



2025 Q1
QUARTERLY REPORT

2025 Q1: Market Insights and Trends

Analysis by Tom Hopper - NASGW Sr. Data Analyst

Does every year start as a blank slate waiting for the story to unfold? While a nice sentiment, it's not a familiar trend. Will history and performance help identify trends in 2025? Data from NASGW distributors collected through SCOPE will help shed light on market trends.

The National Instant Criminal Background Checks System (NICS) supplies a baseline for firearm sales performance and a key indicator for demand. Q1 2025 NICS checks are -4% compared to Q1 2024. NICS, by definition, represents purchase intent. NICS could also be a surrogate for retail traffic in the shooting sports. For every NICS check, other shoppers are buying ammunition, apparel, and other products. Monthly NICS checks have been below the prior year for 10 of the last 15 months. As retail traffic and sales suffer, the entire supply chain is affected. NICS is down -4% year-to-date (YTD) while firearm shipments are down -7.4%. Retail dealers are not replenishing to the same level as indicated by demand.

FIREARMS:

History affected Q1 2025 year-over-year (YoY) performance. Q1 2024 was inflated due to carry-over demand from the Q4 2023 surge that stemmed from the Israeli-Hamas war. Retail inventories increased, impacting distribution.

Handgun shipments were almost flat at -2% compared to 2024. Semiautomatic handguns are the largest firearms segment at 84% of all handgun shipments. Revolver shipments are down compared to 2024. Handgun inventory weeks of supply declined through Q1 2025 as the rolling 13-week average shipments improved. Handgun shipments steadily improved from fall 2024 to date.

Year-over-year rifle shipments dropped -11% compared to 2024, a first in over a year. Rifle shipments show strong growth from fall 2024 to date. Bolt Action rifles have the top share of rifle shipments at 37% and the best performance compared to 2024 at -2%. Seasonality and hunting season helped Bolt Action shipments. Rimfire and Lever Action rifles hold the 2nd and 3rd shares, respectively. Bolt Action, Lever Action, and Rimfire rifles represent 82% of rifle shipments. Lever Action inventory is increasing while average weekly shipments are slowing. While still a practical segment, use caution. Inventory is readily available.

Modern Sporting Rifle (MSR) shipments had the largest drop, 25%, compared to 2024. The rolling 13-week average shipments declined through Q1 2025. Weeks of supply levels are slowly increasing. Inventory levels are well controlled.

Shotgun shipments are -11% compared to 2024. The rolling 13-week average shipments declined through Q1 2025. The inventory weeks of supply are low and show limited growth through Q1. Tactical shotgun shipments dropped -21% compared to 2024, while field gun shipments only dropped by -4%. Year-to-date 2025 semiautomatic shotgun sales are flat compared to 2024, while pump-action shipments are down -21%.

AMMUNITION:

Ammunition shipments from January to May 2024 were inflated due to the Israeli-Hamas war. Year-over-year shipment decreases were anticipated. Overall, ammunition shipments were down -39% compared to 2024. Inventory weeks of supply are increasing as the rolling 13-week average shipments decline. Caution: top sellers may experience out-of-stock situations. Review inventory levels to assess the quality of the assortment. Centerfire ammunition maintains its +70% share of the category. Centerfire pistol and rifle ammunition shipments were 57% and 43%, respectively. Centerfire rifle shipments are down due to higher retail inventories. Look for shipping levels to return to a 50-50 balance. Top calibers, .223 Remington/5.56 NATO and 9mm, continue to drive over half of all ammunition shipments. Average weekly shipments of Centerfire ammunition continue to decline into 2025.

OPTICS:

Overall, optics shipments are -11% compared to 2024. Rifle scopes and reflex sights drive almost 60% of optics shipment dollars in 2025. Inventory weeks of supply are building as average weekly shipments decrease in a seasonal curve. Optics shipments are normalizing after a strong Fall 2024. Rolling 13-week average shipments for observation optics are declining. Inventory weeks of supply are increasing. Rifle scope shipments are down -24% compared to 2024. Inventory weeks of supply (WOS) is high at +20 weeks. Reflex sight shipments are flat compared to 2024, with inventory weeks of supply stable and the rolling 13-week average shipments improving.

GENERAL MARKET:

Inflation has been a market influence for several years. Discretionary income has suffered. Consumers are challenged with uncertainty and evolving market trends.

The new year brought added concerns. Voluntary downsizing of government staffing and a growing trade war emerged on the scene. When the public heard that automobile prices could be affected from \$3,000 to \$12,000 due to tariffs, it had a preliminary impact. Throughout Q1 2025, more countries entered the trade war, and tariff levels continued to increase. The negative anticipation is affecting market performance before any impact is fully realized.

When will the impact be felt? When will prices start to increase? How much can consumers bear? How much revenue loss can the supply chain bear? Uncertainty is not favorable. Consumers are preparing for uncertainty by protecting their discretionary income.

We have experienced market pressures in the past. That pressure reveals itself over time. Until that time, be cautious. The retail landscape is constantly changing. Let us track those changes and plan accordingly.

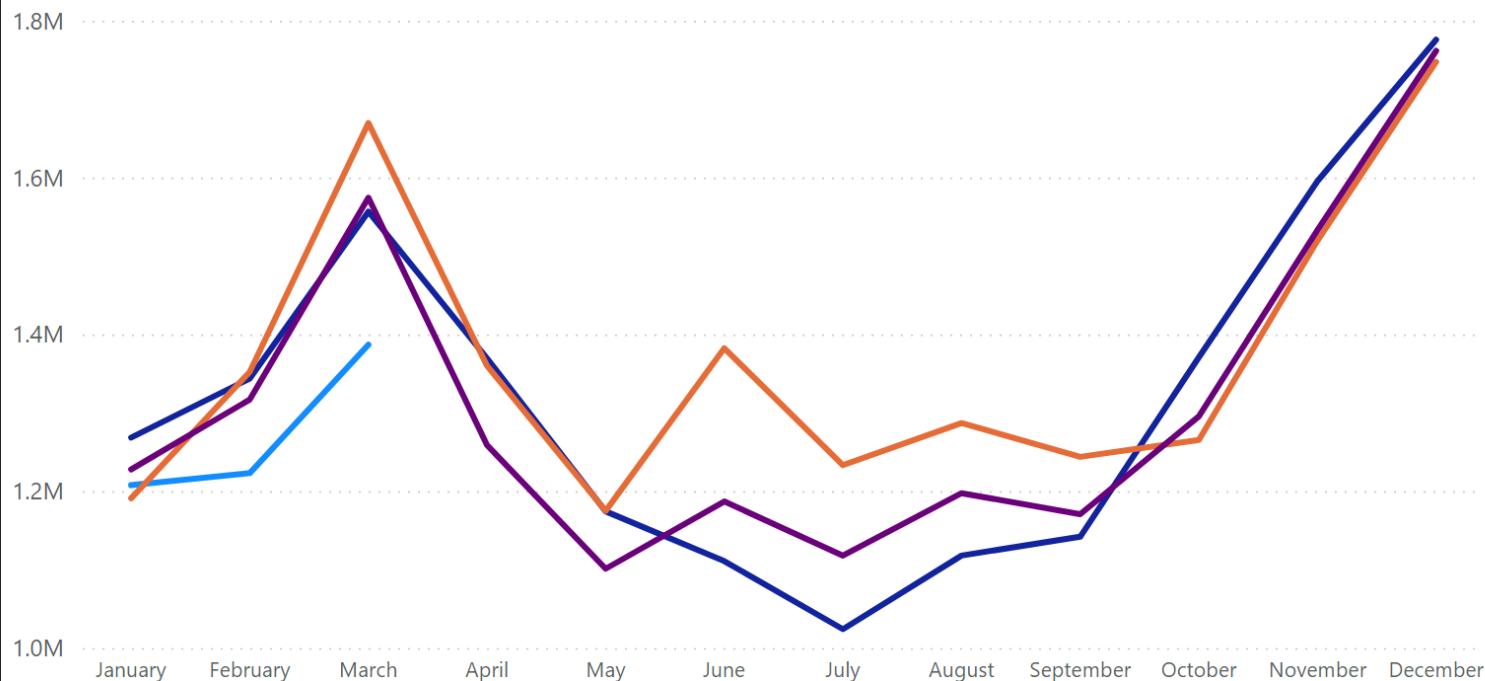
If there is anything I can do to be an extension of your team, please reach out to thopper@nasgw.org.

