5. West

Analysis by Tom Hopper - NASGW Sr. Data Analyst

The firearms market has seen historic performance 2020-2021. Affectionately known as “The Surge,” early 20220 saw the beginning of unprecedented demand for firearms. This demand growth carried over into the first half of 2021 but has been normalizing in the back half of the year. However, SCOPE DLX data show s we are finding a new normal in demand.

Inventory levels have suffered as “The Surge” progressed through 2020. Consumer’s panic buying drained high demand items and has helped clear dated inventory. As the panic buying abates, consumers are becoming more selective. While inventory levels have been slowly growing through 2021, is it the mix consumers are buying?

Firearms sales have shown no change in the level of product mix. Handguns, MSR’s, Rifles and Shotguns still sell proportionately the same 2019-2021. The primary difference has been a focus on personal/home defense. Handgun concealability and tactical rifles/shotguns have been “top of mind” for the consumer. The end of 2021 saw Hunting style long guns increasing popularity.

Handgun sales drive more than 50% of market sales. This segment is driving the overall market trend with one exception. Inventory levels have returned to 2019 levels as sales are normalizing. Retailers need to assess their assortments and assess consumer pull. Unique opportunity to build more productive assortments with a clean inventory slate.

As with any recent Presidential election year, demand for MSR’s saw an increase. July 2019 demand increased roughly 50% over previous 3 months. That increased demand carried through 2020, negatively impacted by inventory availability. As inventory recovered, so did demand. Current inventory levels comparable to 2019 with sales normalizing.

“The Surge” impacted shotgun sales with less fury than other segments. The end of 2020 was an exception to that with demand spiking in early 2021. The Shotgun demand spike of early 2021 is over. Sales are normalizing to a point approximates doble that of 2019. Inventory levels are almost triple 2019 levels. Price reductions to reduce inventory levels will influence sales and mix percent.

Overall, the “New Normal” in market demand is above 2019 levels. Panic buying is slowing. Manufacturers are driving inventory improvements and retailers have an opportunity to build productive inventory assortments.

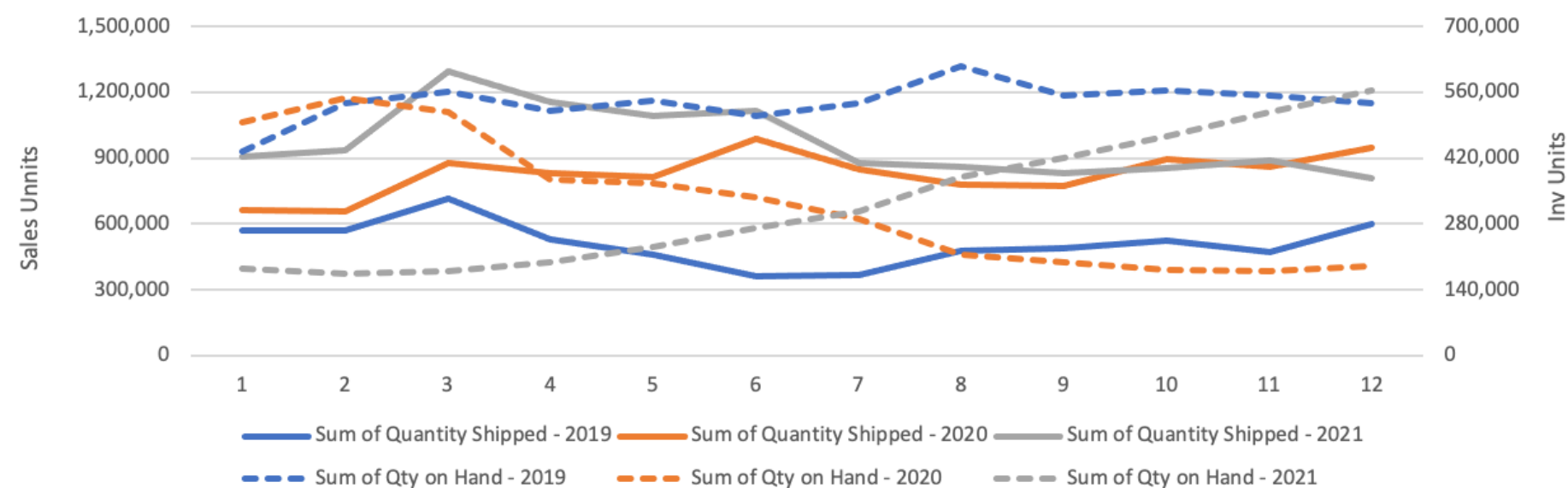
Key Takeaways for Retailers:

1. Panic buying is ending. Consumers will become more product/price conscious.
 - a. Assortments need to address not only product differences but pricing options as well
2. Expect inventory to recover in 2022 but pay attention to assortment mix.
 - a. Challenge assortment breadth. For example:
 1. 1 in 10 handgun sales is a revolver
 2. 1 in every 4 Semiautomatic handgun sales is hammer fired
 3. Keep an eye on breadth/depth of Tactical assortment
 - b. Buy quantity as needed, avoid excess buying.
 1. Extra inventory dollars can be invested in broader assortments leading to increased sales
 2. Streamlined inventories with increased sales will increase return on investment.

Key Takeaways for Manufacturers and Importers:

1. Inventory recovery (breadth of inventory) and rebuilding retail shelf will drive sales
 - a. Inventory availability across all continuing upc’s will ensure better visibility at retail
 - b. Inventory availability will allow retailers to flow products rather than feast/famine buys.
 - i. Retail assortments will be broader and more productive, leading to repeat orders.
2. Consumers have seen limited “Newness” hit the market due to inventory challenges.
 - a. As inventories recover, introduce new product to excite/incent the consumer to purchase
 - b. Give the consumer a reason to shop.
 - c. Time to excite the market.

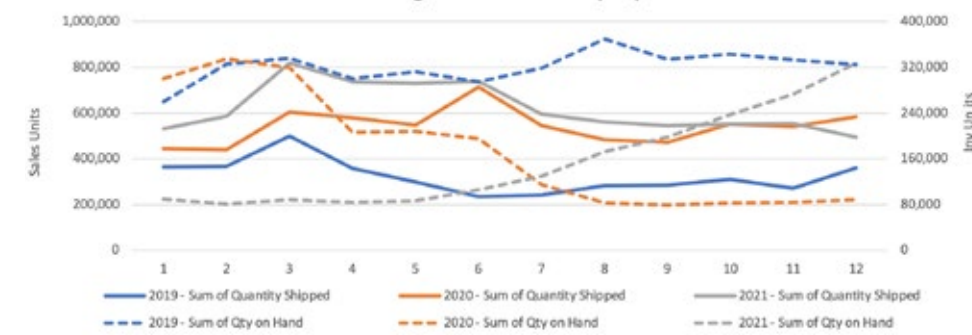
Firearms Sales & Inventory Qty



OVERVIEW:

- Sales are slowing as inventory builds
- December 2021 sales were lower than Jan 2021

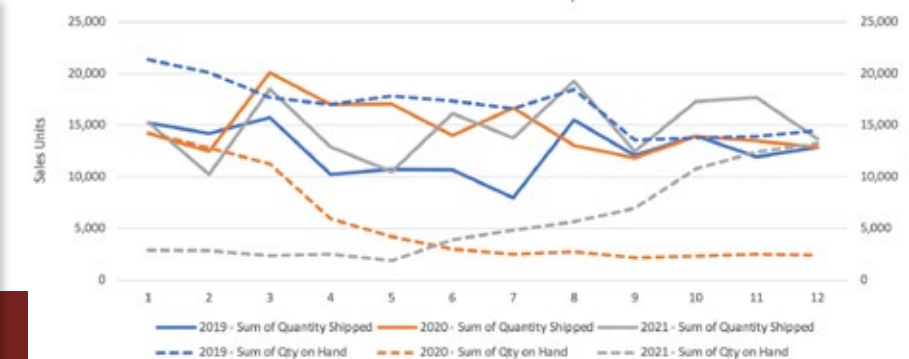
Handgun Sales & Inventory Qty



OVERVIEW:

- Handgun sales are slowing to pre-surge, early 2020 levels
- Sales have been declining entire back half of 2021

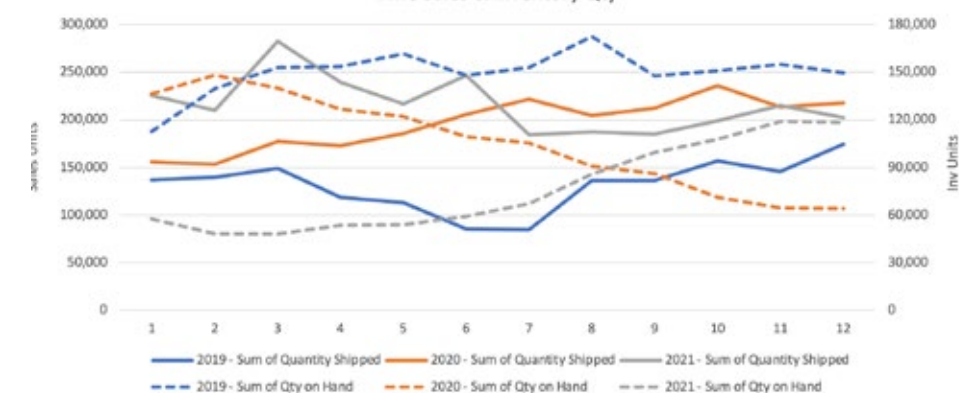
MSR Sales & Inventory



OVERVIEW:

- MSR sales show growth when inventory is available
- Sales comparable to 2020 averages

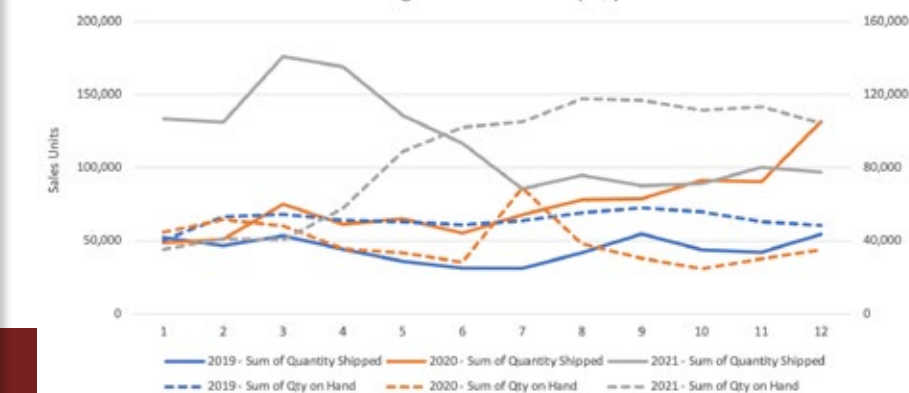
Rifle Sales & Inventory Qty



OVERVIEW:

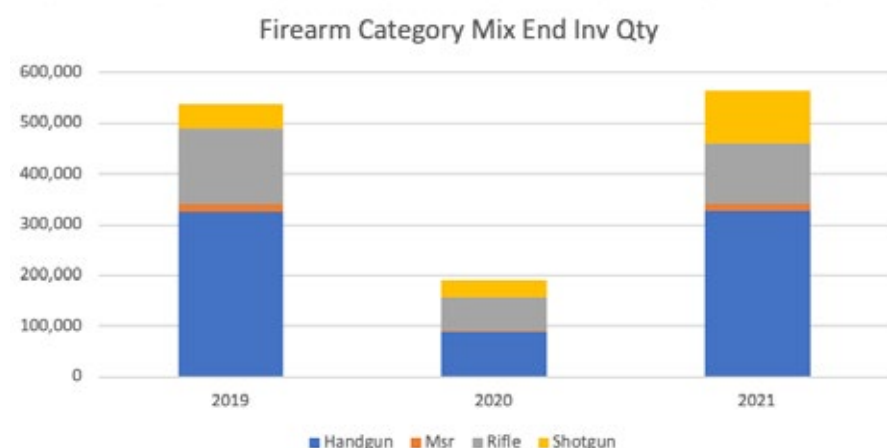
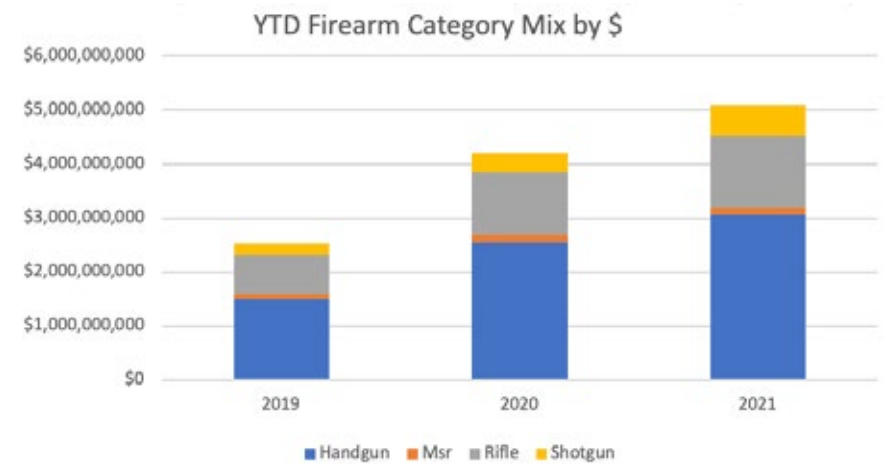
- Rifle sales stay strong even with Hunting season 2021 below 2020
- Inventory building

Shotgun Sales & Inventory Qty



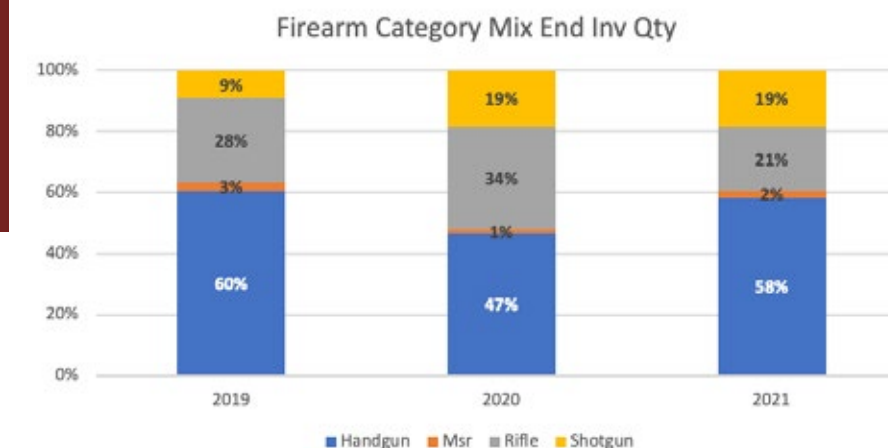
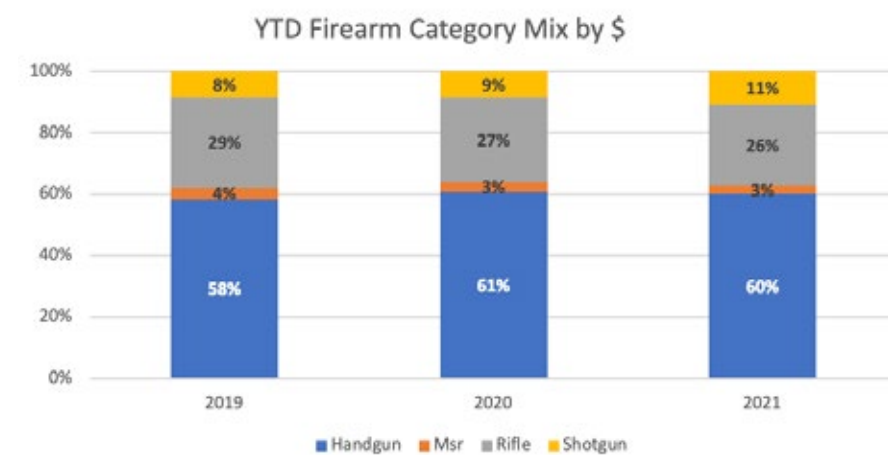
OVERVIEW:

- Q1 2021 shotgun surge is over
- Sales normalizing to Fall 2020 levels
- Inventory at historic highs



