
2019 Retail Market Size Report

Hunting & Shooting Equipment



Annual Sales in Dollars and Units for Major Product Categories and Sub-Categories

SAMPLE



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INTRODUCTION AND METHODS

This report presents the estimates of the U.S. national retail expenditures for new products purchased and used while hunting and shooting. Law enforcement, military, and used product sales are not included. Estimates of the used market are available separately.

Southwick Associates estimates retail sales (dollars and units) using multiple approaches, with the specific approach dependent on the product under study.

- For firearms, ammunition and archery equipment, the annual federal excise tax collected from manufacturers and importers form the basis of the estimated total retail sales for these broad product types. In conjunction with these tax data, specific product category results are developed through the use of current tax rates, common wholesale and retail margins, and information from proprietary Southwick Associates' trade surveys and market monitoring efforts.
- For hunting and shooting products not subject to excise taxes, retail sales (in units and dollars) are benchmarked to a balanced general population study of U.S. residents age 18 and older conducted by Southwick to quantify purchases made specifically for hunting and shooting. Annual adjustments to the benchmarks are derived through data from Southwick Associates' HunterSurvey[®] and ShooterSurvey[®] consumer panels.

Throughout the report, a standard table notation is applied which is as follows:

** indicates the sample size too small to report.*

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NOTE: Trend results derived from comparing reports across years may show larger than actual swings due to the following: 1) differences between the excise tax data and the HunterSurvey / ShooterSurvey[®] recording cycles, 2) some natural survey variation, or 3) regular improvements to the quantification methods.

About HunterSurvey[®] and ShooterSurvey[®]:

HunterSurvey and ShooterSurvey are Southwick Associates proprietary consumer panels of hunters and recreational shooters. Surveys are conducted every quarter to the panels, tracking purchasing trends for major hunting and shooting product categories and participation trends. Information provided includes brand purchased, average prices, sales by price category and sales channel, and more. Quarterly topline reports are available by subscription, and year-end results can be obtained individually. For more information, contact Nancy@SouthwickAssociates.com.

HUNTING AND SHOOTING PURCHASES

Retail market size by category

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Firearms		
Ammunition		
Archery		
Blackpowder		
Optics		
Handloading equipment		
Hunting apparel		
Hunting accessories		
Shooting accessories		
Firearm accessories		
Firearm storage		
Total		

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Firearm Purchases

FIREARM ITEMS survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Traditional Rifles		
MSR Rifles		
Shotguns		
Muzzleloaders		
Handguns		
Air rifles/air guns		
Total		

Action of TRADITIONAL RIFLES purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Bolt action		
Lever action		
Semi-automatic		
Break action		
Other		
Total		

Type of TRADITIONAL RIFLES purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Centerfire		
Rimfire		
Total		

Caliber of TRADITIONAL RIFLES purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
22 cal		
223 cal	*	*
243 cal	*	*
30-06 Springfield	*	*
308 cal		
Other**		
Total		

**Includes 243, 204, 22-250, 270 WSM, 30, 30-30, 300 Rem, 300 Win, 375 H&H, 44 Rem, 7.62x39, 7mm and others.

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Primary purpose of TRADITIONAL RIFLES purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Casual shooting		
Competitive shooting ⁿ		
Hunting		
Other (including for gifts, collecting, and self-defense)		
Total		

Type of MSR RIFLES purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
AR		
Other (including AK & SKS)		
Total		

Caliber of MSR RIFLES purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
22 cal	*	*
223 cal/5 56x45		
308 cal/7 62x51mm	*	*
7.62x39 Soviet	*	*
Other**		
Total		

**Includes 17 cal, 204, 243 cal, 270, 270 WSM, 30, 30-06, 300, 40 S&W, 44 Rem, 45 ACP, 450, 458, 5.45x39m, 5.7x28m, 6.5, 6.8 SPC II, 7mm, 9mm

Primary purpose of MSR RIFLES purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Casual shooting		
Competitive shooting	*	*
Hunting		
Self-defense		
Other (including for gifts and collecting)	*	*
Total		

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Type of SHOTGUNS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Pump action		
Semi-automatic		
Over/under	*	*
Other (including side-by- side and single shot)	*	*
Total		