- Tom Hopper



NICS CHECKS

● Current Year ● Last Year ● Previous 2 Year ● Previous 10 Year Avg



TAKEAWAYS:

- NICS Checks Q1-2025 are -4.2% to Q1-2024.
 - NICS checks have been down YoY for 10 of the last 15 months.
 - Purchase intent down.
- YTD shipments are down -7.5% to Q1-2024.

YTD SALES

767M

PREVIOUS YTD SALES

829M

3 YEAR AVG YTD SALES

839M

% CHANGE FROM PREVIOUS YEAR

-7.47%

% CHANGE FROM 3 YEAR AVG

-8.49%

FIREARMS SHIPMENT TREND

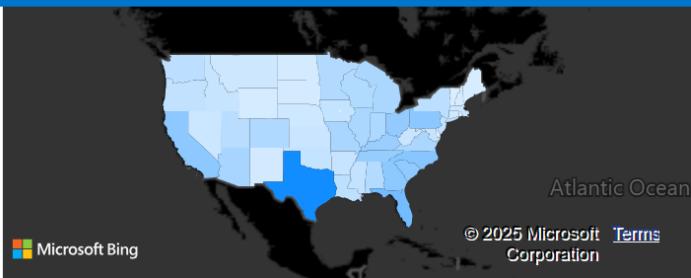
● Dollars Shipped Current Year ● Dollars Shipped Previous Year ● Dollars Shipped Three Year Avg

\$0.4bn

\$0.2bn



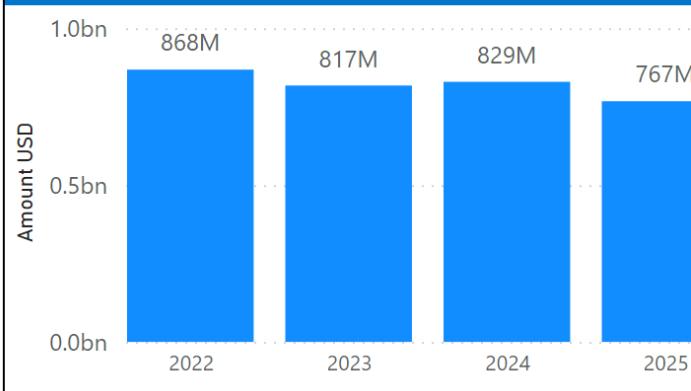
SHIPPED AMOUNT (USD) HEAT MAP



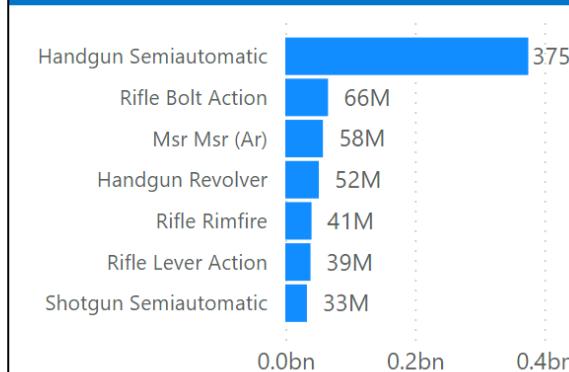
TAKEAWAYS:

- Q1-2025 -.4% (flat) to Q1-2024.
- Handgun share jumped.
- 49% of all firearm shipments are semi-automatic handguns.
- 13-week average shipping flat through Q1-2025.
- 2025 shipments increased at the end of Q1-2025.

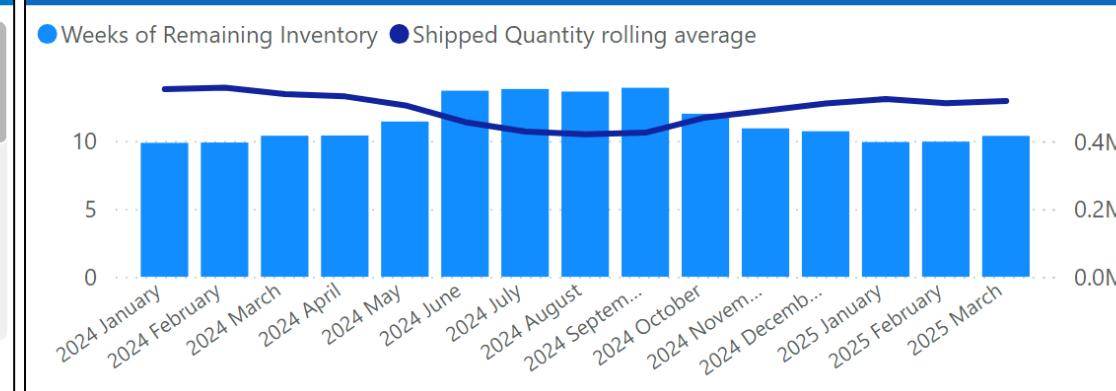
YOY ANALYSIS (USD)



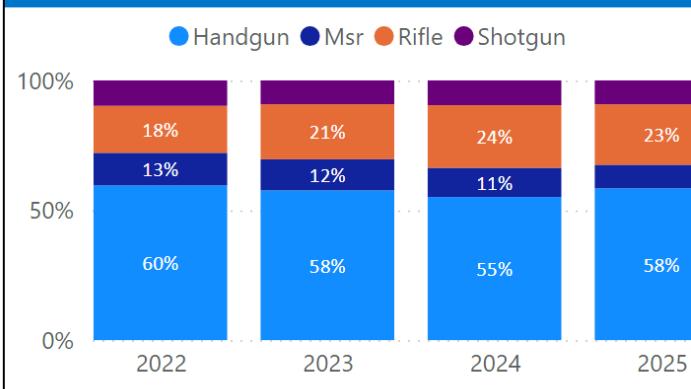
TOP 7 SUBCATEGORIES (USD)



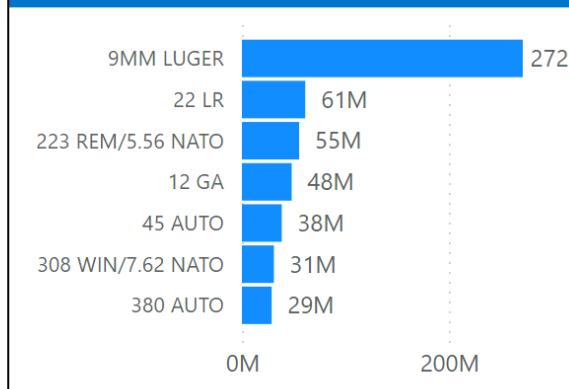
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



MARKET SHARE BY CATEGORY (USD)



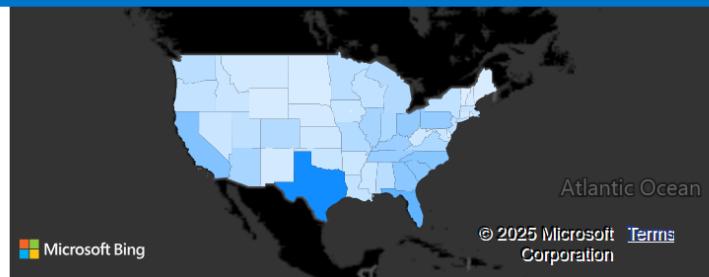
TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