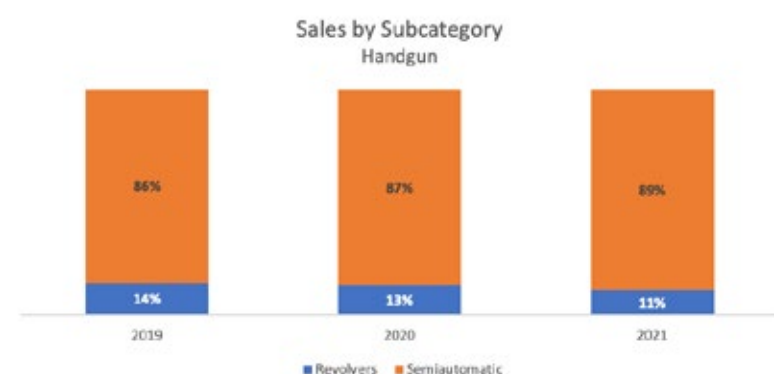
OVERVIEW:

- No significant changes to category sales mix YoY



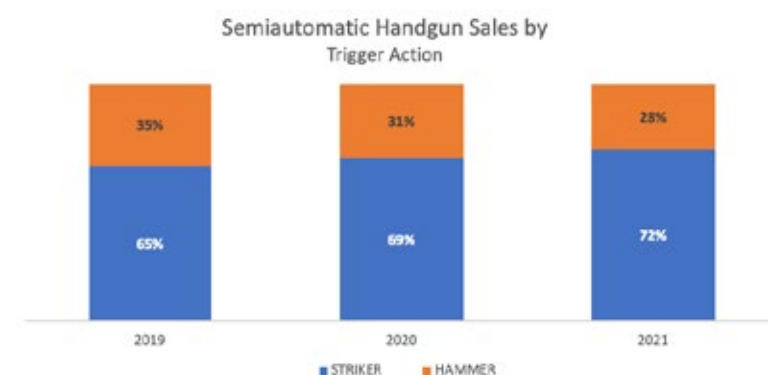
OVERVIEW:

- While inventory availability is improving, it's still not in line with sales
- Challenge inventory assortments to optimize sales & productivity



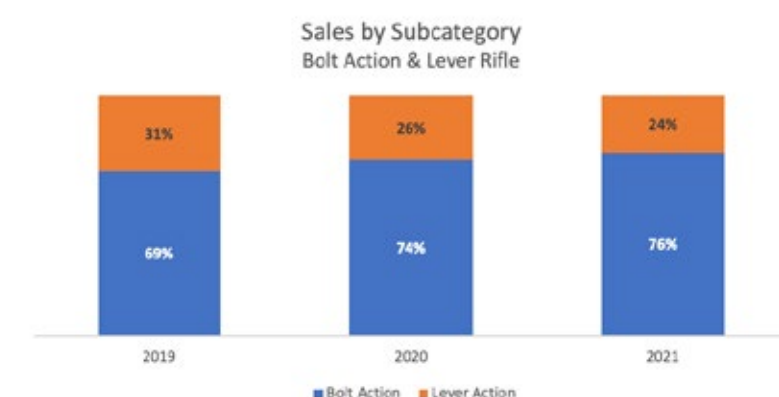
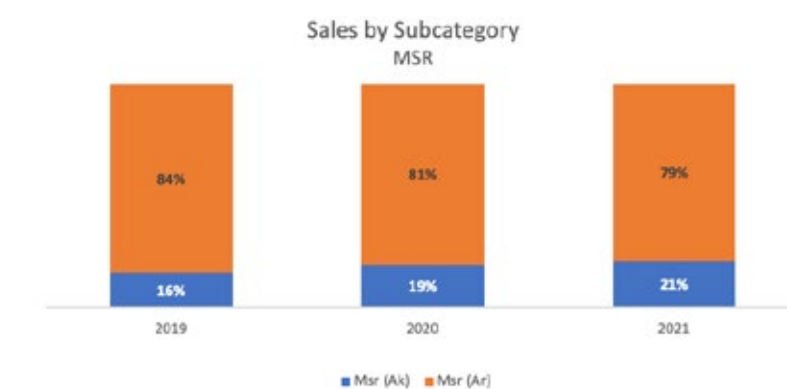
OVERVIEW:

- Semiautomatic handguns dominate HG market and show continued segment growth



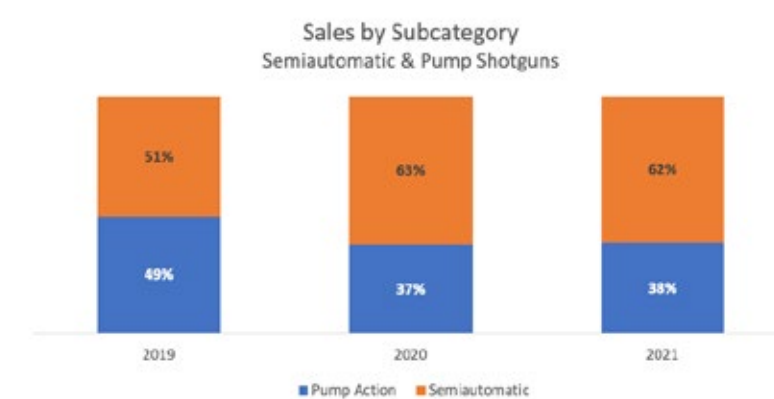
OVERVIEW:

- Striker fired semiautomatic handgun sales continue to take share of mix.
- However, important to note that 1 in every 4 semiautomatic HG sales are hammer fired.



OVERVIEW:

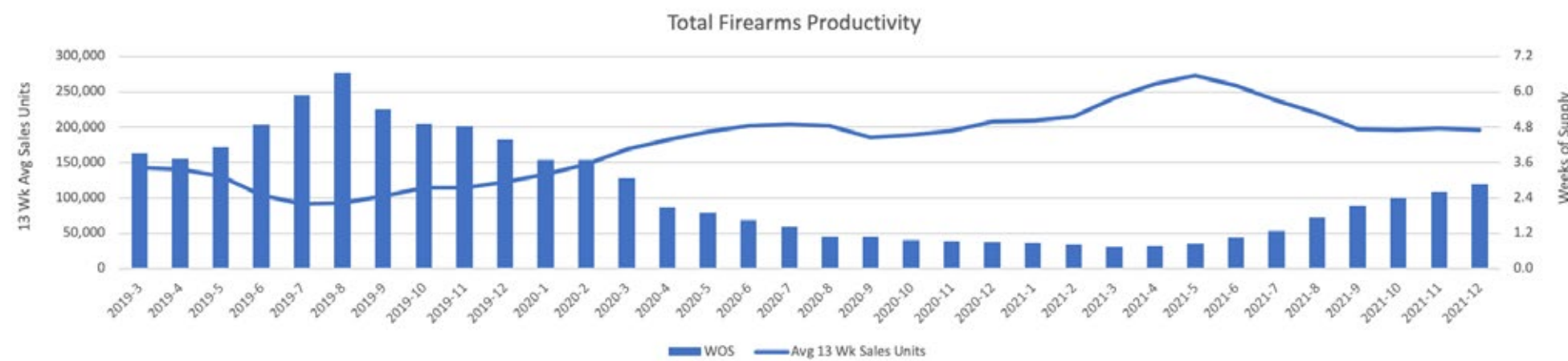
- Lever action rifles slowly dropping % mix
- Bolt guns outselling lever guns 3:1



OVERVIEW:

- Semiautomatic shotgun sales have leveled off
- Roughly 60:40 Semiauto to Pump
- Watch tactical influence to maintain optimal sales

YEAR OVER YEAR SALES AND PRODUCTIVITY



OVERVIEW:

- Slow growth in Inventory
- Sales flattening out at 2020 avg levels



OVERVIEW:

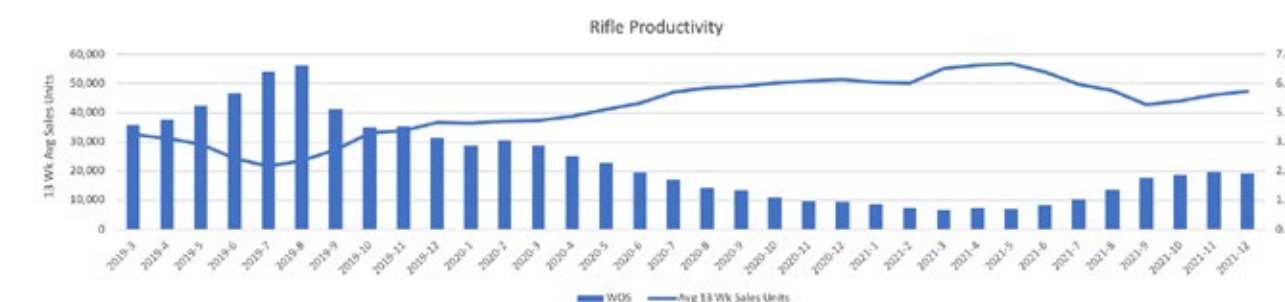
- Sales declining
- Inventory slowly building
- Inventory not supporting sales; Challenge quality of inventory mix

BY CATEGORY



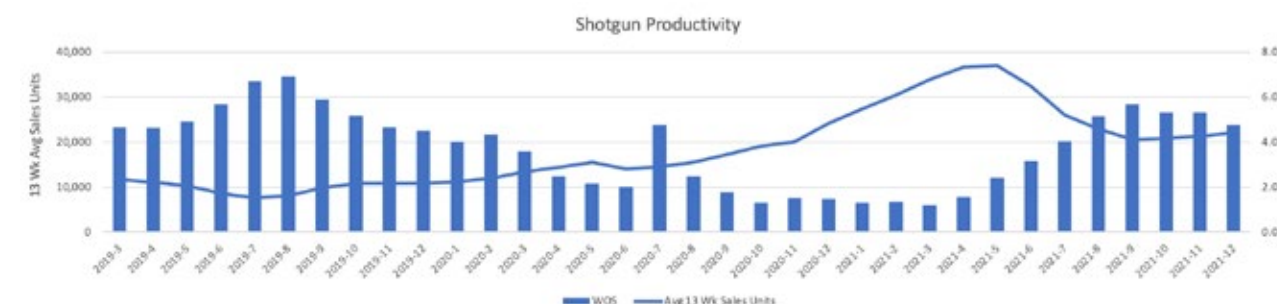
OVERVIEW:

- Sales at higher end of 2020 average
- Inventory slowly building
- Sales are benefiting from inventory availability



OVERVIEW:

- Rifle sales resurgence in Q4 2021
- Inventory supporting sales momentum



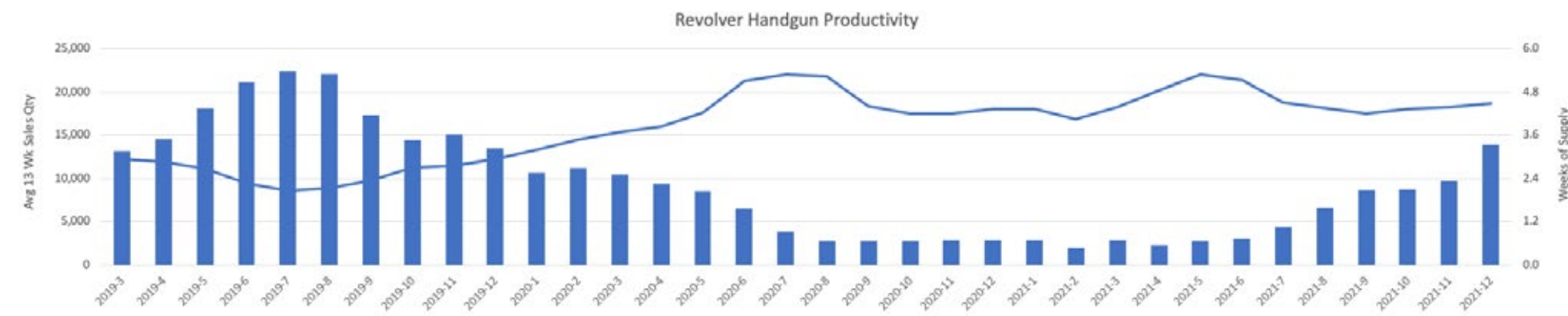
OVERVIEW:

- Shotgun sales dropped off -46% since Q1 2021 high. Surge is over.
- Current sales levels almost double 2019 levels
- Inventory levels at historic highs.
- Channel inventory mix is not supporting sales.



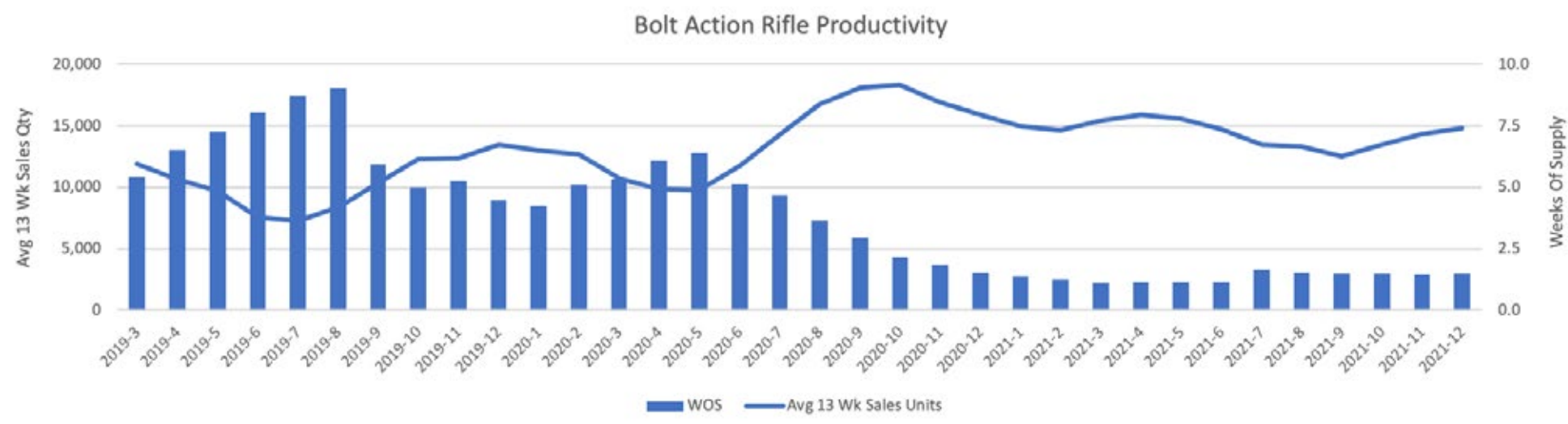
OVERVIEW:

- Sales declining back half 2021
- Current sales level equal to start of 2020 surge
- Inventory building
- Challenge quality of inventory assortment



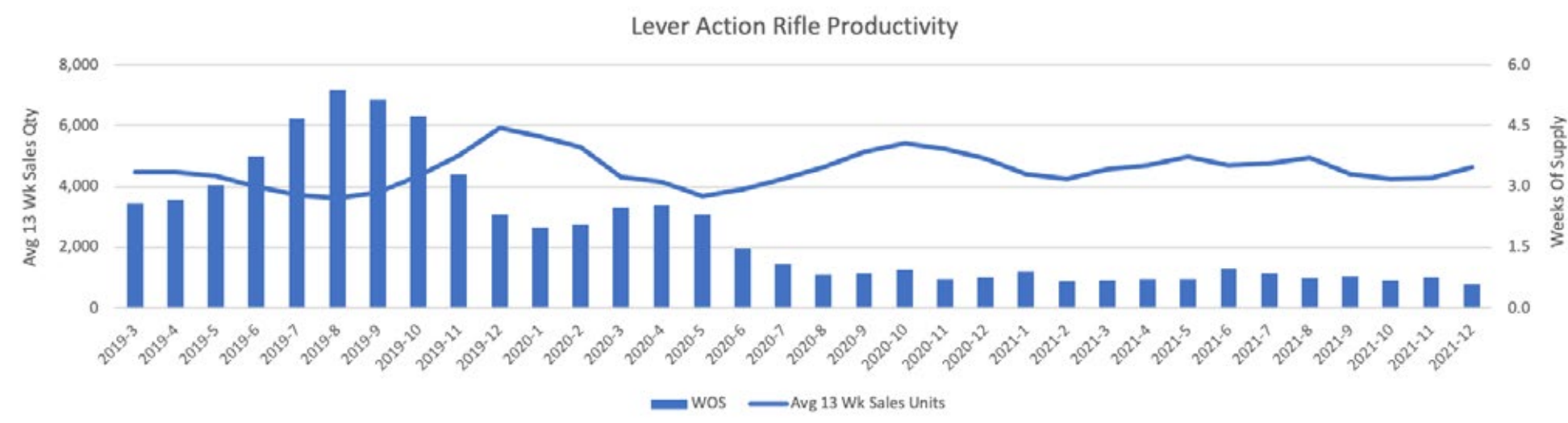
OVERVIEW:

- Revolver sales have flattened back half of 2021 with Q4 10% above Q4 2019
- Inventories building



OVERVIEW:

- Bolt action rifle sales remain strong showing uptick in Q4 2021
- Inventory levels consistent and supporting sales



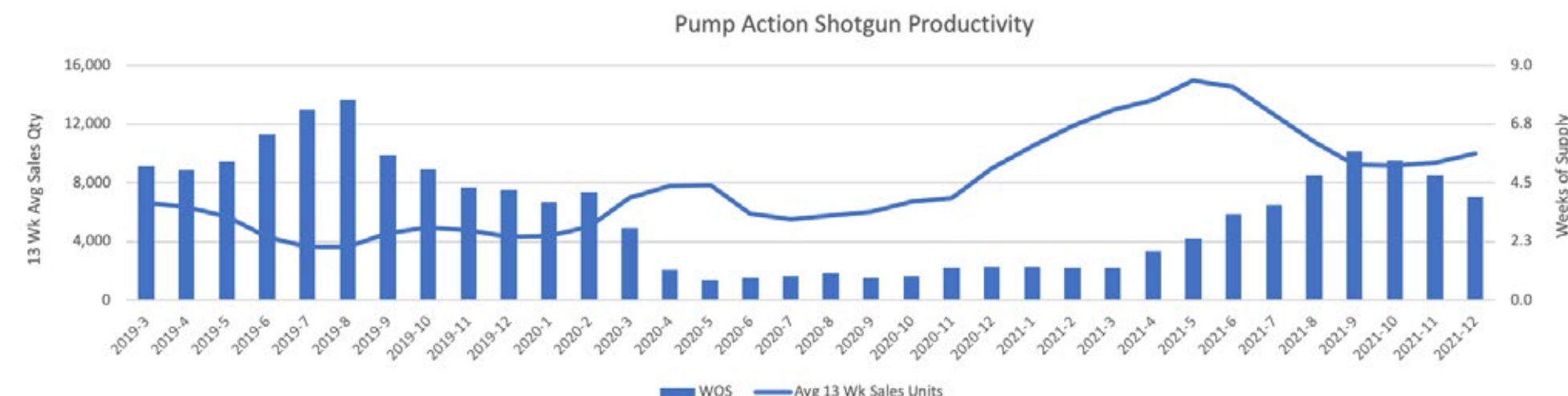
OVERVIEW:

- No significant impact from 2020 surge
- Lever action rifle sales remain strong; showing uptick in Q4 2021
- Inventory levels consistent and supporting sales



OVERVIEW:

- Shotgun sales dropped significantly back half 2021. Surge is over.
- Current sales levels still almost double 2019 levels
- Inventory levels at historic highs.
- Channel inventory mix is not supporting sales.
- Challenge inventory mix



OVERVIEW:

- Shotgun sales dropped significantly back half 2021 showing slight rebound in December. Surge is over.
- Current sales levels still almost double 2019 levels
- Inventory levels at historic highs but declining
- Challenge inventory mix

HANDGUN	MSR	RIFLE	SHOTGUN
- GLOCK24.06% - SMITH & WESSON16.23% - RUGER13.14% - SIG SAUER INC8.01% - TAURUS6.53% - SPRINGFIELD ARMORY4.15% - CZ-USA2.78% - FN AMERICA2.31% - COLT2.17% - CANIK2.00%	- CENTURY10.64% - INTERNATIONAL ARMS - FN AMERICA8.70% - DIAMONDBACK8.02% - FIREARMS LLC - AMERICAN7.29% - TACTICAL IMPORTS - SMITH & WESSON6.27%	- RUGER24.17% - SMITH & WESSON9.06% - HENRY8.51% - REPEATING ARMS - SAVAGE ARMS7.74% - CENTURY3.24% - INTERNATIONAL ARMS	- MOSSBERG13.79% - TRISTAR ARMS INC7.22% - ARMSCOR5.81% - PRECISION INC - SAVAGE ARMS5.58% - BROWNING5.34%

HANDGUN

1	Glock	764503037252	Glock G19 Gen5 Semi Auto Pistol, 9MM, 4.02" BBL ;PA195S203
2	Glock	764503037894	Glock G43X 9mm 3.41in 10rd Black Pistol ;PX4350201
3	Ruger	736676164011	Ruger RUGER-57 PISTOL, 5.7X28MM 4.94" ;16401
4	Taurus	725327616030	Taurus G2C 9MM BK/BK 3.26 " BL 2X12 RDS ;1-G2C931-12
5	Glock	764503913358	Glock 43 9mm Semi Auto Pistol, 3.39" ;UI4350201
6	Smith & Wesson	22188879209	Smith & Wesson Shield EZ M&P9 Semi Auto Pistol, 9MM, 3.675" ;1243
7	Smith & Wesson	22188869743	Smith & Wesson M&P Shield EZ Pistol 380 ACP M2.0 3.675" ;11663
8	Smith & Wesson	22188884920	Smith & Wesson M&P 9 Shield Plus Semi-Auto Micro-Compact, 3.1" ;13246
9	Glock	764503502194	Glock 19 Gen3 9MM Compact ;PI195020
10	Glock	764503026911	Glock G19X Semi Auto, 9MM 4" on G17 Frame Coyote ;PX195070

MSR

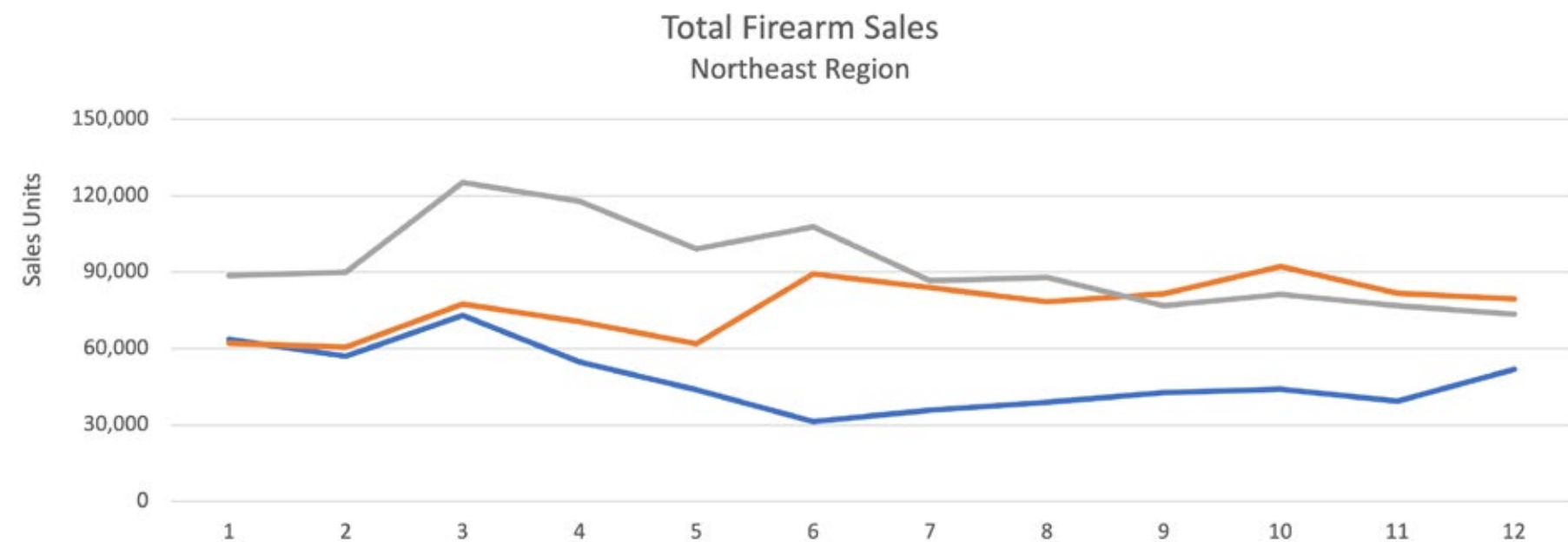
1	Sig Sauer Inc	798681622207	Sig Sauer Inc 716I Semi-Auto Rifle, 7.62X51 NATO, 16" , AL Mlok HG ;R716I-16B-TRD
2	Century		
	International Arms	787450474901	Century International Arms DRACO NAK9 PISTOL 9MM 33+1 ;HG3736-N
3	Anderson		
	Manufacturing	712038922260	Anderson Manufacturing AM15 OPTIC READY 5.56MM 16" 1:8 ;B2-K850-AA00
4	Smith & Wesson		Smith & Wesson M&P Sport II Rifle, 5.56 , 16" d, Fixed Stock, CA Compliant ;12001
5	Century	22188872729	Century International Arms Mini Draco Pistol c Handgun 7.62x39mm 7.75"
	International Arms		Wood Fore Grip ;HG2137-N
6	Century	787450071186	Century International Arms Romanian Draco 7.62x39 Pistol 12.25"
	International Arms		Barrel Wood Forend ;HG1916-N
7	Diamondback	787450044357	Diamondback Firearms Llc DB10CCMLB .308 Win AR-308 Rifle 16" ;DB10CCMLB
	Firearms Llc		
8	Century	815875015093	Century International Arms Mini Draco Pistol c Handgun 7.62x39mm 10.5"
	International Arms	787450685048	Wood Fore Grip ;HG6501-N
9	Pioneer Arms Corp		Pioneer Arms Corp Polish Hellpup AK-47 Pistol 7.62x39mm 11.73" ;AK003
10	Black Rain Ordnance	766150019391	Black Rain Ordnance Fallout 15 30 RD 5.56 10.5" Cold War Gray Pistol SBA3 Brace
		681565228131	;BRO2012280

RIFLE

1	Smith & Wesson	22188868104	Smith & Wesson M&P 15 Sport II Semi-auto Rifle 5.56 NATO 16” BBL ;10202
2	Ruger	736676085002	Ruger AR-556 5.56 NATO Semi Auto Rifle 16.1” ;8500
3	Ruger	736676085293	Ruger AR-556 Free Float MLOK Handguard 16.10” ;8529
4	Colt	98289023513	Colt M4 CARBINE 5.56 16” ;CR6920
5	Smith & Wesson	22188868203	Smith & Wesson M&P15-22 22LR 16” 25RD BLACK THREADED ;10208
6	Ruger	736676085149	Ruger AR-556 MPR (Multi Purpose Rifle) 18 ;8514
7	Ruger	736676011032	Ruger AR-15 5.56 NATO 18” M-LOK Hand Guard ;1103
8	Smith & Wesson	22188866421	Smith & Wesson M&P 15 Sport II 5.56 Nato 16”, 6-Postion Adj Stock ;10159
9	Radical Firearms Llc	816903022823	Radical Firearms Llc 556 16” MLOK 30RD BLK FR16-5.56SOC ;FR16-5.56SOC-15RPR
10	Ruger	736676191000	Ruger PC Carbine 9mm 16.12”, Takedown Stock Black ;19100

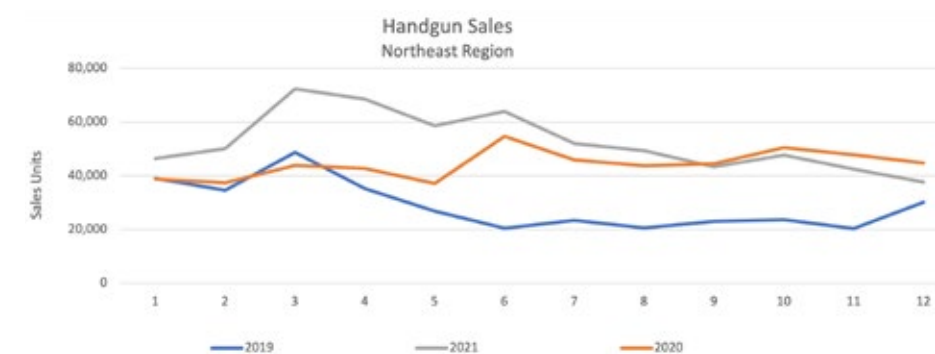
SHOTGUN

1	Keltec	640832003192	Keltec Tactical KSG Pump Shotgun 12 Ga 18.5” ;KSGBLK
2	Armscor Precision Inc	868042198037	Armscor Precision Inc Tactical KS7 12 Gauge Pump Action Shotgun 18.5 ;VR80
3	Keltec	640832007787	Keltec Tactical KS7 12 Gauge Pump Action Shotgun 18.5 ;KS7BLK
4	G-Force	643477861851	G-Force Tactical GF2P Pump Shotgun 20” ;GF2P1220
5	Mossberg	15813506595	Mossberg Home Defense 590 Shockwave 12ga Pump 14” Barrel ;50659
6	Century		Century International Arms Tactical CENTURION Bp-12 SEMI-AUTO
	International Arms	787450690172	BULLPUP SHOTGUN 19.75” ;SG3960-N
7	G-Force	643477862773	G-Force Tactical GFY-1 12 Gauge Bullpup Shotgun ;GFY11220
8	Howa	682146860085	Howa Home Defense Citadel Boss Hog 12 Gaug ;KATAC1220
9	Howa	682146302486	Howa Tactical Citadel BOSS-25 12 Gauge ;CBOSS2512
10	G-Force	643477862704	G-Force Tactical G-Force Arms GF12AR 12 Gauge ;GF12AR1220



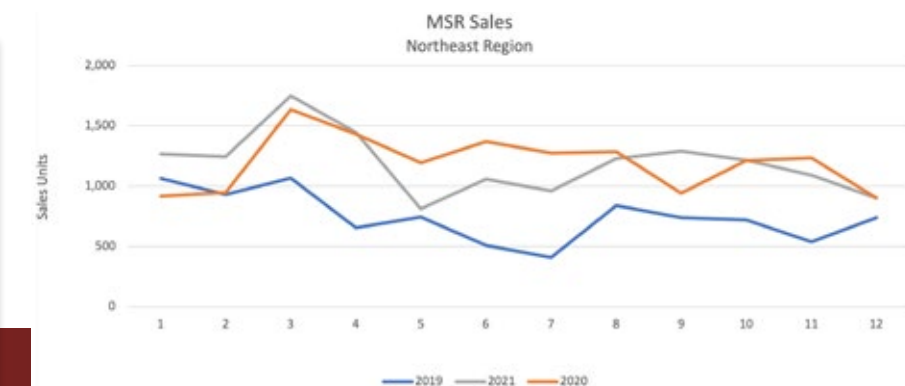
OVERVIEW:

- December 2021 sales were lower than Jan 2021
- Sales slowing March 2021 to year end
- SaQ4 2021 sales averaging +50% to Q4 2021



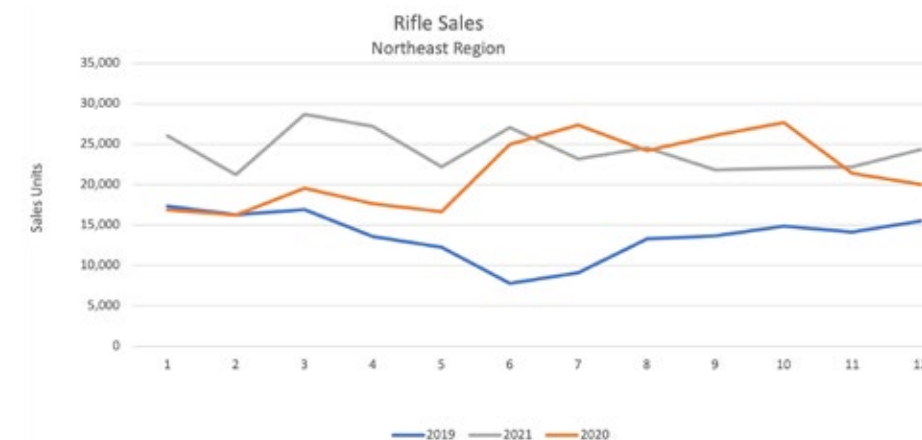
OVERVIEW:

- Handgun sales are slowing
- Sales have been declining entire back half of 2021



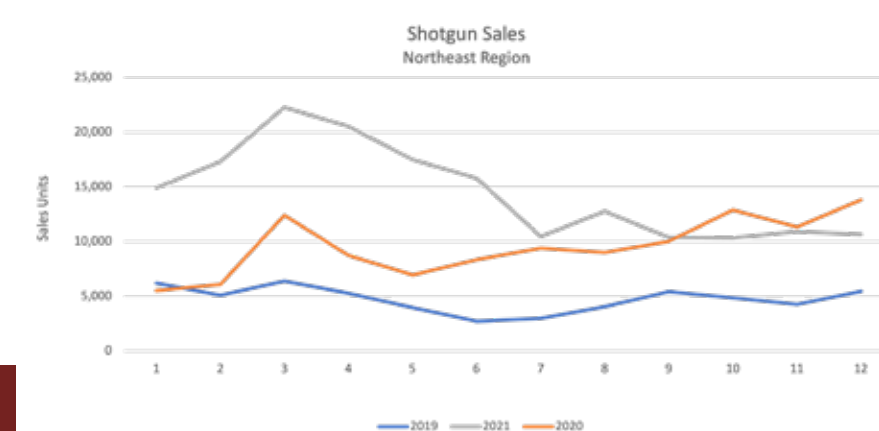
OVERVIEW:

- Fall 2021 MSR sales comparable to back half 2020



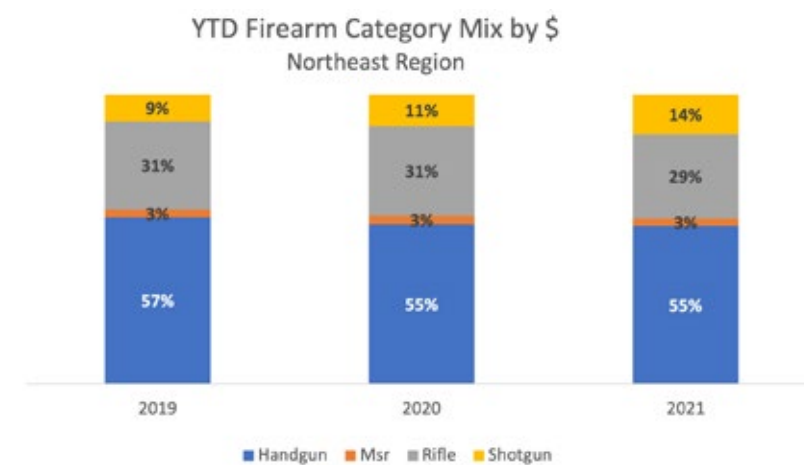
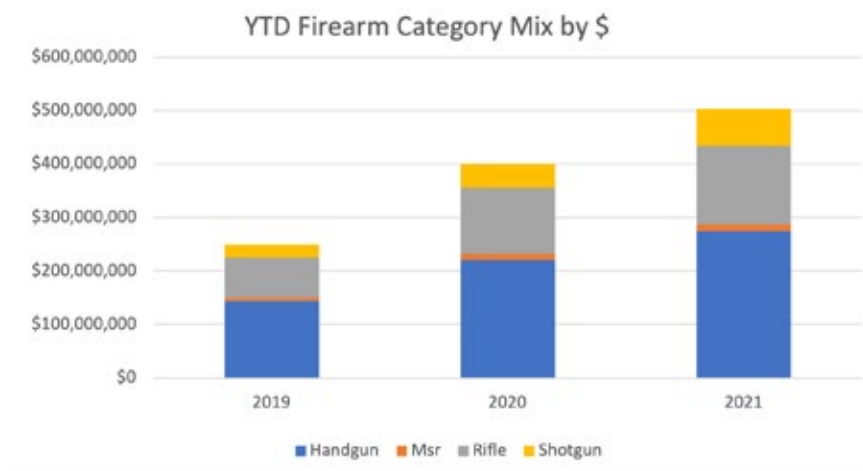
OVERVIEW:

- Rifle sales stay strong even with Hunting season 2021 below 2020



OVERVIEW:

- Q1 2021 shotgun surge is over
- Sales normalizing to Fall 2020 levels



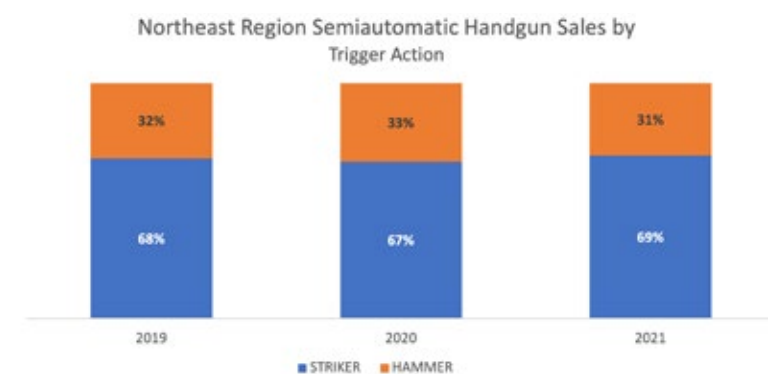
OVERVIEW:

- The Shotgun segment had been growing as a percent of mix.
- Sales moving from Rifle segment



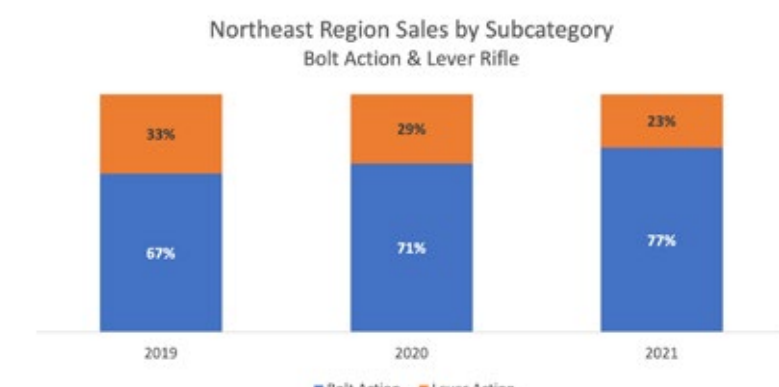
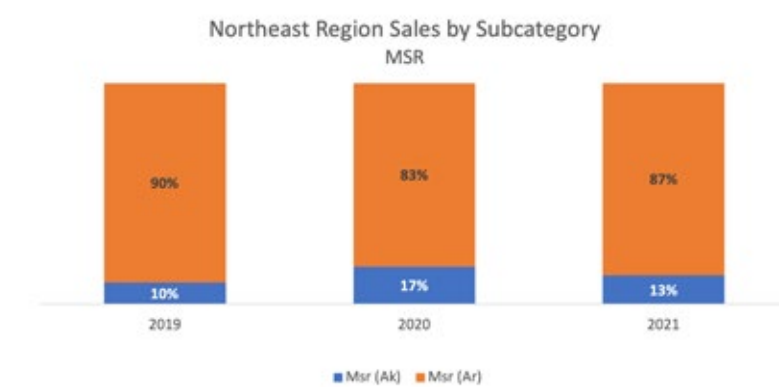
OVERVIEW:

- Semiautomatic handguns dominate HG market



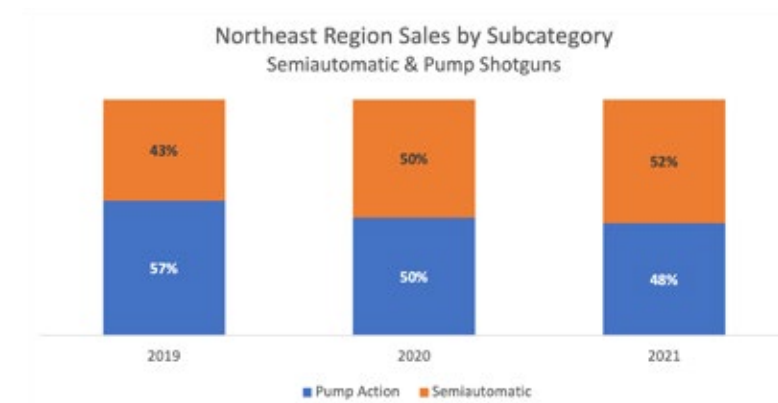
OVERVIEW:

- Striker fired semiautomaic handgun sales continue to take share of mix.
- However, important to note that roughly 1 in every 3 semiatomatic HG sales are hammer fired.



OVERVIEW:

- Lever action rifles slowly dropping % mix
- Bolt guns outselling lever guns 3:1



OVERVIEW:

- Semiautomatic shotgun sales continue to gain % mix
- Watch tactical influence to maintain optimal sales

HANDGUN

• GLOCK	18.84%
• SMITH & WESSON	18.74%
• RUGER	11.71%
• SIG SAUER INC	10.06%
• TAURUS	5.94%
• SPRINGFIELD ARMORY	4.22%
• CZ-USA	3.11%
• COLT	2.94%
• WALTHER ARMS INC	2.00%
• FN AMERICA	1.82%

MSR

• BLACK RAIN ORDNANCE	10.54%
• FN AMERICA	9.34%
• RUGER	7.81%
• SMITH & WESSON	6.10%
• WINDHAM WEAPONRY	5.98%
• DANIEL DEFENSE INC	5.33%
• DIAMONDBACK FIREARMS LLC	4.93%
• AMERICAN TACTICAL IMPORTS	4.92%
• SIG SAUER INC	4.78%
• LWRC	4.56%

RIFLE

• RUGER	19.99%
• SAVAGE ARMS	11.62%
• HENRY REPEATING ARMS	8.43%
• SMITH & WESSON	7.91%
• BROWNING	3.81%
• SPRINGFIELD ARMORY	2.92%
• CENTURY INTERNATIONAL ARMS	2.60%
• COLT	2.26%
• MOSSBERG	1.91%
• WINCHESTER	1.83%

SHOTGUN

• MOSSBERG	18.71%
• SAVAGE ARMS	9.13%
• TRISTAR ARMS INC	7.39%
• BROWNING	4.87%
• CZ-USA	4.39%
• BERETTA USA	4.28%
• ARMSCOR PRECISION INC	4.05%
• KELTEC	3.96%
• HOWA	3.86%
• G-FORCE ARMS	3.68%

HANDGUN

1	Smith & Wesson	22188879209	Smith & Wesson Shield EZ M&P9 Semi Auto Pistol, 9MM, 3.675” ;1243
2	Smith & Wesson	22188869743	Smith & Wesson M&P Shield EZ Pistol 380 ACP M2.0 3.675” ;11663
3	Glock	764503037894	Glock G43X 9mm 3.41in 10rd Black Pistol ;PX4350201
4	Smith & Wesson	22188884920	Smith & Wesson M&P 9 Shield Plus Semi-Auto Micro-Compact, 3.1” ;13246
5	Glock	764503037252	Glock G19 Gen5 Semi Auto Pistol, 9MM, 4.02” BBL ;PA195S203
6	Taurus	725327616030	Taurus G2C 9MM BK/BK 3.26 ” BL 2X12 RDS ;1-G2C931-12
7	Glock	764503913358	Glock 43 9mm Semi Auto Pistol, 3.39” ;UI4350201
8	Ruger	736676164011	Ruger RUGER-57 PISTOL, 5.7X28MM 4.94” ;16401
9	Smith & Wesson	22188879216	Smith & Wesson Shield EZ M&P9 Semi Auto Pistol, 9MM, 3.675” ;12437
10	Ruger	736676137169	Smith & Wesson LCP Max Semi-Auto Pistol, 380 ACP, 2.8” ;1371

MSR

1	Black Rain Ordnance	681565228131	Black Rain Ordnance Fallout 15 30 RD 5.56 10.5” Cold War Gray Pistol SBA3 Brace ;BRO2012280
2	Sig Sauer Inc	798681622207	Sig Sauer Inc 716I Semi-Auto Rifle, 7.62X51 NATO, 16” , AL Mlok HG ;R716I-16B-TRD
3	Black Rain Ordnance	681565227578	AR15 5.56 16” Flat Top Optics Ready
4	Ruger	736676085378	AR556 5.56mm, 16.1”, Free-float
5	LWRC	860942000229	R-15 5.56 16.1” Spiral Fluted Barrel
6	Anderson Manufacturing	712038922260	Anderson Manufacturing AM15 OPTIC READY 5.56MM 16” 1:8 ;B2-K850-AA00
7	Ruger	736676085026	AR-556 M4-Style Direct Impingment MSR
8	FN America	845737010508	SCAR 16S 5.56 NATO 16.25”
9	Smith & Wesson	22188869897	M&P10 Sport Optics Ready Rifle 308
10	Smith & Wesson	22188872729	Smith & Wesson M&P Sport II Rifle, 5.56 , 16” d, Fixed Stock, CA Compliant ;12001

RIFLE

1	Smith & Wesson	22188868104	Smith & Wesson M&P 15 Sport II Semi-auto Rifle 5.56 NATO 16” BBL ;10202
2	Colt	98289023513	Colt M4 CARBINE 5.56 16” ;CR6920
3	Smith & Wesson	22188868203	Smith & Wesson M&P15-22 22LR 16” 25RD BLACK THREADED ;10208
4	Ruger	736676085002	Ruger AR-556 5.56 NATO Semi Auto Rifle 16.1” ;8500
5	Smith & Wesson	22188866421	Smith & Wesson M&P 15 Sport II 5.56 Nato 16”, 6-Postion Adj Stock ;10159
6	Ruger	736676085293	Ruger AR-556 Free Float MLOK Handguard 16.10” ;8529
7	Ruger	736676011032	Ruger AR-15 5.56 NATO 18” M-LOK Hand Guard ;1103
8	Ruger	736676191000	Ruger PC Carbine 9mm 16.12”, Takedown Stock Black ;19100
9	Henry Repeating Arms	619835001009	Smith & Wesson Lever Action Rimfire Rifle .22 LRe 18.25” ;
10	Black Rain Ordnance	681565227073	Colt Spec15 Shadow Rifle .223 Rem 16” Barrel ;H001

SHOTGUN

1	Keltec	640832003192	Keltec Tactical KSG Pump Shotgun 12 Ga 18.5” ;KSGBLK
2	Mossberg	15813506595	Mossberg Home Defense 590 Shockwave 12ga Pump 14” Barrel ;50659
3	Howa	682146302486	Howa Tactical Citadel BOSS-25 12 Gauge ;CBOSS2512
4	Howa	682146860085	Howa Home Defense Citadel Boss Hog 12 Gaug ;KATAC1220
5	Savage Arms	11356578020	5 57802 Savage Arms Hunting BOLT ACTION PkgE 20 GA.
6	Keltec	640832007787	Keltec Tactical KS7 12 Gauge Pump Action Shotgun 18.5 ;KS7BLK
7	Arm Scor Precision Inc	868042198037	Arm Scor Precision Inc Tactical KS7 12 Gauge Pump Action Shotgun 18.5 ;VR80
8	G-Force Arms	643477861851	G-Force Tactical GF2P Pump Shotgun 20” ;GF2P1220
9	Century	787450690172	Century International Arms Tactical CENTURION Bp-12
	International Arms		SEMI-AUTO BULLPUP SHOTGUN 19.75” ;SG3960-N
10	Remington Arms Inc	47700834214	Remington Arms Inc Hunting V3 FIELD SPORT 12GA 26” WLNT ;83421