Gauge of SHOTGUNS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
12 gauge		
20 gauge		
Other ⁿ (includes 16 ga, 28 ga, .410)		
Total		

Primary purpose of SHOTGUNS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Casual shooting		
Competitive shooting	*	*
Hunting		
Self-defense		
Other (including for gifts and collecting)	*	*
Total		

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Type of HANDGUNS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Semi-automatic		
Revolver		
Other ⁿ (including break action)		
Total		

Fire type of HANDGUNS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Centerfire		
Rimfire		
Total		

Caliber of HANDGUNS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
22 cal		
357 cal	*	*
38 special	*	*
380 auto/ 380 ACP		
40 S&W	*	*
44 cal	*	*
45 auto		
9mm		
Other (including 32 cal)		
Total		

Primary purpose of HANDGUNS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Casual shooting		
Collecting	*	*
Competitive shooting		
Hunting	*	*
Self-defense		
Other (including for gifts)		
Total		

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Ammunition Purchases

AMMUNITION PRODUCTS survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Boxes (in thousands)
Rifle ammunition		
Shotgun ammunition		
Handgun ammunition		
Total		

Type of RIFLE AMMUNITION purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Boxes (in thousands)
Rimfire		
Centerfire		
Total		

Caliber of RIFLE AMMUNITION purchase

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Boxes (in thousands)
17 cal		
22 cal		
22-250 cal	*	*
243 cal		
270 Winchester		
30 Carbine	*	*
300 Win Mag	*	*
30-06 Springfield		
30-30 cal		
5 56 mm/ 223 cal		
7 62X39 mm/ 308 cal		
7 mm Remington Mag		
7 mm-08	*	*
Other**		
Total		

**Includes 204, 270 WMS, 280 cal, 300 Rem, 300, 300 WSM, 303, 32 Win, 35, 375 H&H, 44 Rem, 7 mm, 8 mm, 9 mm

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Primary purpose of RIFLE AMMUNITION purchase

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Boxes (in thousands)
Casual Shooting		
Competitive Shooting		
Hunting		
Self-Defense		
Other		
Total		

Type of SHOTGUN AMMUNITION purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Boxes (in thousands)
Lead		
Non-lead/Non-toxic		
Other		
Total		

Caliber of SHOTGUN AMMUNITION purchase

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Boxes (in thousands)
12 gauge		
16 gauge	*	*
20 gauge		
28 gauge	*	*
410 gauge		
Other	*	*
Total		

Primary purpose of SHOTGUN AMMUNITION purchase

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Boxes (in thousands)
Casual Shooting		
Competitive Shooting		
Hunting		
Self-Defense		
Other ⁿ		
Total		

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Type of HANDGUN AMMUNITION purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Boxes (in thousands)
Rimfire		
Centerfire		
Total		

Caliber of HANDGUN AMMUNITION purchase

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Boxes (in thousands)
22 cal		
32 cal ⁿ		
357 cal		
38 cal		
380 cal		
40 S&W		
44 cal		
45 auto		
9mm		
Other (including 17 cal)		
Total		

Primary purpose of HANDGUN AMMUNITION purchase

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Boxes (in thousands)
Casual Shooting		
Competitive Shooting		
Hunting		
Self-Defense		
Other		
Total		

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Black Powder Purchases

BLACK POWDER PRODUCTS survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Bullets, balls and/or shot		
Cleaning Supplies		
Propellant/powder		
Primers		
Patches		
Solvent		
Other		
Total		

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Handloading/Reloading Purchases

HANDLOADING/RELOADING ITEMS survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Dies		
Reloading component (brass shell cases, bullets, primers, powder, shotshell hulls or wads, shot)		
Reloading tools		
Press		
Bullet mold		
Total		

RELOADING COMPONENTS survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Brass shell cases		
Bullets		
Primers		
Powder		
Shotshell hulls	*	*
Shotshell wads		
Shot (lead and other)		
Total		

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Optics Purchases

OPTICS ITEMS survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Binoculars		
Boresighter		
Handheld laser rangefinders		
Laser sights		
Lens Covers		
Night vision/thermal imaging		
Non-powered sight		
Red dot/tactical magnifier		
Reflex/red dot sights		
Scope/Accessory mounts (rings and bases)		
Scopes		
Spotting scopes		
Total		