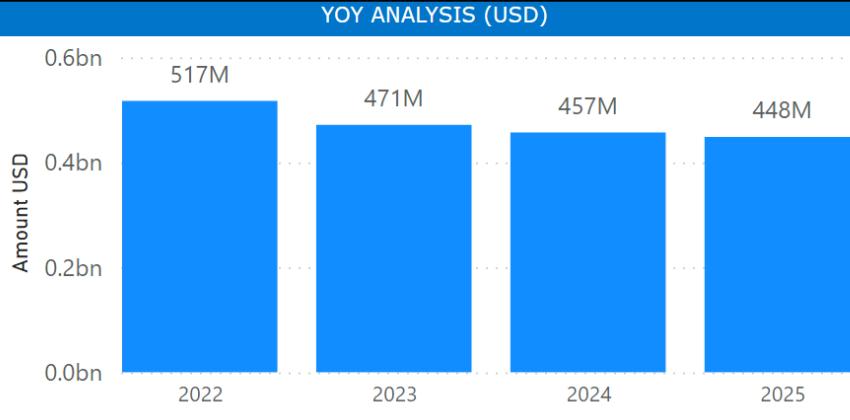
SHIPPED AMOUNT (USD) HEAT MAP



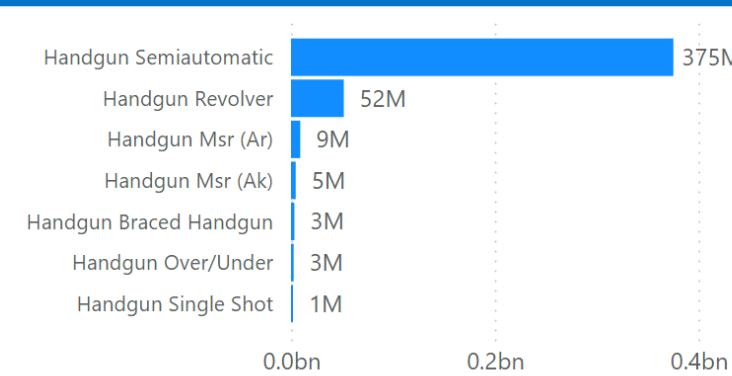
TAKEAWAYS:

- Shipments -2% compared to Q1-2024.
- 84% of handgun shipments are semi-automatic.
- 58% of handgun shipments are 9 mm.
- 13-week average shipments increasing through Q1-2025.
- Overall shipments improving through Q1-2025.

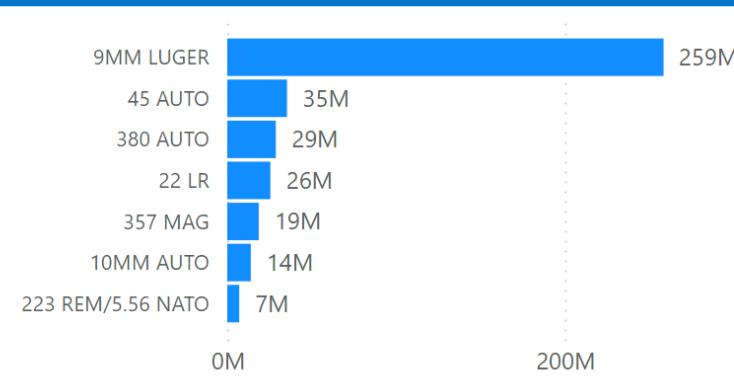
YOY ANALYSIS (USD)



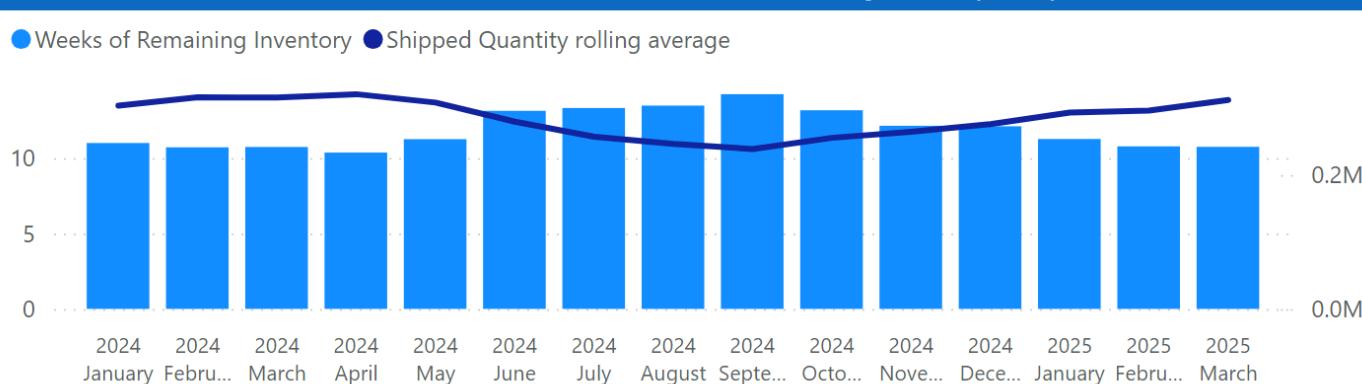
TOP 7 SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



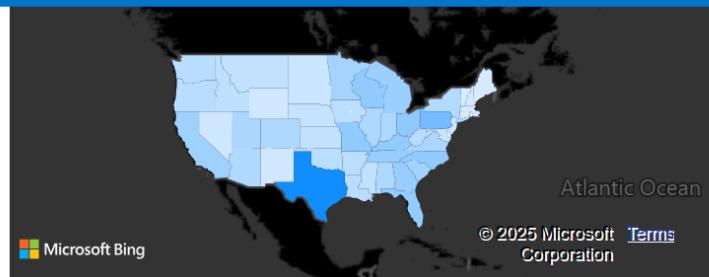
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



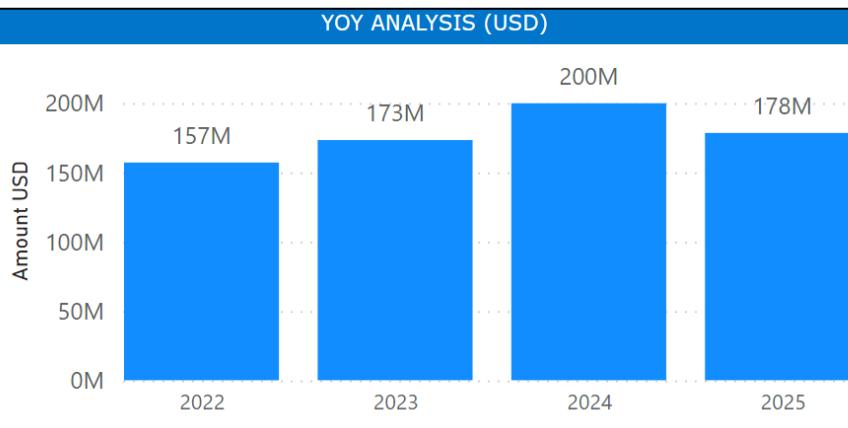
SHIPPED AMOUNT (USD) HEAT MAP



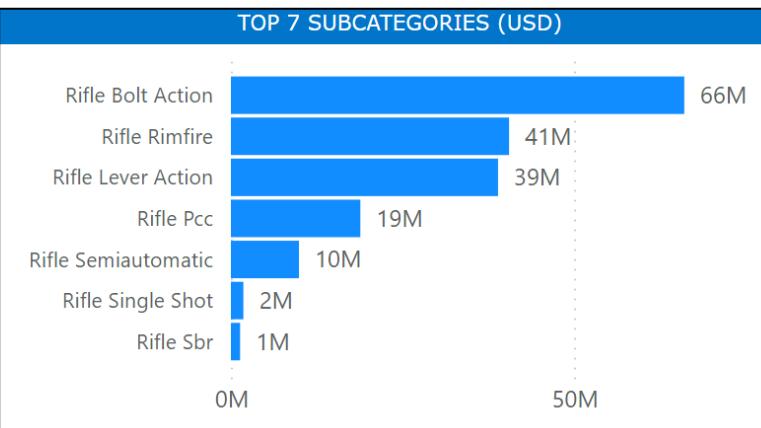
TAKEAWAYS:

- Shipments -11% vs Q1-2024.
- 37% of rifle shipments are Bolt Action, 23% Rimfire, and 22% Lever Action.
- 19% of rifle shipments are .22 LR.
- Inventory WOS is increasing through Q1-2025 as the 13-week average shipments decline.
- Overall rifle shipments declining through Q1-2025.