HANDGUN

• 9MM LUGER	64.33%
• 45 AUTO	7.31%
• 380 AUTO	6.87%
• .357 MAG.	5.40%
• 40 S&W	2.66%

MSR

• .223 REM.	29.20%
• 5.56MM NATO (.223 REM.)	25.83%
• .308 WIN.	21.26%
• 7.62X39	6.54%
• 6.5 CREEDMOOR	5.25%

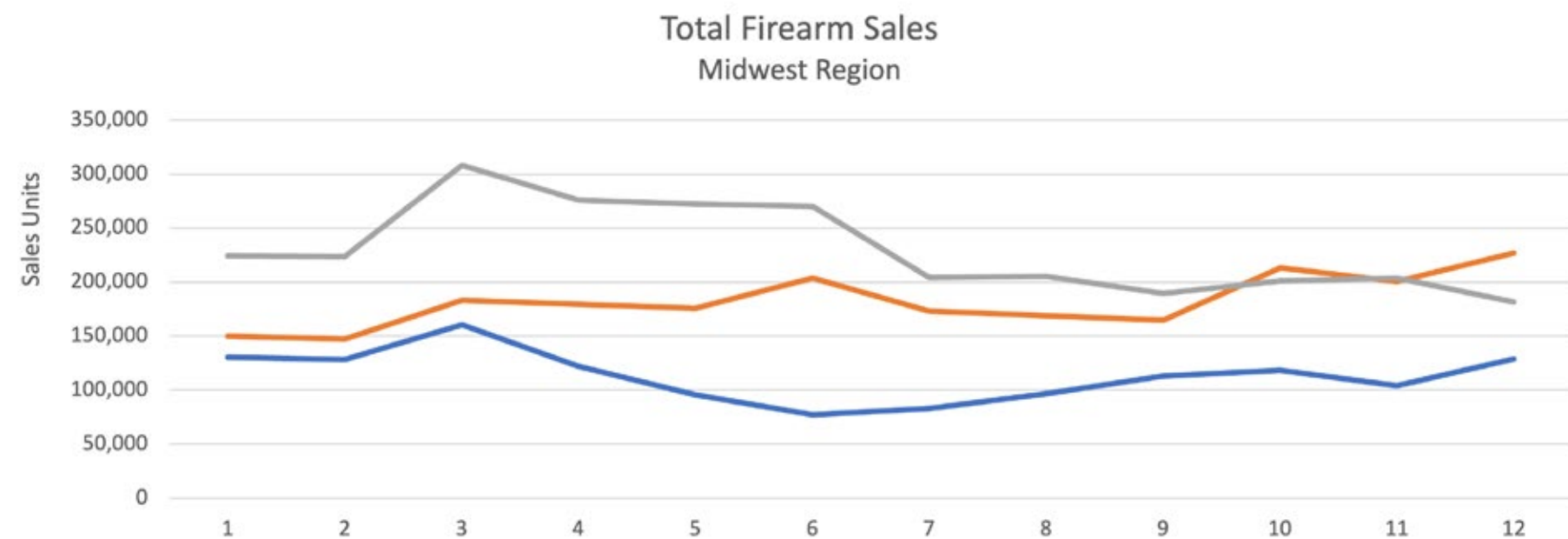
RIFLE

• 6.5 CREEDMOOR	19.08%
• .308 WIN.	14.23%
• .243 WIN.	5.72%
• 30-06 SPRG	4.82%
• .300 WIN. MAG.	4.24%

SHOTGUN

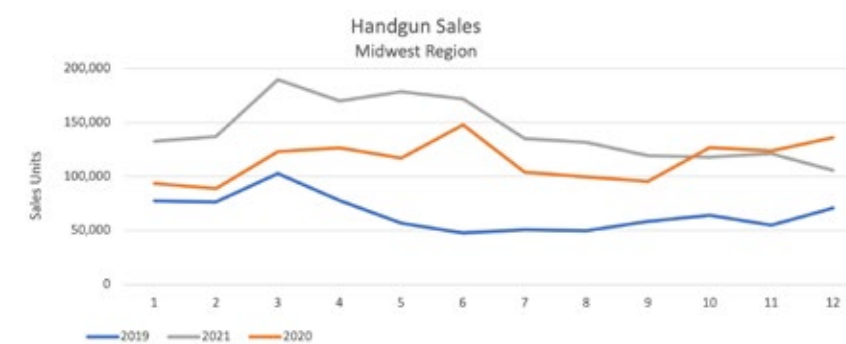
• 12 GAUGE	72.31%
• 20 GAUGE	9.58%
• 410 BORE	2.32%
• 28 GAUGE	0.44%
• 16 GAUGE	0.14%





OVERVIEW:

- Sales are slowing through 2021
- December 2021 sales were lower than Jan 2021
- Q4 2021 sales almost double to Q4 2019



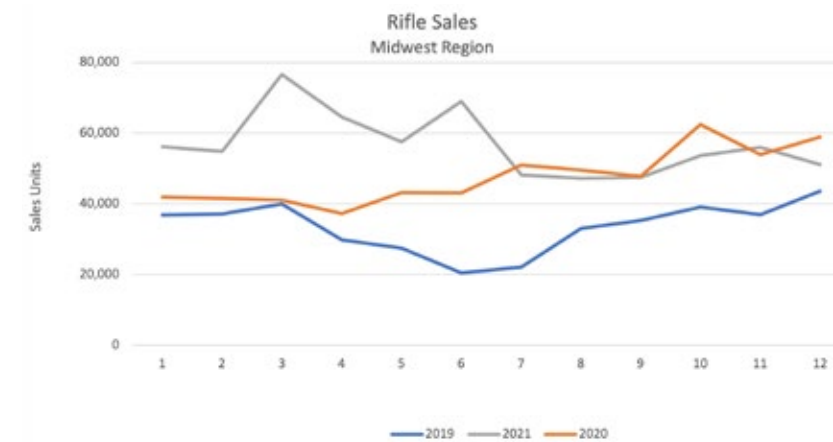
OVERVIEW:

- Handgun sales are slowing to pre-surge early 2020 levels
- Sales have been declining entire back half of 2021



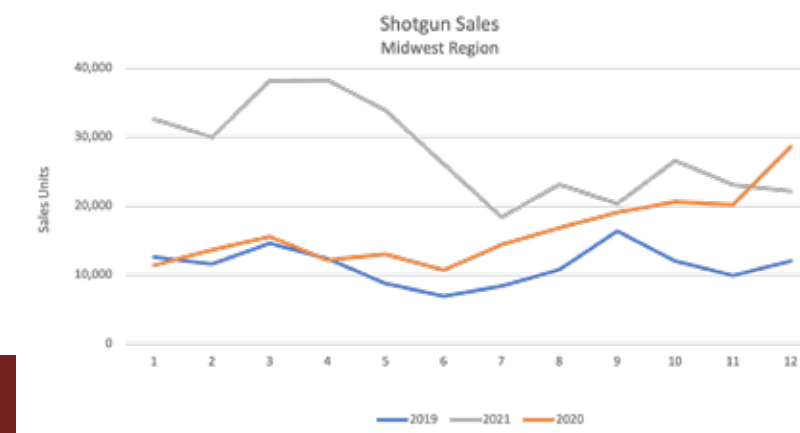
OVERVIEW:

- Midwest MSR sales show little impact from surge
- Surge impact most likely attributed to increased inventory levels



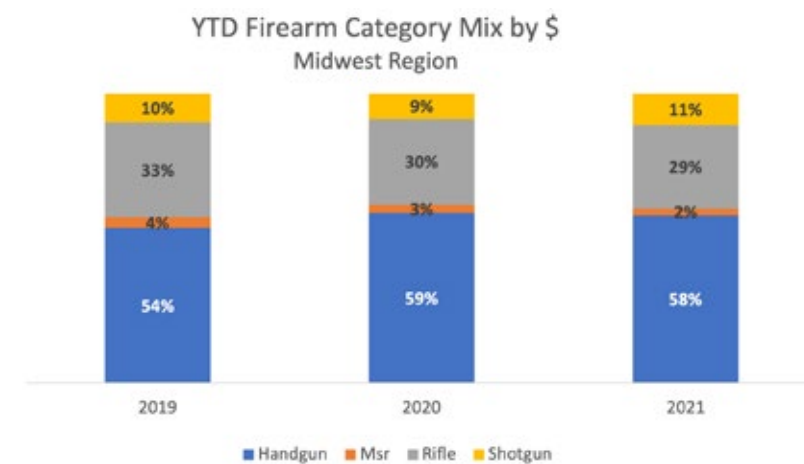
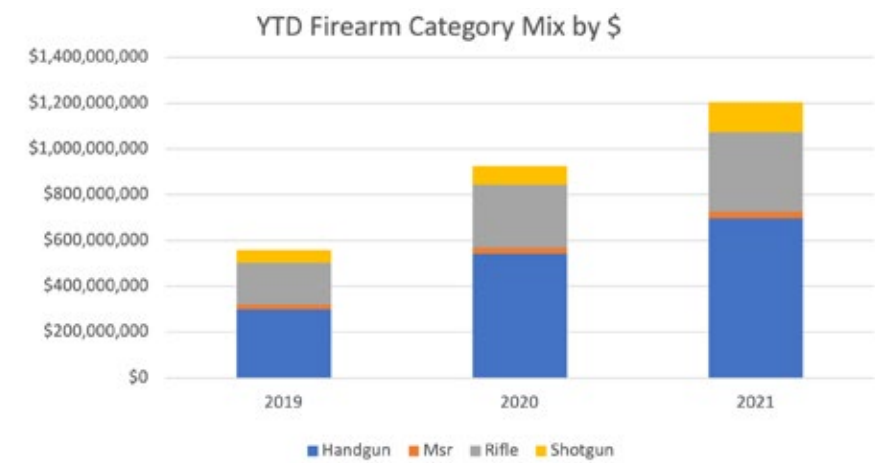
OVERVIEW:

- Rifle sales stay strong even with Hunting season 2021 below 2020



OVERVIEW:

- Q1 2021 shotgun surge is over
- Fall 2021 avg sales 10% over Fall 2020



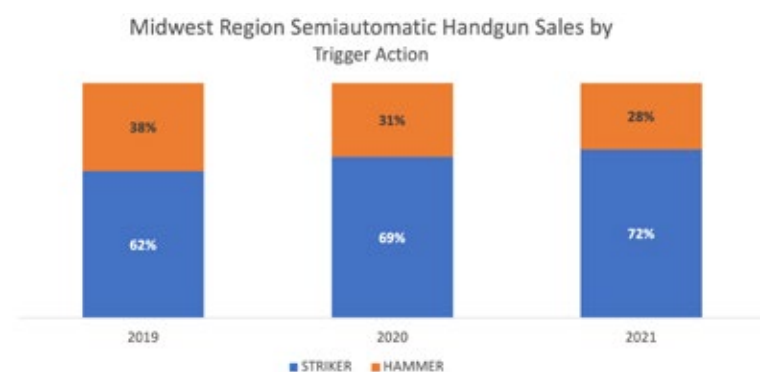
OVERVIEW:

- No significant changes to category sales mix YoY



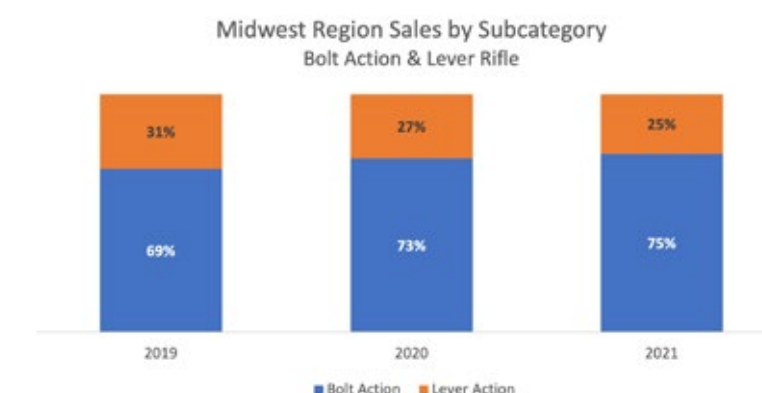
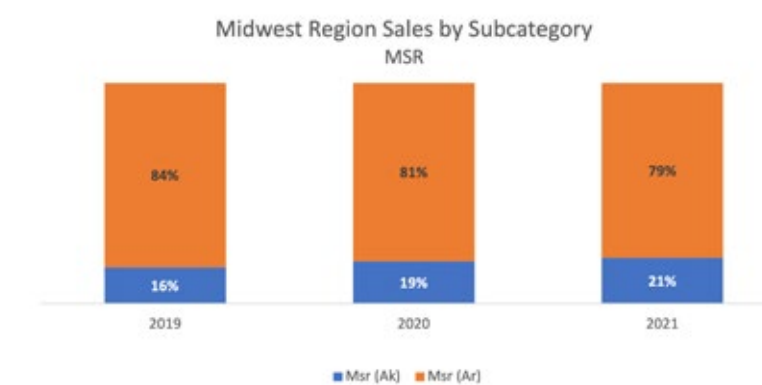
OVERVIEW:

- Semiautomatic handguns dominate HG market and show continued segment growth



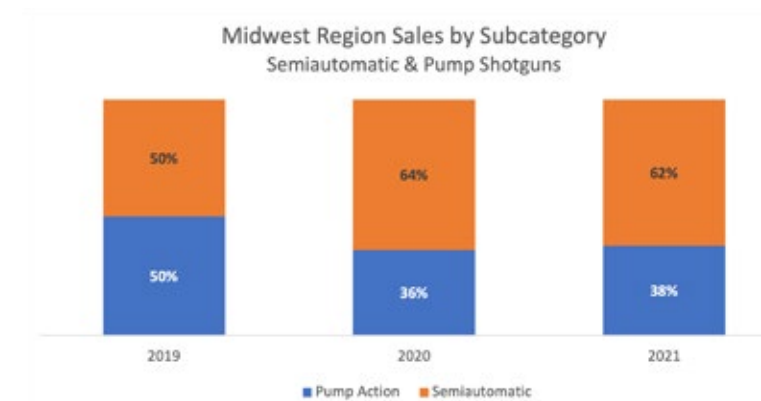
OVERVIEW:

- Striker fired semiautomaic handgun sales continue to take share of mix.
- However, important to note that 1 in every 4 semiatomatic HG sales are hammer fired.



OVERVIEW:

- Lever action rifles slowly dropping % mix
- Bolt guns outselling lever guns 3:1



OVERVIEW:

- Semiautomatic shotgun sales have leveled off
- Roughly 60:40 Semiauto to Pump
- Watch tactical influence to maintain optimal sales

HANDGUN

• GLOCK	20.59%
• SMITH & WESSON	19.40%
• RUGER	15.44%
• SIG SAUER INC	7.21%
• TAURUS	6.00%
• SPRINGFIELD ARMORY	4.31%
• CZ-USA	2.58%
• FN AMERICA	2.43%
• COLT	2.39%
• CANIK	2.08%

MSR

• CENTURY INTERNATIONAL ARMS	9.78%
• FN AMERICA	9.10%
• AMERICAN TACTICAL IMPORTS	7.23%
• DIAMONDBACK FIREARMS LLC	6.96%
• BLACK RAIN ORDNANCE	6.40%
• SIG SAUER INC	5.11%
• SMITH & WESSON	4.72%
• PATRIOT ORDNANCE FACTORY	4.18%
• RUGER	4.11%
• DANIEL DEFENSE INC	3.82%

RIFLE

• RUGER	26.83%
• SMITH & WESSON	9.92%
• HENRY REPEATING ARMS	9.81%
• SAVAGE ARMS	8.52%
• SPRINGFIELD ARMORY	2.37%
• CENTURY INTERNATIONAL ARMS	2.31%
• COLT	2.07%
• RADICAL FIREARMS LLC	2.00%
• CHRISTENSEN ARMS	1.82%
• BERGARA	1.78%

SHOTGUN

• MOSSBERG	12.66%
• TRISTAR ARMS INC	8.28%
• SAVAGE ARMS	7.50%
• BROWNING	6.38%
• WINCHESTER	5.97%
• G-FORCE	5.31%
• BERETTA USA PRECISION INC	4.71%
• ARMSCOR	4.06%
• KELTEC	3.83%

HANDGUN

1	Glock	764503037252	Glock G19 Gen5 Semi Auto Pistol, 9MM, 4.02” BBL ;PA195S203
2	Glock	764503037894	Glock G43X 9mm 3.41in 10rd Black Pistol ;PX4350201
3	Ruger	736676164011	Ruger RUGER-57 PISTOL, 5.7X28MM 4.94” ;16401
4	Smith & Wesson	22188869743	Smith & Wesson M&P Shield EZ Pistol 380 ACP M2.0 3.675” ;11663
5	Smith & Wesson	22188879209	Smith & Wesson Shield EZ M&P9 Semi Auto Pistol, 9MM, 3.675” ;1243
6	Ruger	736676032839	Ruger EC9s 9MM 3.12” 8RD BLK ;3283
7	Taurus	725327616030	Taurus G2C 9MM BK/BK 3.26 ” BL 2X12 RDS ;1-G2C931-12
8	Glock	764503913358	Glock 43 9mm Semi Auto Pistol, 3.39” ;UI4350201
9	Smith & Wesson	22188884920	Smith & Wesson M&P 9 Shield Plus Semi-Auto Micro-Compact, 3.1” ;13246
10	Ruger	736676038107	Ruger Security-9 9mm Semi Auto Pistol 4” ;3810