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Hunting Apparel Purchases

HUNTING APPAREL ITEMS survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Jackets/coats		
Pants/Bibs/Overalls		
Shirts		
Vests		
Boots		
Head Gear		
Gloves		
Coveralls ⁿ		
Backpack/waist pack/duffle		
Total		

Type of BACKPACKS/WAIST PACKS/DUFFLES purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Backpack		
Waist pack	*	*
Other (including Duffel bags)	*	*
Total		

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Hunting Gear and Supplies Purchases

HUNTING GEAR AND SUPPLIES survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Blinds		
Cover scent		
Decoys		
Food plot seed		
Game calls		
Game cleaning supplies		
Game coolers (specialized for meat/game)		
Game feed		
Game feeder		
GPS device		
Hunting knives/multi-tools		
Lighting		
Lure scent		
Odor eliminator		
Trail cameras/Game cameras		
Tree stands, ladders, towers		
Two-way radio		
Total		

Type of DECOYS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Turkey		
Waterfowl		
Other ⁿ (including big game, predator, small game, and upland game bird)		
Total		

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Type of GAME CALLS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Big game		
Predator		
Turkey		
Waterfowl		
Other ⁿ (including small game, upland game, and game call accessories)		
Total		

Digital or manual GAME CALLS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Digital/Electronic ⁿ		
Manual		
Total		

Type of HUNTING KNIVES/MULTI-TOOL purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Fixed blade		
Folding		
Multi-tool		
Pocket knife ⁿ		
Total		

Type of LIGHTING purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Flashlight		
Headlamp		
Other lighting device ⁿ (including lanterns)		
Total		

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Type of GAME FEED purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Mass (Corn, Soybean, etc)		
Blocks/Mineral licks		
Other ⁿ (including liquid, pellets, and powder)		
Total		

Type of TREE STANDS, LADDERS, or TOWERS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Hang-on		
Ladder stands		
Other (including climbing, tower/box stand, tripod stands, ladder and steps, harnesses and accessories)		
Total		

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Shooting Gear and Supplies Purchases

SHOOTING GEAR AND SUPPLIES survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Benches and rests		
Clays/clay pigeons		
Ear protection		
Holsters/ammo belts		
Shooting glasses		
Targets & target throwing devices		
Air rifle pellets		
Total		

Type of EAR PROTECTION purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Ear plugs		
Muffs		
Total		

Type of HOLSTER/AMMUNITION BELTS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Ammunition Belt		
Holster		
Total		

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Firearm Storage and Cleaning Purchases

FIREARM STORAGE AND CLEANING ITEMS survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Gun case or sleeve		
Gun cleaning		
Gun safes		
Total		

Type of GUN CASES/SLEEVES purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Hard sided case		
Soft sided case		
Other ⁿ		
Total		

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Firearm Parts & Accessories Purchases

FIREARM PARTS & ACCESSORIES survey respondents reported buying:

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Barrels		
Bipod		
Bolts/carriers/bolt parts		
Caliber conversion kits		
Choke tubes		
Grips (pistol and forward) and buttstocks		
Hand guard		
Lower/upper receiver		
Magazines		
Muzzle devices (flash hidere, muzzle brakes, suppressors)		
Recoil reduction		
Slings		
Trigger assemblies/trigger guards		
Total		

Type of RECOIL REDUCTION purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Recoil pads		
Recoil reduction		
Other ⁿ (including Spacers)		
Total		

Type of BOLTS/CARRIERS/BOLT PARTS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Assembly		
Bolts	*	*
Parts		
Other (including Carriers)	*	*
Total		

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Type of GRIPS and BUTTSTOCKS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Pistol grip only		
Buttstock only		
Other (including pistol and forward grip set)		
Total		

Type of RECEIVERS purchased

	2019 Estimated Retail Dollars (in millions)	2019 Estimated Units (in thousands)
Lower receiver kit		
Complete lower receiver	*	*
Upper receiver kit		
Complete upper receiver		
Other	*	*
Total		

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