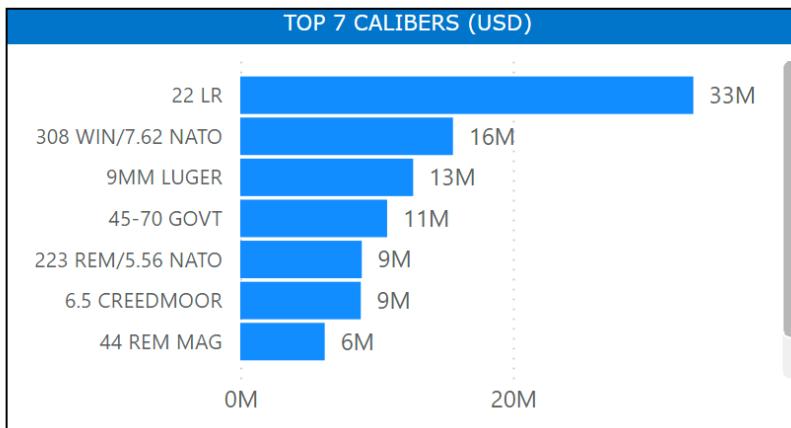
YOY ANALYSIS (USD)



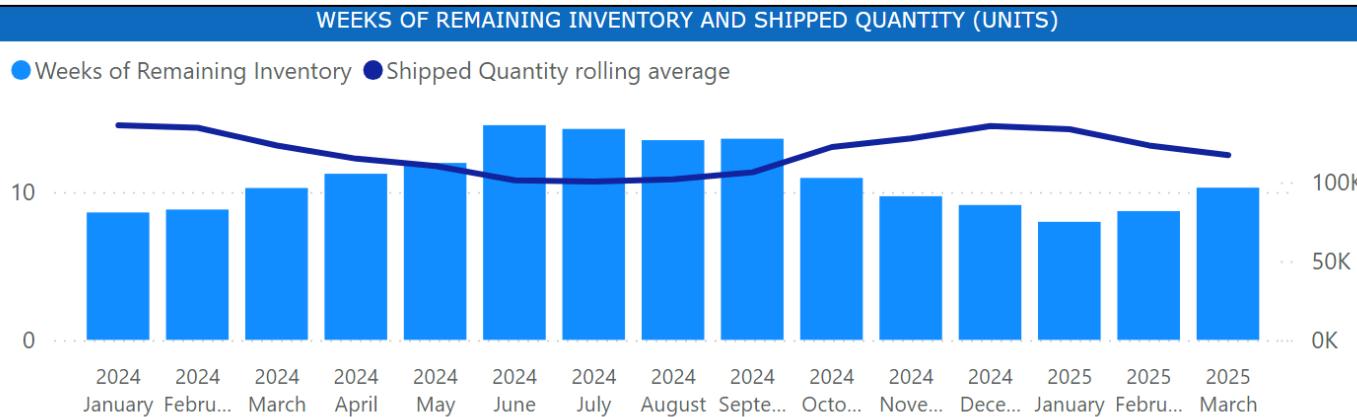
TOP 7 SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



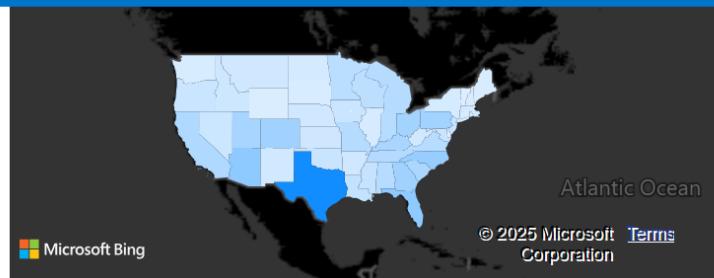
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



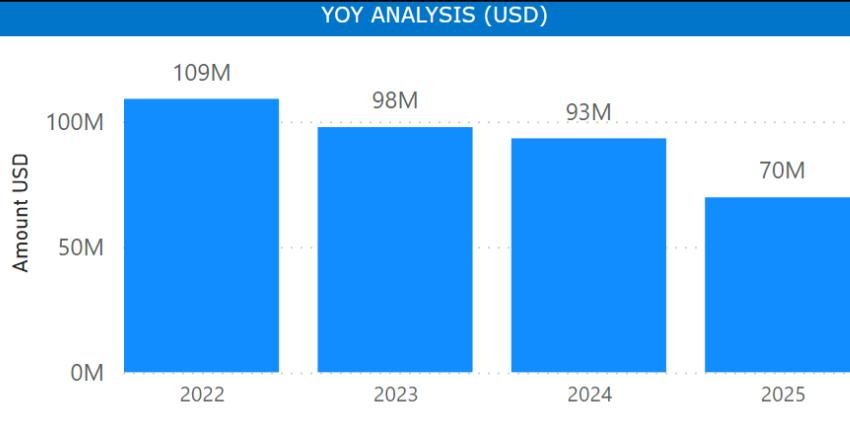
SHIPPED AMOUNT (USD) HEAT MAP



TAKEAWAYS:

- Shipments -25% to Q1-2024.
- MSR shipments have been falling since fall 2024.
- 56% of MSR shipments are .223 Rem/5.56 NATO.
- 83% of MSR shipments are AR in Q1-2025.
- Inventory WOS slowly increasing as 13-week average shipment decline through Q1-2025.

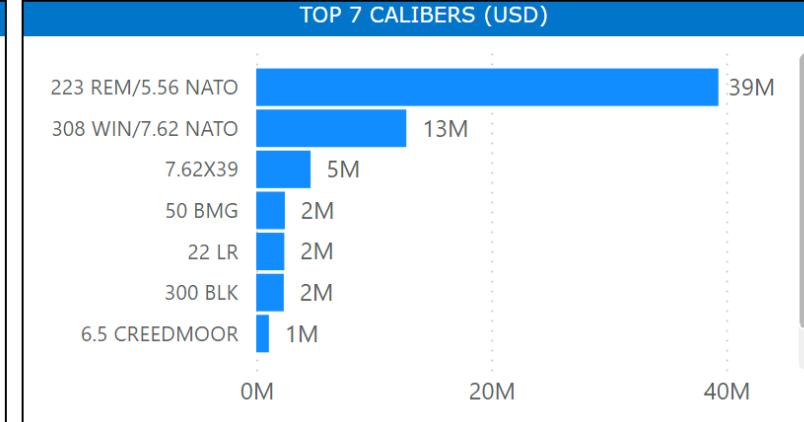
YOY ANALYSIS (USD)