MSR

1	Sig Sauer Inc	798681622207	Sig Sauer Inc 716l Semi-Auto Rifle, 7.62X51 NATO, 16” , AL Mlok HG ;R716l-16B-TRD
2	Black Rain Ordnance	681565228131	Black Rain Ordnance Fallout 15 30 RD 5.56 10.5” Cold War Gray Pistol SBA3 Brace
3	Century		Century International Arms Mini Draco Pistol c Handgun 7.62x39mm 10.5”
	International Arms	787450685048	Wood Fore Grip ;HG6501-N
4	Century		Century International Arms Mini Draco Pistol c Handgun 7.62x39mm 7.75”
	International Arms	787450071186	Wood Fore Grip ;HG2137-N
5	Anderson	712038922260	Anderson Manufacturing AM15 OPTIC READY 5.56MM 16” 1:8 ;B2-K850-AA00
	Manufacturing		
6	Century		Century International Arms DRACO NAK9 PISTOL 9MM 33+1 ;HG3736-N
	International Arms	787450474901	
7	Pioneer Arms Corp	766150019391	Pioneer Arms Corp Polish Hellpup AK-47 Pistol 7.62x39mm 11.73” ;AK003
8	Zastava	685757098199	Zastava ZPAP92 7.62X39 TOPRAIL REAR RAIL WOOD ;ZP92762PA
9	Diamondback	815875015093	Diamondback Firearms Llc DB10CCMLB .308 Win AR-308 Rifle 16” ;DB10CCMLB
	Firearms Llc		
10	Smith & Wesson	22188869897	Smith & Wesson M&P10 SPORT 308WIN 16” 20RD ;11532

RIFLE

1	Smith & Wesson	22188868104	Smith & Wesson M&P 15 Sport II Semi-auto Rifle 5.56 NATO 16” BBL ;10202
2	Ruger	736676085002	Ruger AR-556 5.56 NATO Semi Auto Rifle 16.1” ;8500
3	Ruger	736676085293	Ruger AR-556 Free Float MLOK Handguard 16.10” ;8529
4	Ruger	736676085149	Ruger AR-556 MPR (Multi Purpose Rifle) 18 ;8514
5	Smith & Wesson	22188868203	Smith & Wesson M&P15-22 22LR 16” 25RD BLACK THREADED ;10208
6	Ruger	736676011032	Ruger AR-15 5.56 NATO 18” M-LOK Hand Guard ;1103
7	Colt	98289023513	Colt M4 CARBINE 5.56 16” ;CR6920
8	Ruger	736676169504	Ruger American Ranch Rifle 450 Bushmaster ;16950
9	Smith & Wesson	22188866421	Smith & Wesson M&P 15 Sport II 5.56 Nato 16”, 6-Postion Adj Stock ;10159
10	Smith & Wesson	22188879643	Smith & Wesson M&P15 SPTII 556N 30RD BLK ;12936

SHOTGUN

1	Keltec	640832003192	Keltec Tactical KSG Pump Shotgun 12 Ga 18.5” ;KSGBLK
2	Remington Arms Inc	47700834214	Remington Arms Inc Hunting REM V3 FLD SPT 12/26/3”” SATIN ;83421
3	Arm Scor Precision Inc	868042198037	Arm Scor Precision Inc Tactical KS7 12 Gauge Pump Action Shotgun 18.5 ;VR80
4	Mossberg	15813506595	Mossberg Home Defense 590 Shockwave 12ga Pump 14” Barrel ;50659
5	Keltec	640832007787	Keltec Tactical KS7 12 Gauge Pump Action Shotgun 18.5 ;KS7BLK
6	G-Force	643477861851	G-Force Tactical GF2P Pump Shotgun 20” ;GF2P1220
7	Howa	682146860085	Howa Home Defense Citadel Boss Hog 12 Gaug ;KATAC1220
8	G-Force	643477862704	G-Force Tactical G-Force Arms GF12AR 12 Gauge ;GF12AR1220
9	Winchester	48702023125	Winchester Hunting SX4 Hybrid Hunter 12 Ga 3 1/2” 28” Timber ;511293292
10	Howa	682146302486	Howa Tactical Citadel BOSS-25 12 Gauge ;CBOSS2512

HANDGUN

• 9MM LUGER	65.87%
• 380 AUTO	8.32%
• 45 AUTO	5.78%
• .357 MAG.	4.09%
• 40 S&W	3.43%

MSR

• 5.56MM NATO (.223 REM.)	24.21%
• .308 WIN.	21.76%
• .223 REM.	19.57%
• 7.62X39	12.50%
• 6.5 CREEDMOOR	6.83%

RIFLE

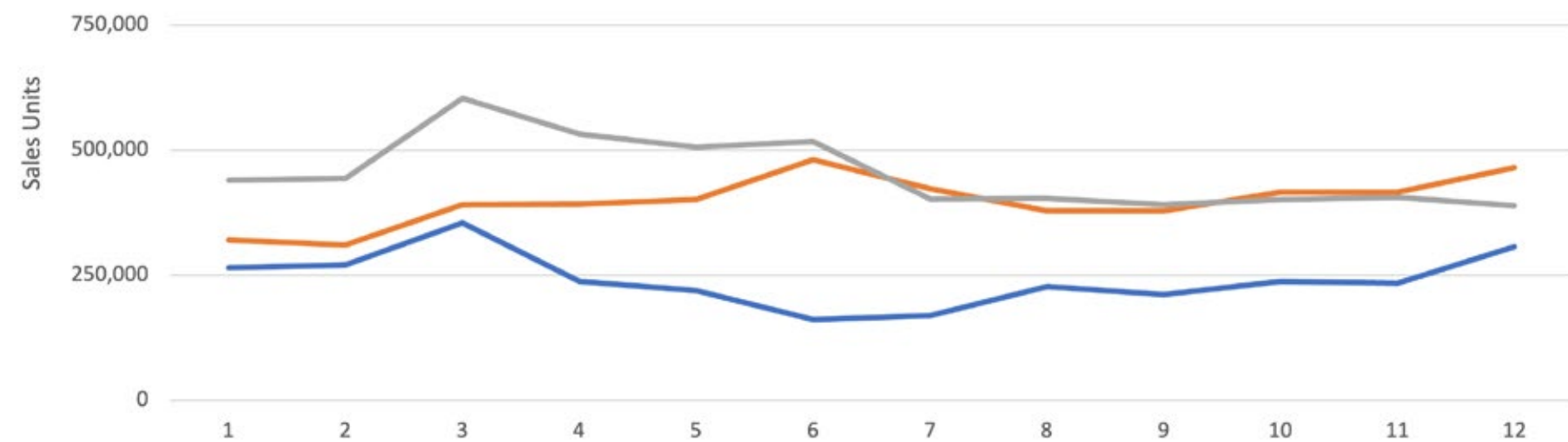
• 6.5 CREEDMOOR	19.12%
• .308 WIN.	9.75%
• .350 LEGEND	6.97%
• .450 BUSHMASTER	6.84%
• .243 WIN.	4.63%

SHOTGUN

• 12 GAUGE	72.97%
• 20 GAUGE	9.55%
• 410 BORE	2.20%
• 28 GAUGE	0.53%
• 16 GAUGE	0.36%



Total Firearm Sales
Southern Region

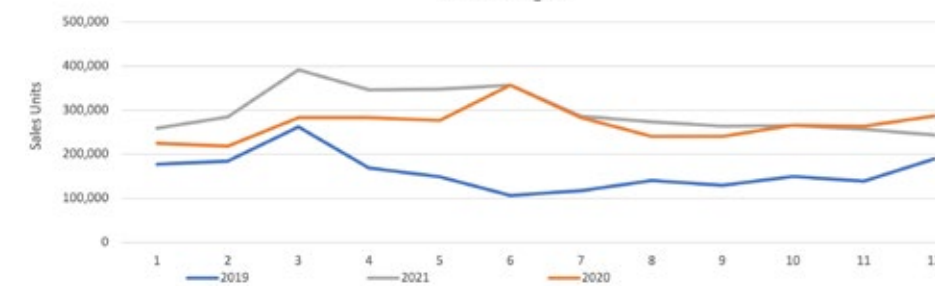


OVERVIEW:

- Back half 2021 mirroring same time 2020
- Sales have flattened



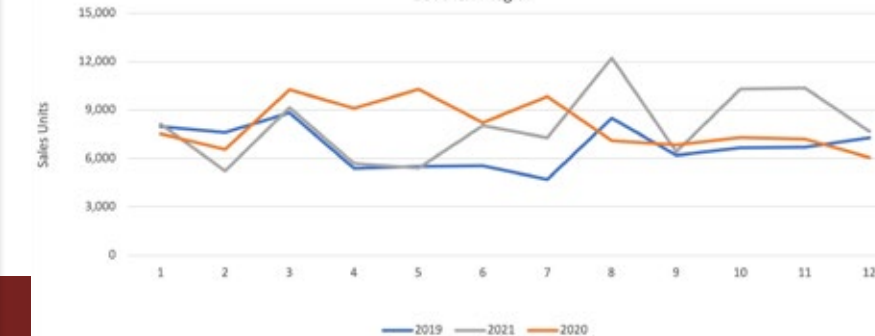
Handgun Sales
Southern Region



OVERVIEW:

- Back half 2021 mirroring same time 2020
- Sales have flattened

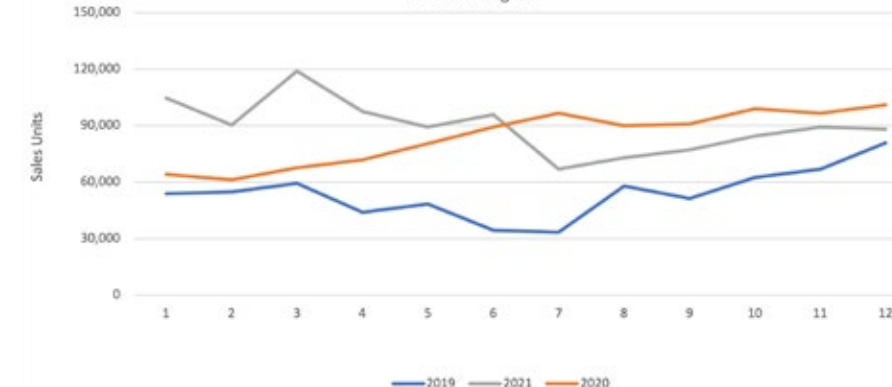
MSR Sales
Southern Region



OVERVIEW:

- MSR sales surging Fall 2021

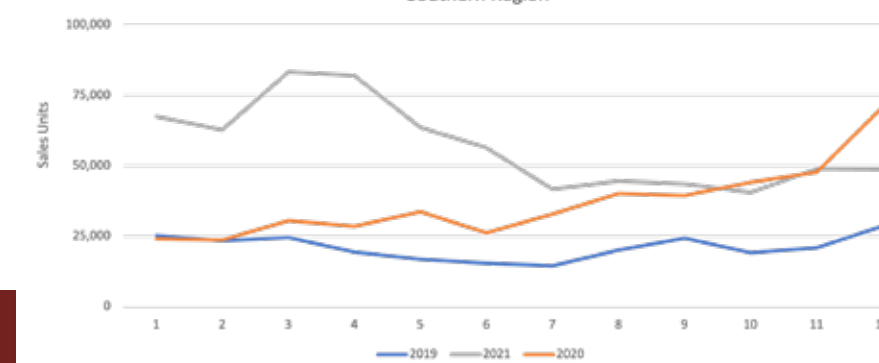
Rifle Sales
Southern Region



OVERVIEW:

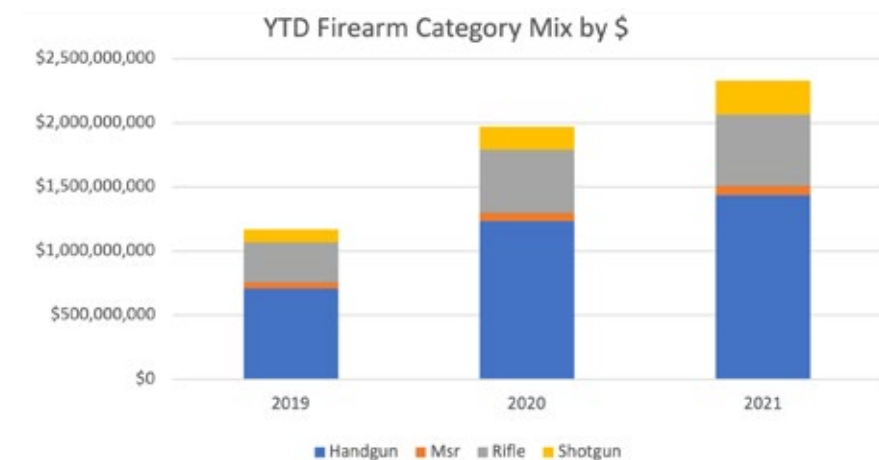
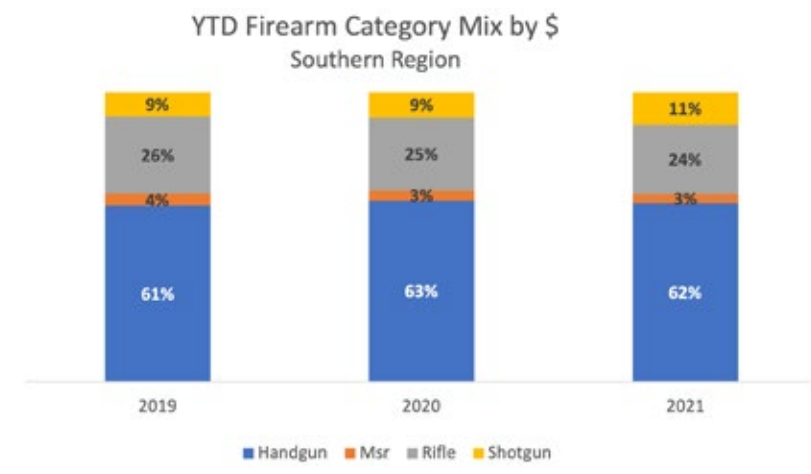
- Rifle sales stay strong even with Hunting season 2021 below 2020
- Positive sales growth Fall 2021

Shotgun Sales
Southern Region



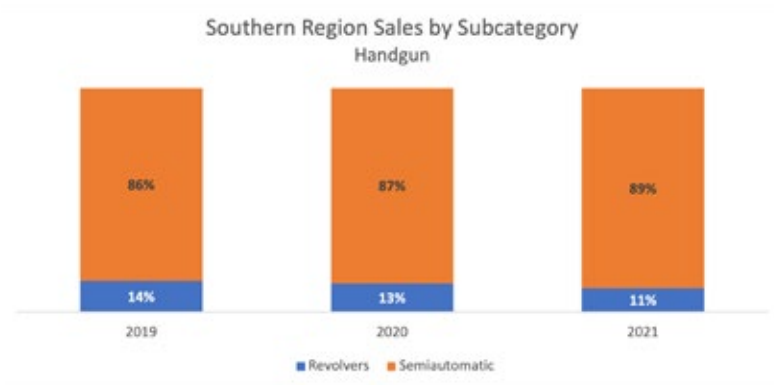
OVERVIEW:

- Q1 2021 shotgun surge is over
- Fall 2021 sales leveling off at almost double Fall 2019