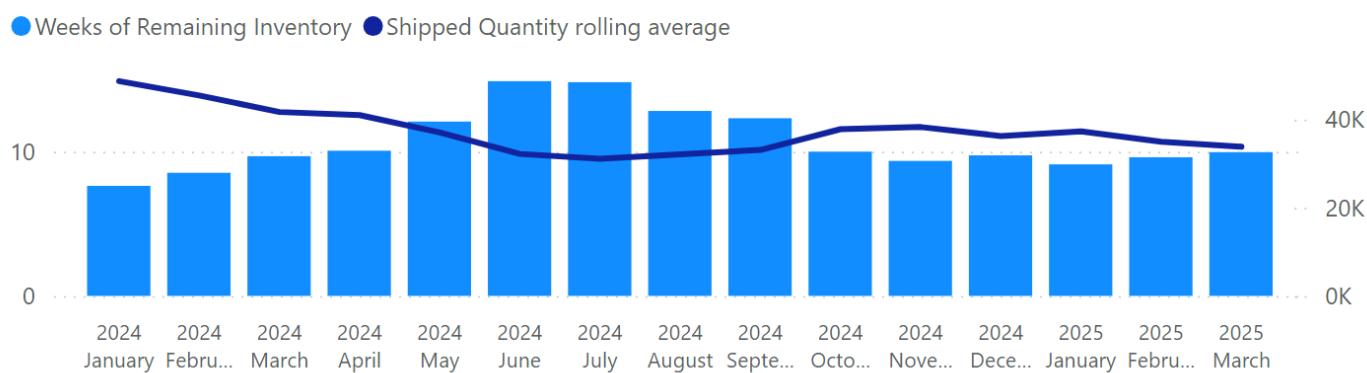
TOP 7 SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



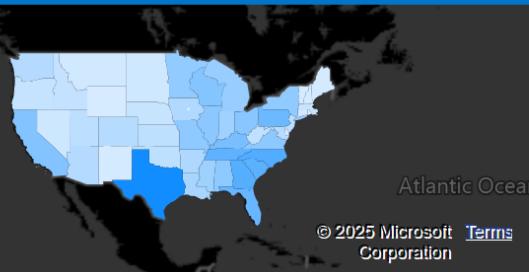
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



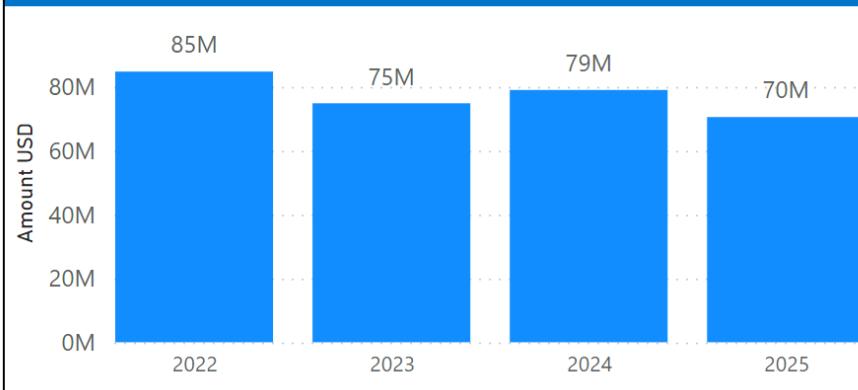
SHIPPED AMOUNT (USD) HEAT MAP



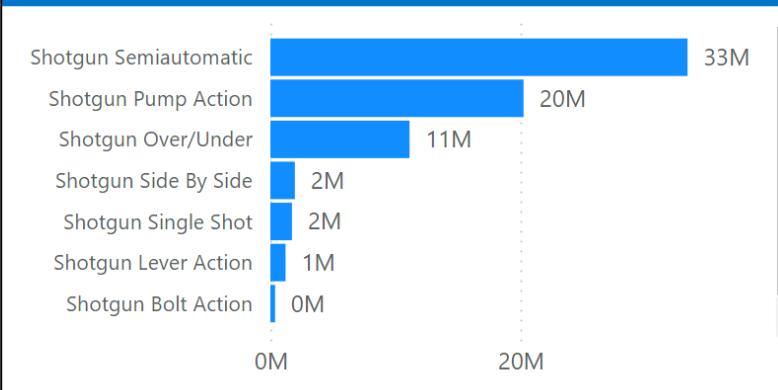
TAKEAWAYS:

- Shipments are down -11% compared to Q1-2024.
- 47% of shotgun shipments are semi-automatic, 29% are Pump Action, and 16% Over/Under.
- 68% of shotgun shipments are 12 GA.
- 13-week average shipments start a slow decline after a positive fall 2024.
- Overall shipments show a steady decline through Q1-2025.

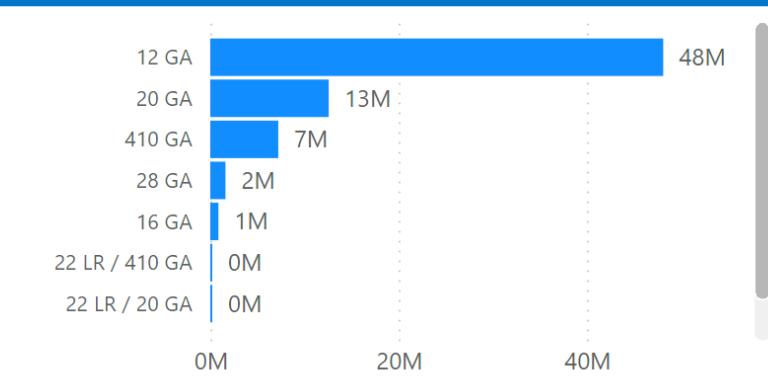
YOY ANALYSIS (USD)



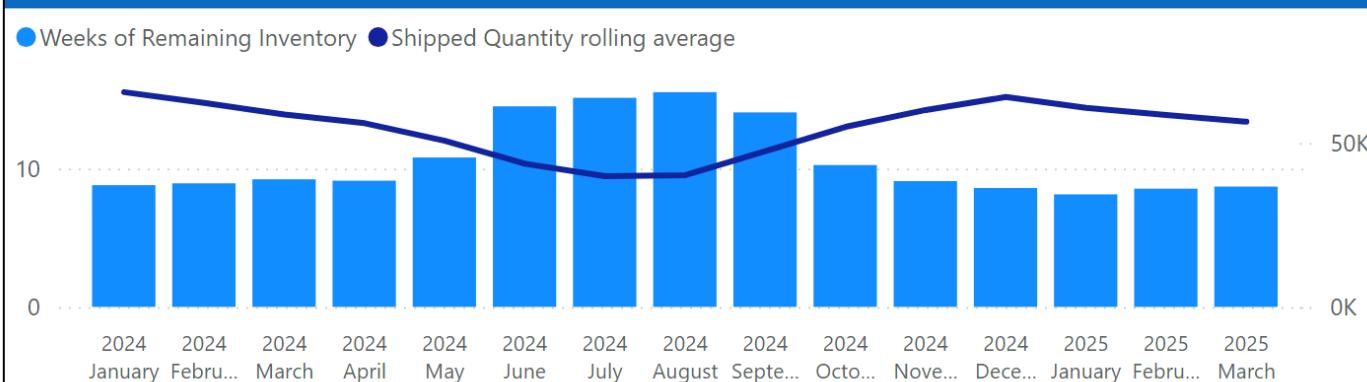
TOP 7 SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



2024 Q3 Semi-automatic Handguns

Rank	Brand	Subcategory	UPC	Description
1	Glock	Handgun Semiauto	764503046629	PX4350201FRMOS G43X, 9MM, 3.41" BBL, Sub Compact Slide, MOS, 10 rd
2	Glock	Handgun Semiauto	764503037252	PA195S203 G19 Gen5, 9MM, 4.02" BBL, 15+1, Front Serr, Fixed Sights
3	Glock	Handgun Semiauto	764503030826	Glock PA195S203MOS G19 Gen5 MOS, 9MM Fixed Sights 4.02" BBL 17+1 rd
4	Glock	Handgun Semiauto	764503026911	PX1950703 G19X 9MM 4" on G17 Frame Coyote 2-19rd and 1-17rd
5	Sig Sauer Inc	Handgun Semiauto	798681669981	P365 Macro X-Series 17rd Compensator 3.1in Black X-Ray Sght

Top 10 available in the Detailed SCOPE report.

2024 Q3 Handguns - Revolvers

Rank	Brand	Subcategory	UPC	Description
1	Colt	Handgun Revolver	98289003393	CLT PYTHON 357 3" COMBAT ELT
2	Cz-Usa	Handgun Revolver	098289005359	ANACONDA-SP8RTS:COL ANACONDA-SP8RTS 44mag-8"ss 6rd
3	Cz-Usa	Handgun Revolver	098289003270	PYTHON-SP6WTS:Python SP6WTS, 357Mag, 6" Bbl., SS
4	Cz-Usa	Handgun Revolver	098289003287	PYTHON-SP4WTS:Python SP4WTS, 357Mag, 4.25"Bbl., SS
5	Colt	Handgun Revolver	098289003478	CLT PYTHON 357MAG 6"BLUED WOOD GOLD GRIP 6R

Top 10 available in the Detailed SCOPE report.



Want the Top 10? Get it in the Full Version.

2024 Q3 Semi-automatic Shotgun

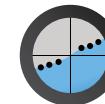
Rank	Brand	Subcategory	UPC	Description
1	Beretta Usa	Semiauto Shotgun	082442959849	A300:BER J32CGII A300 ULTIMA PATROL 12 19.1 GRY
2	Beretta Usa	Semiauto Shotgun	082442967646	A300:A300 UP 12GA 19.1in 7Rd BK
3	Mossberg	Semiauto Shotgun	015813851619	MOSS 85161 940 PRO 12 18.5 SYN BLK
4	Keltec	Semiauto Shotgun	640832008944	KSG Tactical Pump Shotgun, 410 Ga, 18.5"" Bbl, 3"10+1 Rnd
5	Beretta Usa	Semiauto Shotgun	082442978895	BER J131M2TT18A 1301TAC MOD2 12 18.5 STD BLK

Top 10 available in the Detailed SCOPE report.

2024 Q3 Pump-action Shotgun

Rank	Brand	Subcategory	UPC	Description
1	Keltec	Pump Shotgun	640832003192	KSGBLK:KELTEC 12GA PUMP BLACK
2	Keltec	Pump Shotgun	640832007787	KST12GA SHOTGUN, 18.5" BLACK 6+1 RND WITH 3"
3	Mossberg	Pump Shotgun	015813506595	590, SECURITY, 6-SHOT, CORN COB FOREND W/ STRAP. NON-NFA FIREARM
4	Mossberg	Pump Shotgun	049533310460	MAVERICK 88, PUMP ACTION SHOTGUN, SECURITY, PLAIN, BEAD SIGHT
5	Mossberg	Pump Shotgun	049533310231	MAVERICK 88, PUMP ACTION SHOTGUN, SECURITY, PLAIN, BEAD SIGHT

Top 10 available in the Detailed SCOPE report.



Want the Top 10? Get it in the Full Version.

2024 Q3 Bolt Action Rifle

Rank	Brand	Subcategory	UPC	Description
1	Ruger	Bolt Rifle	736676469208	American Gen II Ranch ,300 Blackout 16.1"" Spiral Cobalt Bbl, Base, 10+1 Rnd
2	Ruger	Bolt Rifle	736676180806	Precision Rifle .338 LAP 26" 5+1 MLOK - 5 Rounds, 26" Barrel
3	Ruger	Bolt Rifle	736676469024	American Gen II , 308 Win 20"" Spiral Gun Metal Grey Bbl, 3+1 Rnd
4	Ruger	Bolt Rifle	736676056125	SFAR 6.5 CREEDMOOR 20" BBL (1)20RD MAG MOE SL STOCK
5	Ruger	Bolt Rifle	736676469192	American Gen II Ranch, 5.56 Nato, 16.1"" Spiral Cobalt Bbl, FDE, 10+1 Rnd

Top 10 available in the Detailed SCOPE report.

2024 Q3 Semi-automatic Rifle

Rank	Brand	Subcategory	UPC	Description
1	Ruger	Semiauto Rifle	736676058952	MINI-14 TACTICAL, 5.56 NATO 18.5"BRL,WALNUT STOCK/SS SIDE FOLDER20RD
2	Springfield Armory	Semiauto Rifle	706397956776	HL916556B Hellion Bullpup , 5.56 Nato 16" Bbl, M-Lok, Adjustable Stock, 30+1 Rnd
3	Springfield Armory	Semiauto Rifle	706397011024	MA9102:SF STANDARD M1A RIFLE .308 PARKERIZED/WALNUT STOCK
4	Ruger	Semiauto Rifle	736676058013	Mini-14 Ranch 5.56 NATO 18.5" Blued, 5+1 Rounds, 18.5" Barrel,
5	Springfield Armory	Semiauto Rifle	706397041229	AA9122:7.62MM WALNUT STOCK, CARBON BARREL

Top 10 available in the Detailed SCOPE report.



Want the Top 10? Get it in the Full Version.

2024 Q3 Lever Action Rifle

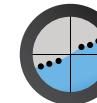
Rank	Brand	Subcategory	UPC	Description
1	Marlin Firearms Company	Lever Rifle	736676704781	70478:MAR 1895SBL 45-70 18.5"SS LAM PISTOL GRIP
2	Marlin Firearms Company	Lever Rifle	736676704019	MAR 70401 1894 CLASSIC 44 10/11 20.25 BLKWAL
3	Marlin Firearms Company	Lever Rifle	736676704101	CLASSIC SERIES MODEL 1894 357 MAGNUM 18.63"" BBL 9RD WALNUT
4	Smith & Wesson	Lever Rifle	22188896862	S&W 1854 44M 19.25B SS SYN
5	Henry Repeating Arms	Lever Rifle	619835100207	HENRY H010BG BRASS 45-70 SIDE GATE

Top 10 available in the Detailed SCOPE report.

2024 Q3 MSR

Rank	Brand	Subcategory	UPC	Description
1	Ruger	MSR	736676056101	5610 SFAR 308 Win, 16.1" Bbl, Anodized Magpul Stock, M-LOK, MOE, 20+1 Rnd
2	Smith & Wesson	MSR	022188894110	M&P 15 Sport III 5.56 NATO 16" Barrel, 30+1 - 30+1 Rounds, 16" Barrel
3	Ruger	MSR	736676056118	5611 SFAR 308 Win, 20" Bbl, Anodized, Magpul Stock, M-LOK, MOE, 20+1 Rnd
4	Radical Firearms Llc	MSR	816903022823	FRI6-5.56SOC-15RPR:RAD AR15 556 16"/15" RPR 30RD BLK
5	Sig Sauer Inc	MSR	798681660872	SIG RMCX-556N-16B-LT 5.56 NAT 16 30RD COY AND