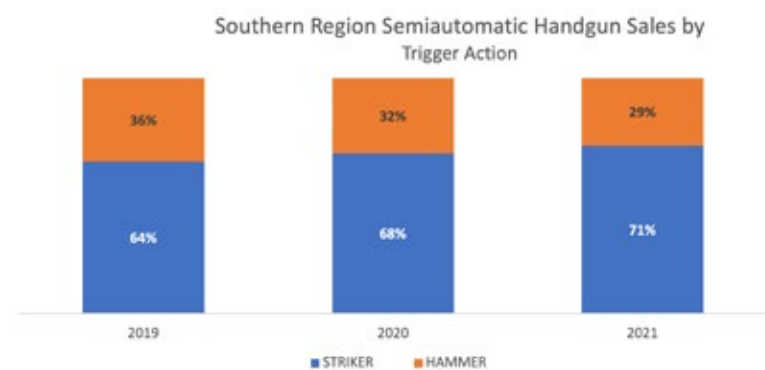
OVERVIEW:

- No significant changes to category sales mix YoY



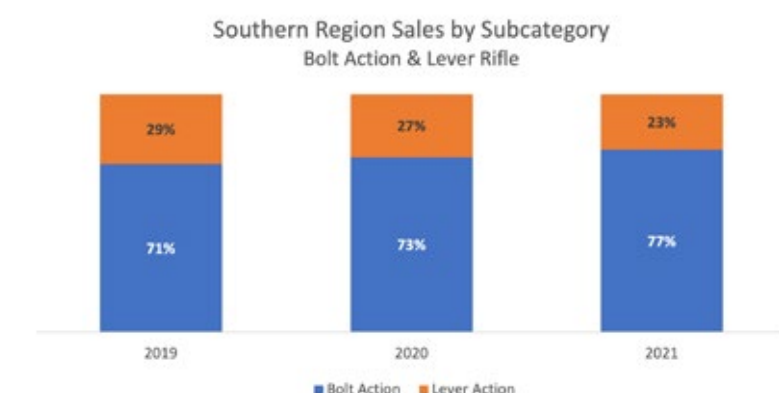
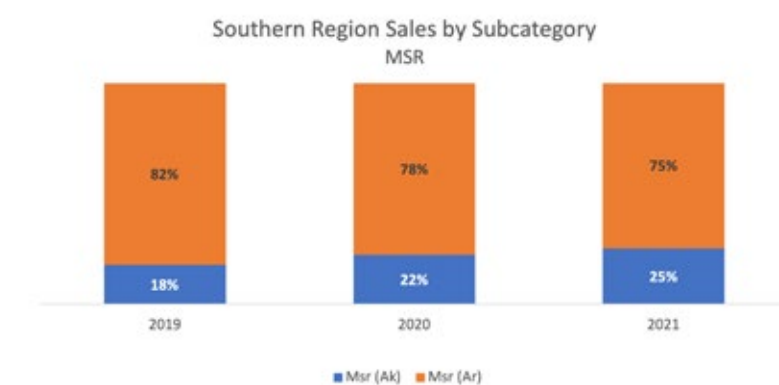
OVERVIEW:

- Semiautomatic handguns dominate HG market and show continued segment growth



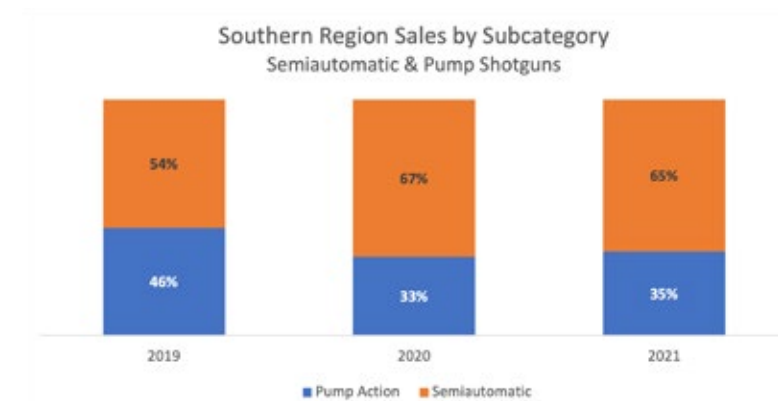
OVERVIEW:

- Striker fired semiautomaic handgun sales continue to take share of mix.
- However, important to note that 1 in every 4 semiatomatic HG sales are hammer fired.



OVERVIEW:

- Lever action rifles slowly dropping % mix
- Bolt guns outselling lever guns 3:1



OVERVIEW:

- Semiautomatic shotgun sales % of mix dropping
- Watch tactical influence to maintain optimal sales

HANDGUN

• GLOCK	24.30%
• SMITH & WESSON	13.94%
• RUGER	12.56%
• TAURUS	7.99%
• SIG SAUER INC	7.88%
• SPRINGFIELD ARMORY	3.98%
• CZ-USA	2.67%
• CANIK	2.27%
• COLT	2.12%
• FN AMERICA	2.12%

MSR

• CENTURY INTERNATIONAL ARMS	14.53%
• DIAMONDBACK FIREARMS LLC	8.95%
• AMERICAN TACTICAL IMPORTS	8.91%
• FN AMERICA	7.42%
• ANDERSON MANUFACTURING	4.70%
• SIG SAUER INC	4.45%
• SMITH & WESSON	4.05%
• LWRC	3.95%
• RADICAL FIREARMS LLC	3.89%
• PATRIOT ORDNANCE FACTORY	3.85%

RIFLE

• RUGER	20.60%
• SMITH & WESSON	8.93%
• HENRY REPEATING ARMS	7.75%
• SAVAGE ARMS	6.89%
• CENTURY INTERNATIONAL ARMS	4.37%
• RADICAL FIREARMS LLC	3.28%
• SPRINGFIELD ARMORY	3.18%
• BERGARA	2.57%
• COLT	2.42%
• CHRISTENSEN ARMS	2.33%

SHOTGUN

• MOSSBERG	12.71%
• TRISTAR ARMS INC	7.01%
• ARMSCOR PRECISION INC	6.54%
• G-FORCE ARMS	6.08%
• BERETTA USA	5.68%
• BROWNING	5.35%
• KELTEC	4.72%
• SAVAGE ARMS	4.17%
• CZ-USA	3.06%
• AMERICAN TACTICAL IMPORTS	2.94%

HANDGUN

1	Glock	764503037252	Glock G19 Gen5 Semi Auto Pistol, 9MM, 4.02” BBL ;PA195S203
2	Glock	764503037894	Glock G43X 9mm 3.41in 10rd Black Pistol ;PX4350201
3	Taurus	725327616030	Taurus G2C 9MM BK/BK 3.26 ” BL 2X12 RDS ;1-G2C931-12
4	Ruger	736676164011	Ruger RUGER-57 PISTOL, 5.7X28MM 4.94” ;16401
5	Glock	764503913358	Glock 43 9mm Semi Auto Pistol, 3.39” ;UI4350201
6	Glock	764503502194	Glock 19 Gen3 9MM Compact ;PI195020
7	Glock	764503026911	Glock G19X Semi Auto, 9MM 4” on G17 Frame Coyote ;PX195070
8	Smith & Wesson	22188869743	Smith & Wesson M&P Shield EZ Pistol 380 ACP M2.0 3.675” ;11663
9	Smith & Wesson	22188884920	Smith & Wesson M&P 9 Shield Plus Semi-Auto Micro-Compact, 3.1” ;13246
10	Smith & Wesson	22188879209	Smith & Wesson Shield EZ M&P9 Semi Auto Pistol, 9MM, 3.675” ;1243

MSR

1	Century International Arms	787450474901	Century International Arms DRACO NAK9 PISTOL 9MM 33+1 ;HG3736-N
2	Sig Sauer Inc	798681622207	Sig Sauer Inc 716l Semi-Auto Rifle, 7.62X51 NATO, 16” , AL Mlok HG ;R716I-16B-TRD
3	Century International Arms	787450044357	Century International Arms Romanian Draco 7.62x39 Pistol 12.25” Barrel Wood Forend ;HG1916-N
4	Century International Arms	787450071186	Century International Arms Mini Draco Pistol c Handgun 7.62x39mm 7.75” Wood Fore Grip ;HG2137-N
5	Anderson Manufacturing	712038922260	Anderson Manufacturing AM15 OPTIC READY 5.56MM 16” 1:8 ;B2-K850-AA00
6	Century International Arms	787450685048	Century International Arms Mini Draco Pistol c Handgun 7.62x39mm 10.5” Wood Fore Grip ;HG6501-N
7	Pioneer Arms Corp	766150019391	Pioneer Arms Corp Polish Hellpup AK-47 Pistol 7.62x39mm 11.73” ;AK003
8	Radical Firearms Llc	816903022366	Radical Firearms Llc R-15 Semi Auto Pistol 5.56 NATO 7.5” Barre ;FP75556M47R
9	Diamondback Firearms Llc	815875015093	Diamondback Firearms Llc DB10CCMLB .308 Win AR-308 Rifle 16” ;DB10CCMLB
10	Radical Firearms Llc	816903022434	Radical Firearms Llc AR-15 Semi Auto Pistol 5.56 NATO 10.5” ;13001

RIFLE

1	Smith & Wesson	22188868104	Smith & Wesson M&P 15 Sport II Semi-auto Rifle 5.56 NATO 16” BBL ;10202
2	Colt	98289023513	Colt M4 CARBINE 5.56 16” ;CR6920
3	Ruger	736676085002	Ruger AR-556 5.56 NATO Semi Auto Rifle 16.1” ;8500
4	Ruger	736676085293	Ruger AR-556 Free Float MLOK Handguard 16.10” ;8529
5	Radical Firearms Llc	816903022823	Radical Firearms Llc 556 16” MLOK 30RD BLK FR16-5.56SOC ;FR16-5.56SOC-15RPR
6	Smith & Wesson	22188868203	Smith & Wesson M&P15-22 22LR 16” 25RD BLACK THREADED ;10208
7	Smith & Wesson	22188866421	Smith & Wesson M&P 15 Sport II 5.56 Nato 16”, 6-Postion Adj Stock ;10159
8	Ruger	736676085149	Ruger AR-556 MPR (Multi Purpose Rifle) 18 ;8514
9	Ruger	736676011032	Ruger AR-15 5.56 NATO 18” M-LOK Hand Guard ;1103
10	Smith & Wesson	22188879643	Smith & Wesson M&P15 Sptii 556N O ;H001

SHOTGUN

1	Keltec	640832003192	Keltec Tactical KSG Pump Shotgun 12 Ga 18.5” ;KSGBLK
2	Arm Scor Precision Inc	868042198037	Arm Scor Precision Inc Tactical KS7 12 Gauge Pump Action Shotgun 18.5 ;VR80
3	Century International Arms	787450690172	Century International Arms Tactical CENTURION Bp-12 SEMI-AUTO BULLPUP SHOTGUN 19.75” ;SG3960-N
4	Keltec	640832007787	Keltec Tactical KS7 12 Gauge Pump Action Shotgun 18.5 ;KS7BLK
5	G-Force Arms	643477862773	G-Force Tactical GFY-1 12 Gauge Bullpup Shotgun ;GFY11220
6	Typhoon Defense	713012050009	Typhoon Defense Tactical X12 12GA 18.5 BBL 3-5RD MAG BLAC ;X120101
7	G-Force Arms	643477861851	G-Force Tactical GF2P Pump Shotgun 20” ;GF2P1220
8	Mossberg	15813506595	Mossberg Home Defense 590 Shockwave 12ga Pump 14” Barrel ;50659
9	Arm Scor Precision Inc	812285025834	Arm Scor Precision Inc Tactical VR60 12GA 20” BLKSYN POLY HG 5RD MAG ;601-BC
10	Howa	682146302486	Howa Tactical Citadel BOSS-25 12 Gauge ;CBOSS2512

HANDGUN

• 9MM LUGER	68.46%
• 380 AUTO	7.41%
• 45 AUTO	5.87%
• .357 MAG.	3.40%
• 40 S&W	3.40%

MSR

• 5.56MM NATO (.223 REM.)	24.48%
• .308 WIN.	21.11%
• .223 REM.	19.38%
• 7.62X39	13.53%
• 6.5 CREEDMOOR	5.88%

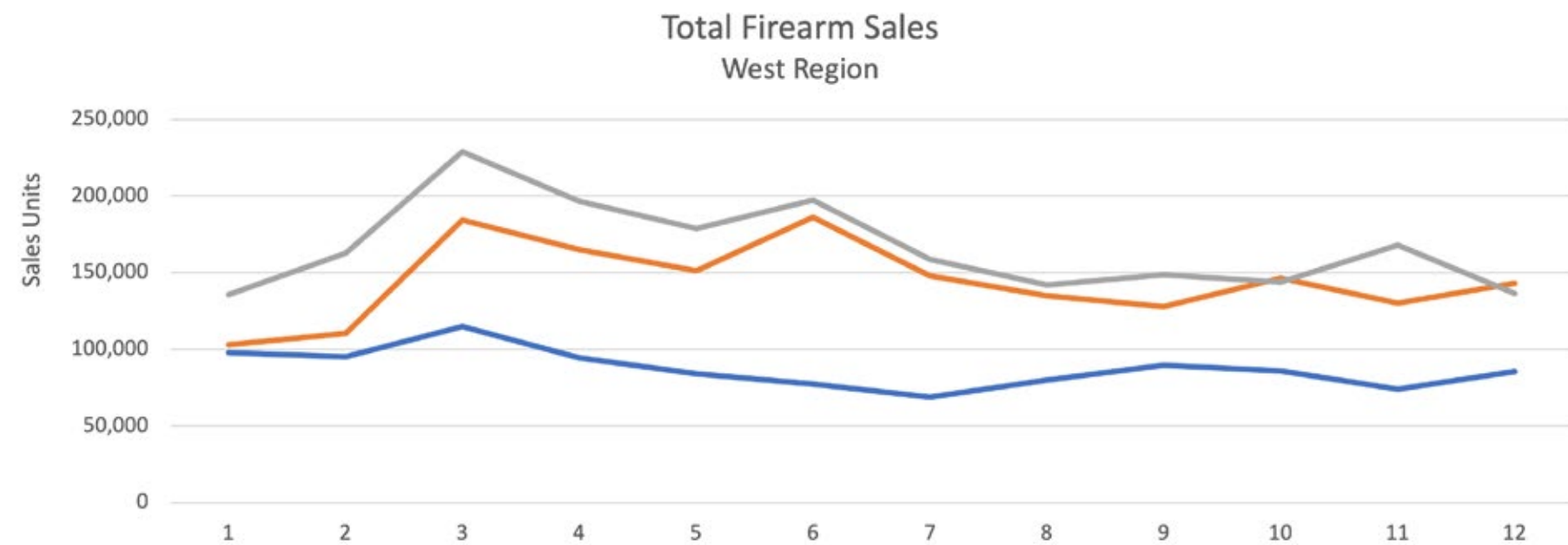
RIFLE

• 6.5 CREEDMOOR	21.52%
• .308 WIN.	15.82%
• .300 WIN. MAG.	4.93%
• .243 WIN.	4.17%
• .357 MAG.	3.58%

SHOTGUN

• 12 GAUGE	72.26%
• 20 GAUGE	8.22%
• 410 BORE	2.27%
• 28 GAUGE	0.41%
• 16 GAUGE	0.29%





OVERVIEW:

- Sales mirroring 2020 seasonality trend approx +15% higher sales



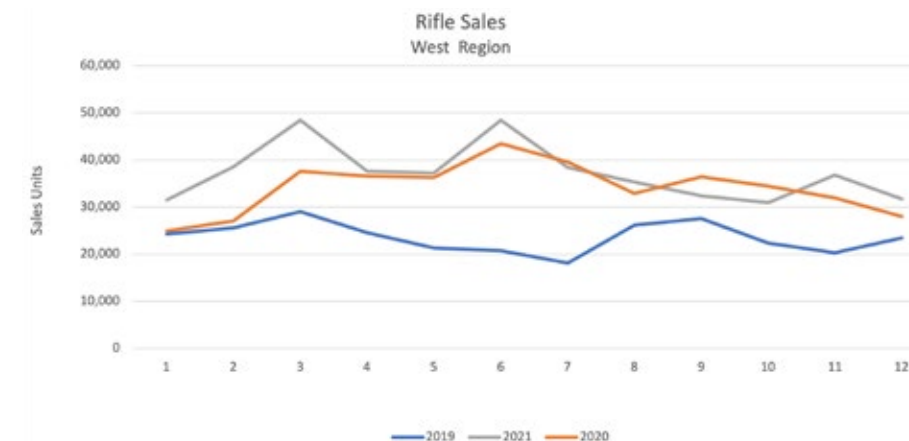
OVERVIEW:

- Sales mirroring 2020 seasonality trend approx +15% higher sales



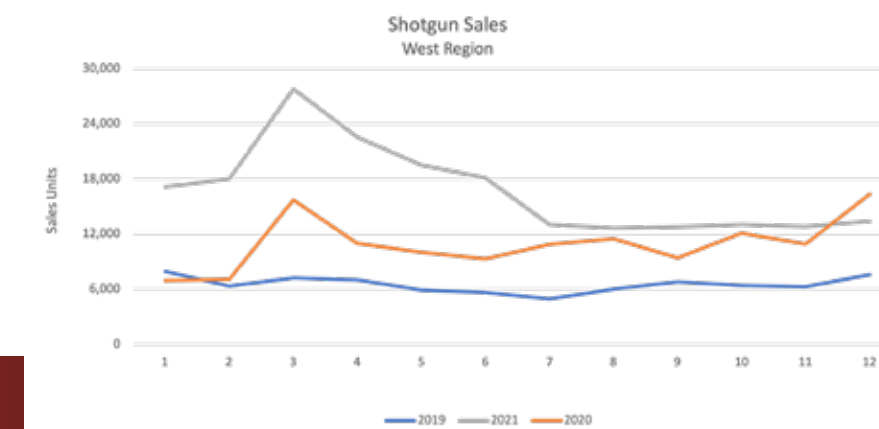
OVERVIEW:

- MSR sales above 2020 surge levels
- Improved sales likely due to inventory availability



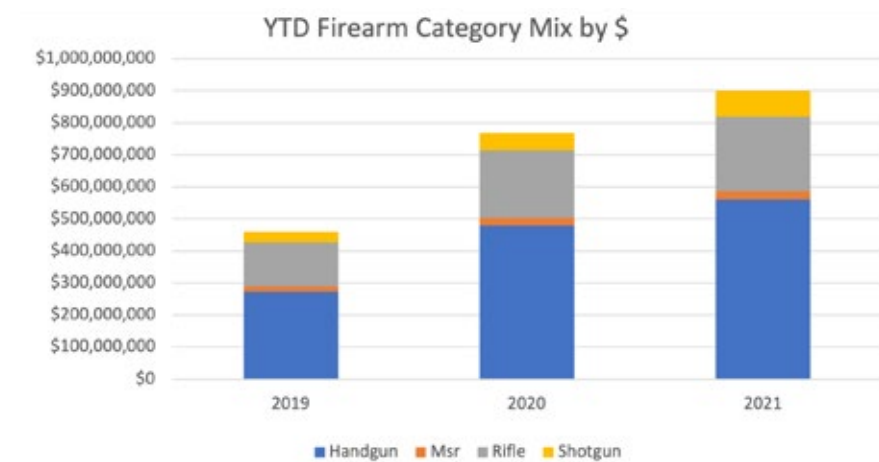
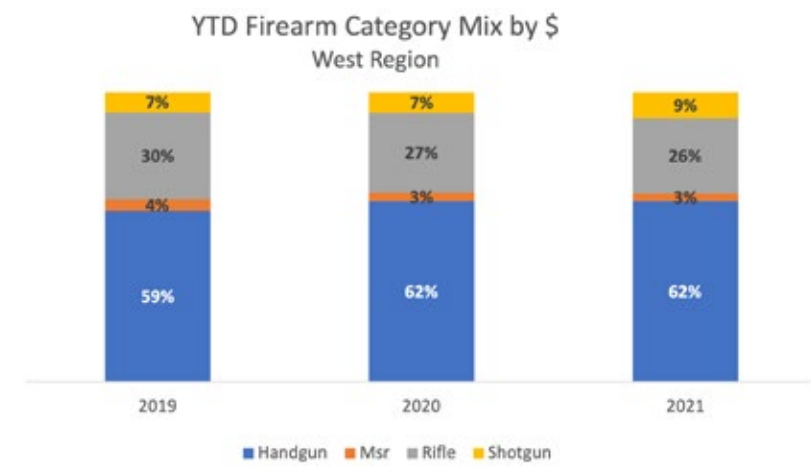
OVERVIEW:

- Rifle sales stay strong even with Hunting season 2021 below 2020
- 2021/2020 Seasonality curves comparable



OVERVIEW:

- Q1 2021 shotgun surge is over
- Fall 2021 sales flattened out at +8% over fall 2020



OVERVIEW:

- No significant changes to category sales mix YoY



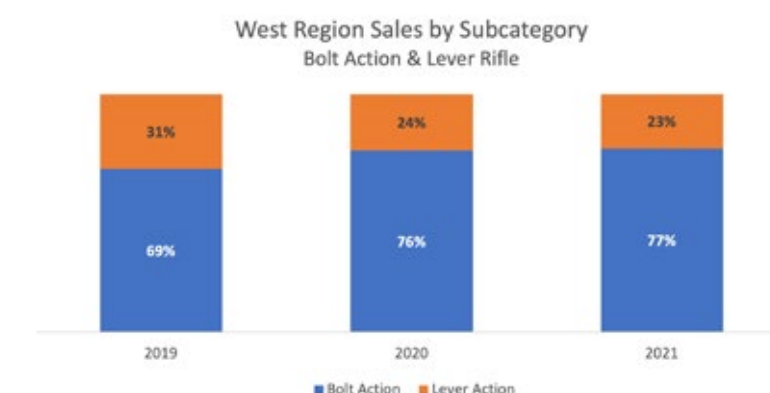
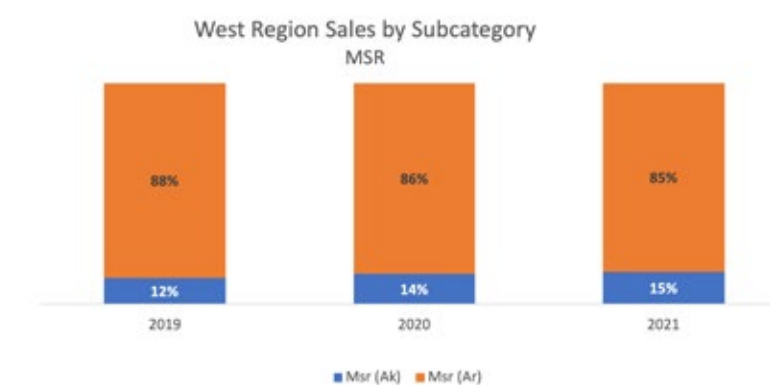
OVERVIEW:

- Semiautomatic handguns dominate HG market and show continued segment growth



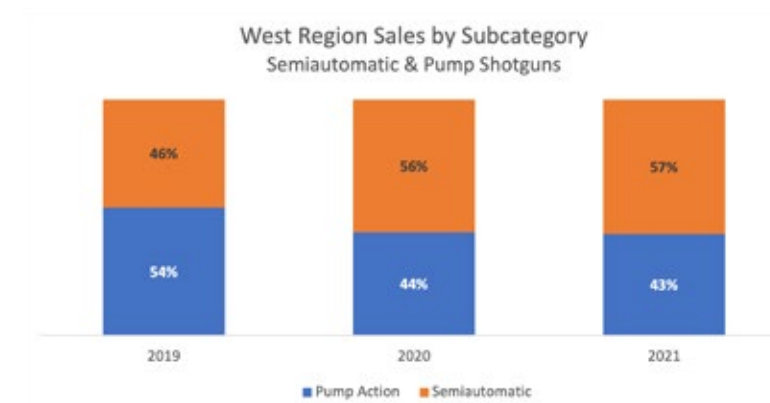
OVERVIEW:

- Striker fired semiautomaic handgun sales continue to take share of mix.
- However, important to note that 1 in every 4 semiatomatic HG sales are hammer fired.



OVERVIEW:

- Lever action rifles slowly dropping % mix
- Bolt guns outselling lever guns 3:1



OVERVIEW:

- Semiautomatic shotgun continue to increase % mix
- Roughly 60:40 Semiauto to Pump
- Watch tactical influence to maintain optimal sales

HANDGUN

• GLOCK	30.34%
• SMITH & WESSON	16.40%
• RUGER	11.97%
• SIG SAUER INC	8.63%
• SPRINGFIELD ARMORY	4.39%
• TAURUS	3.87%
• CZ-USA	3.18%
• FN AMERICA	2.06%
• COLT	1.82%
• WALTHER ARMS INC	1.53%

MSR

• SMITH & WESSON	14.90%
• FN AMERICA	9.76%
• RUGER	7.32%
• DANIEL DEFENSE INC	5.98%
• SIG SAUER INC	5.93%
• DIAMONDBACK FIREARMS LLC	5.51%
• PATRIOT ORDNANCE FACTORY	5.12%
• AMERICAN TACTICAL IMPORTS	4.84%
• CENTURY INTERNATIONAL ARMS	4.80%
• LWRC	3.95%

RIFLE

• RUGER	29.04%
• SMITH & WESSON	8.63%
• HENRY REPEATING ARMS	7.85%
• SAVAGE ARMS	6.36%
• SPRINGFIELD ARMORY	3.71%
• CHRISTENSEN ARMS	3.18%
• DIAMONDBACK FIREARMS LLC	2.74%
• CENTURY INTERNATIONAL ARMS	2.67%
• COLT	2.11%

SHOTGUN

• MOSSBERG	14.96%
• G-FORCE	9.85%
• ARMSCOR PRECISION INC	7.76%
• TRISTAR ARMS INC	6.84%
• KELTEC	5.46%
• BERETTA USA	5.35%
• BROWNING	4.40%
• WINCHESTER	4.36%
• CZ-USA	3.83%
• SAVAGE ARMS	3.51%

HANDGUN

1	Glock	764503195020	Glock 19 Gen 3 9mm Semi Auto Pistol, 4.01 ;PI1950201
2	Glock	764503175022	Glock 17 Gen 3 9mm Semi Auto Pistol, 4.48” ;PI175020
3	Ruger	736676164011	Ruger RUGER-57 PISTOL, 5.7X28MM 4.94” ;16401
4	Glock	764503037252	Glock G19 Gen5 Semi Auto Pistol, 9MM, 4.02” BBL ;PA195S203
5	Glock	764503037894	Glock G43X 9mm 3.41in 10rd Black Pistol ;PX4350201
6	Smith & Wesson	22188147230	Smith & Wesson Shield 9mm 3.1 Blk 7 & 8rd Ca ;187021
7	Glock	764503265020	Glock 26 Gen 3 9mm Semi Auto Pistol, 3.42 ;PI2650201
8	Glock	764503913358	Glock 43 9mm Semi Auto Pistol, 3.39” ;UI4350201
9	Smith & Wesson	22188879209	Smith & Wesson Shield EZ M&P9 Semi Auto Pistol, 9MM, 3.675” ;1243
10	Smith & Wesson	22188884920	Smith & Wesson M&P 9 Shield Plus Semi-Auto Micro-Compact, 3.1” ;13246

MSR

1	Smith & Wesson	22188872729	Smith & Wesson M&P Sport II Rifle, 5.56 , 16” d, Fixed Stock, CA Compliant ;12001
2	Sig Sauer Inc	798681622207	Sig Sauer Inc 716I Semi-Auto Rifle, 7.62X51 NATO, 16” , AL Mlok HG ;R716I-16B-TRD
3	Ruger	736676085231	Ruger AR556 223 16 COL 10R MAGPUL MOE ;8523
4	Pioneer Arms Corp	766150019391	Pioneer Arms Corp Polish Hellpup AK-47 Pistol 7.62x39mm 11.73” ;AK003
5	Ruger	736676085118	Ruger AR556 223 16 COL CO/MD 10R ;8511
6	Anderson Manufacturing	784672476874	Anderson Manufacturing AM15 Optic Ready M4 5.56 NATO Semi Auto Rifle 16” ;B2-K850-A00
7	Cz-Usa	806703914510	Cz-Usa Bren 2 MS 5.56 11.14” 30 RD ;91451
8	LWRC	860942000229	LWRC AR-15 Semi Auto Rifle 5.56 NATO 16.1” Spiral Fluted Barrel ;ICDIR5B16
9	Smith & Wesson	22188869385	Smith & Wesson M&P15T 5.56MM 16 MLOK RAI ;11600
10	FN America	845737011208	FN America CAR 20S 6.5 CREEDMOOR 20” 10+1 FLAT DARK EARTH ;38-100543

RIFLE

1	Smith & Wesson	22188868104	Smith & Wesson M&P 15 Sport II Semi-auto Rifle 5.56 NATO 16” BBL ;10202
2	Ruger	736676085002	Ruger AR-556 5.56 NATO Semi Auto Rifle 16.1” ;8500
3	Ruger	736676085293	Ruger AR-556 Free Float MLOK Handguard 16.10” ;8529
4	Ruger	736676011032	Ruger AR-15 5.56 NATO 18” M-LOK Hand Guard ;1103
5	Colt	98289023513	Colt M4 CARBINE 5.56 16” ;CR6920
6	Ruger	736676085149	Ruger AR-556 MPR (Multi Purpose Rifle) 18 ;8514
7	Ruger	736676191000	Ruger PC Carbine 9mm 16.12”, Takedown Stock Black ;19100
8	Smith & Wesson	22188868203	Smith & Wesson M&P15-22 22LR 16” 25RD BLACK THREADED ;10208
9	Henry	619835001009	Henry Repeating Arms Lever Action Rifle .22 LRle 18.25” ;H001
10	Repeating Arms	619835006004	Henry Repeating Arms Golden Boy .22 LR Lever Action Rifle 20” Octagon Barrel ;H004
	Henry		

SHOTGUN

1	G-Force	643477861851	G-Force Tactical GF2P Pump Shotgun 20” ;GF2P1220
2	Keltec	640832003192	Keltec Tactical KSG Pump Shotgun 12 Ga 18.5” ;KSGBLK
3	Arm Scor Precision Inc	812285025612	Arm Scor Precision Inc Tactical ROCKI VR80CA VRB 12 SA 3IN 20IN 5RD *CA ;VR80-CA
4	G-Force	643477862773	G-Force Tactical GFY-1 12 Gauge Bullpup Shotgun ;GFY11220
5	Keltec	640832007787	Keltec Tactical KS7 12 Gauge Pump Action Shotgun 18.5 ;KS7BLK
6	Arm Scor Precision Inc	868042198037	Arm Scor Precision Inc Tactical KS7 12 Gauge Pump Action Shotgun 18.5 ;VR80
7	Century International Arms	787450690172	Century International Arms Tactical CENTURION Bp-12 SEMI-AUTO BULLPUP SHOTGUN 19.75” ;SG3960-N
8	Tristar Arms Inc	713780980355	Tristar Arms Inc Hunting Upland Hunter Over/Under 12Ga 28-inc ;98035
9	Howa	682146860085	Howa Home Defense Citadel Boss Hog 12 Gaug ;KATAC1220
10	Mossberg	15813506595	Mossberg Home Defense 590 Shockwave 12ga Pump 14” Barrel ;50659

HANDGUN

• 9MM LUGER	69.34%
• 45 AUTO	5.95%
• 380 AUTO	4.97%
• 40 S&W	4.61%
• .357 MAG.	3.36%

MSR

• .223 REM.	39.00%
• .308 WIN.	20.48%
• 5.56MM NATO (.223 REM.)	16.36%
• 6.5 CREEDMOOR	6.63%
• 7.62X39	6.33%

RIFLE

• 6.5 CREEDMOOR	21.56%
• .308 WIN.	13.67%
• .300 WIN. MAG.	6.79%
• 6.5 PRC	5.03%
• 17 HMR	4.51%

SHOTGUN

• 12 GAUGE	78.90%
• 20 GAUGE	6.60%
• 410 BORE	1.20%
• 28 GAUGE	0.33%
• 16 GAUGE	0.14%



NASGW™
SCOPE DLX
Powered by Business Insights, Inc.

NASGW™
SCOPE CLX
Powered by eComSystems, Inc.

NASGW™
SCOPE PLX





About the Data

This report is derived from SCOPE DLX, NASGW's distribution data collection platform. Sales and inventory data are aggregated from 18 leading firearm distributors to analyze market trends, category mix and top products.

Data included represents \$5.1B in YTD firearm market for 2021.
2020 and 2019 sales trends are included for comparison.

Learn more about NASGW SCOPE at www.nasgwscope.org.