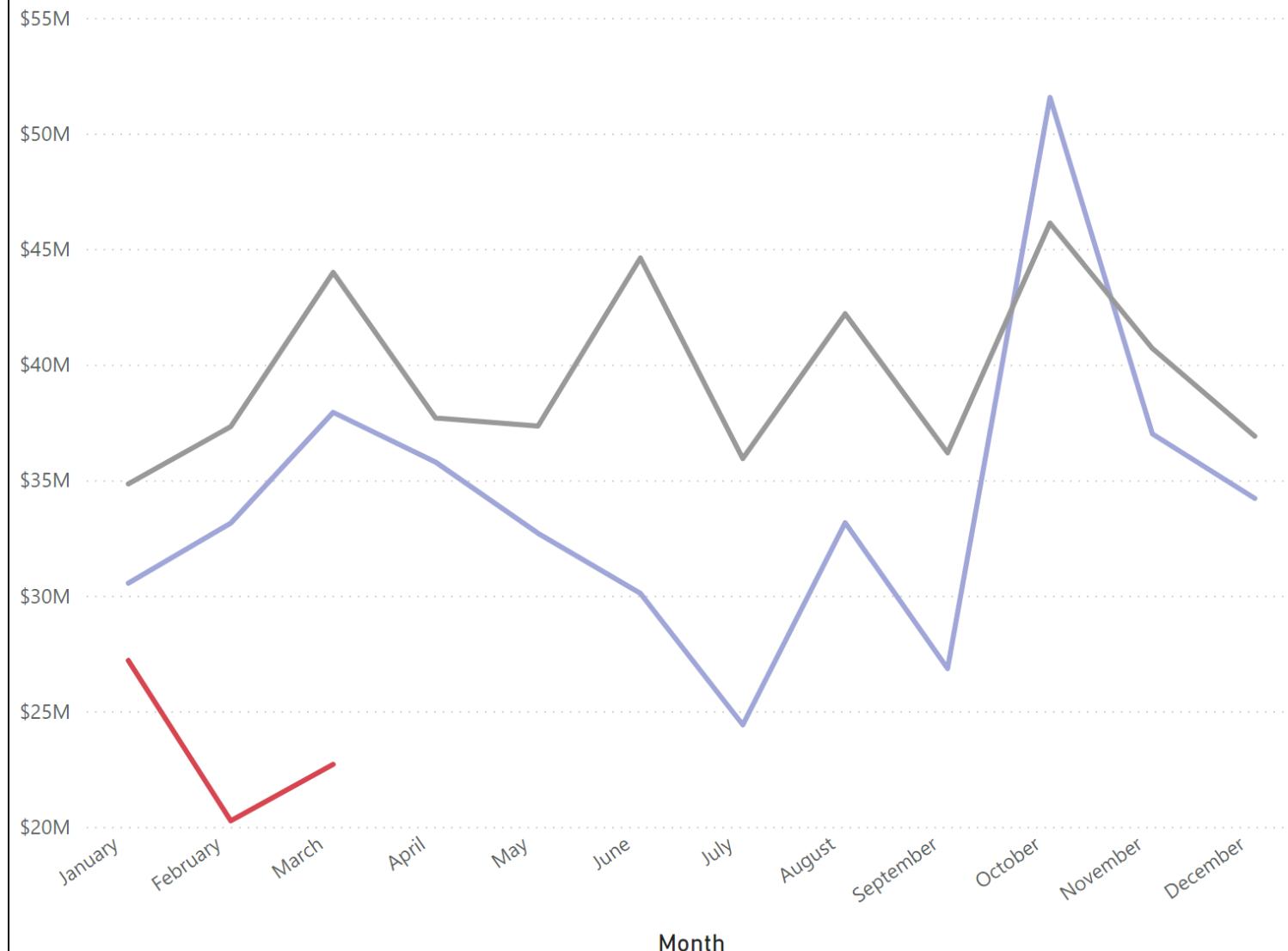
Top 10 available in the Detailed SCOPE report.



Want the Top 10? Get it in the Full Version.

AMMUNITION SHIPMENT TREND

● Dollars Shipped Current Year ● Dollars Shipped Previous Year ● Dollars Shipped Three Year Avg



TAKEAWAYS:

- Ammunition -37% to Q1-2025 and -39% to the 3-year average.
- Q1-2024 Ammunition shipments inflated due to Q4-2023 surge and carryover demand.
- The Q4-2023 demand carried over through May 2025.

YTD SALES

76M

PREVIOUS YTD SALES

121M

3 YEAR AVG YTD SALES

124M

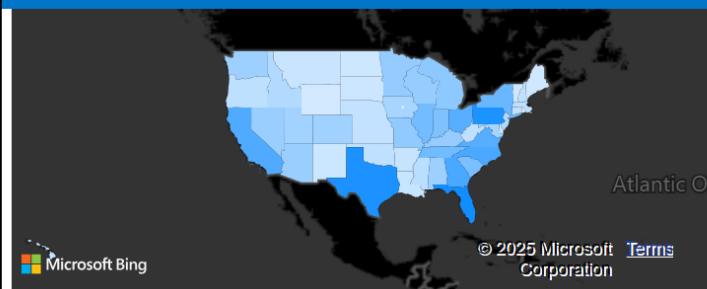
% CHANGE FROM PREVIOUS YEAR

-37.26%

% CHANGE FROM 3 YEAR AVG

-38.59%

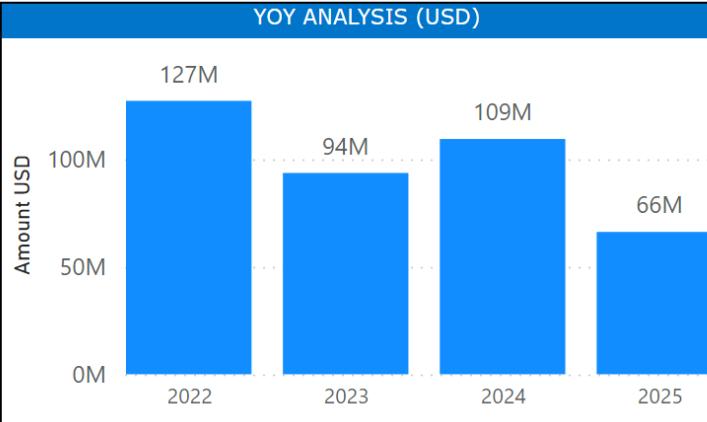
SHIPPED AMOUNT (USD) HEAT MAP



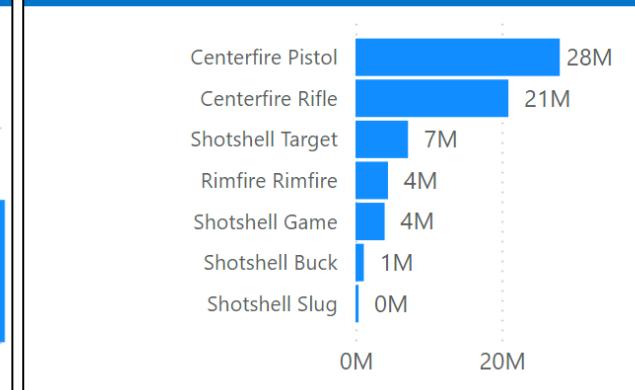
TAKEAWAYS:

- Shipments are down -39% compared to Q1-2024.
- Shotshell increased as a percent of the total product mix.
- Centerfire is the largest product segment at +70%.
- 13-week average shipping declining.
- Overall shipping decreasing through Q1-2025.

YOY ANALYSIS (USD)



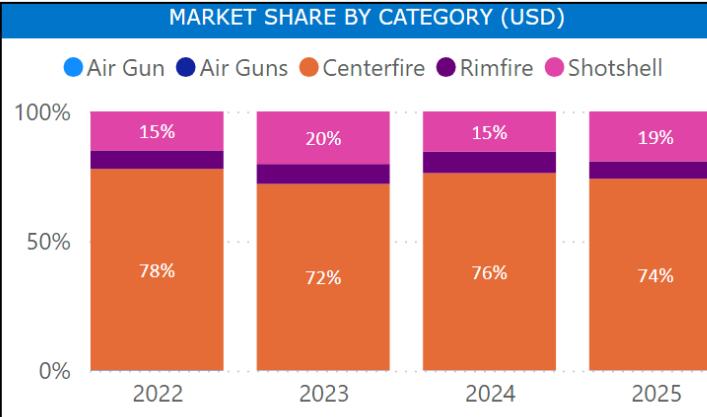
TOP 6 SUBCATEGORIES (USD)



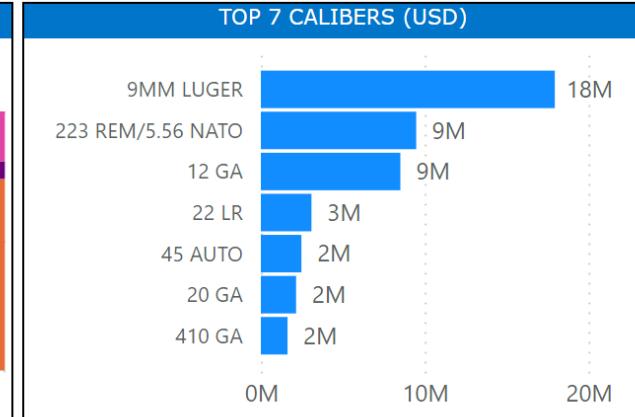
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



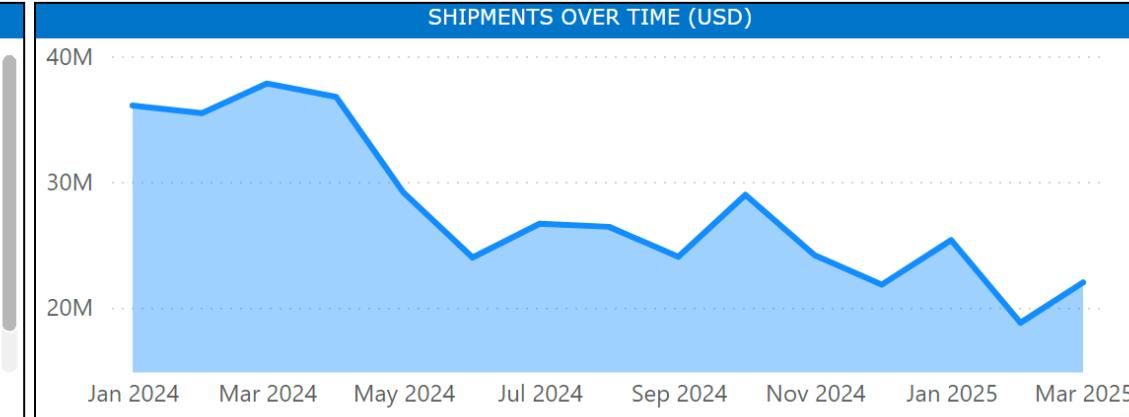
MARKET SHARE BY CATEGORY (USD)



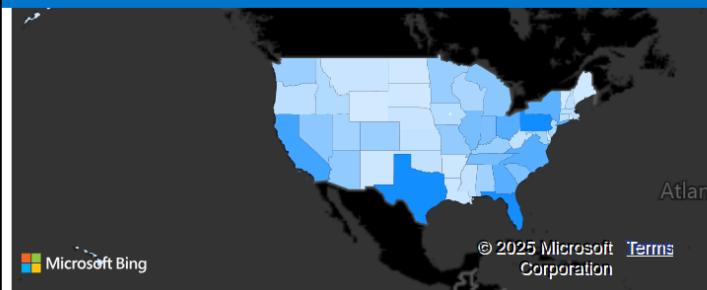
TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



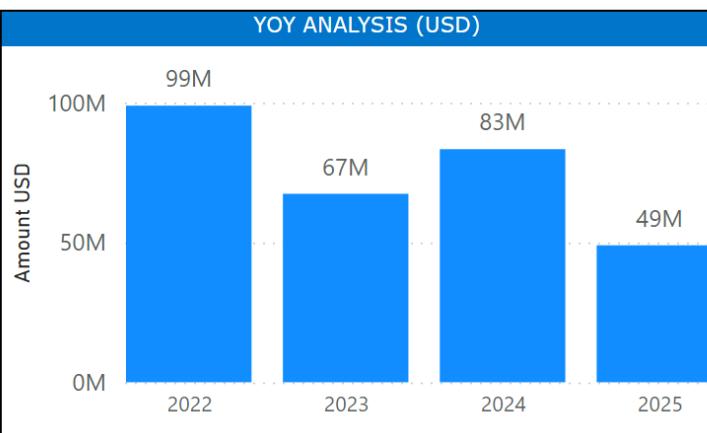
SHIPPED AMOUNT (USD) HEAT MAP



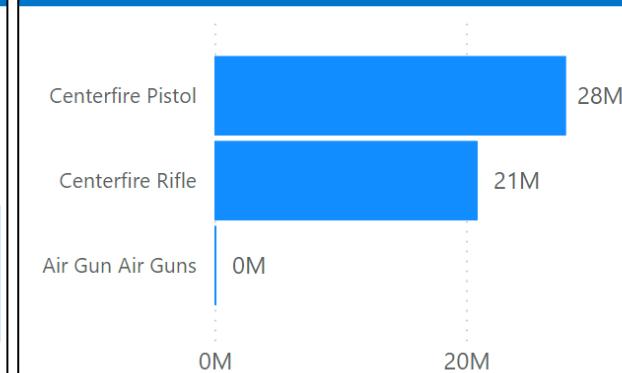
TAKEAWAYS:

- Shipments are down by -41% compared to Q1-2024.
- Pistol-Rifle share of centerfire 57-43%.
- 36% 9 mm, 18% .223 Rem/5.56 NATO.
- 13-week average shipping decreasing from January 2024 to date.
- Overall shipping declining through Q1-2025.

YOY ANALYSIS (USD)



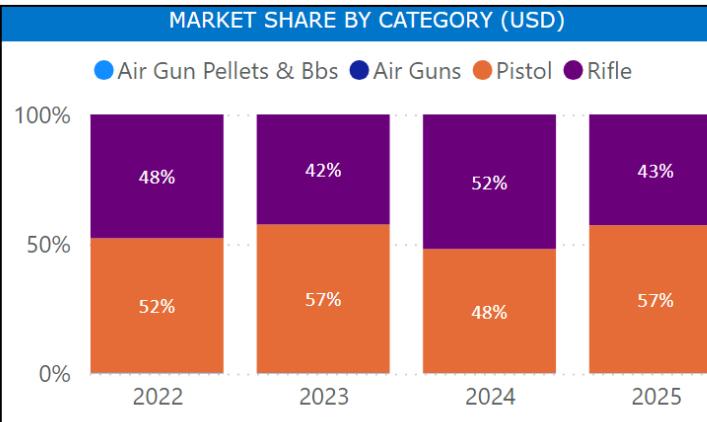
TOP 6 SUBCATEGORIES (USD)



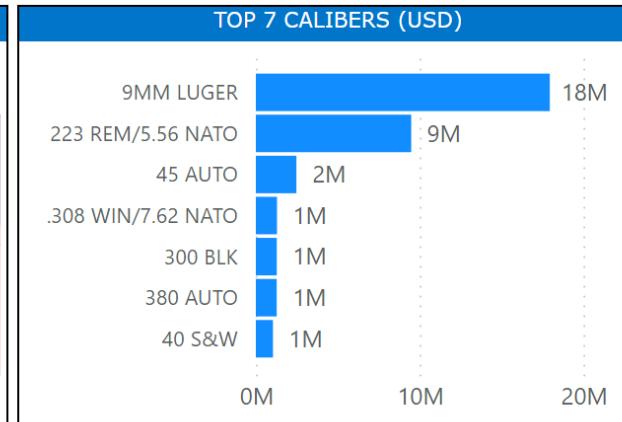
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



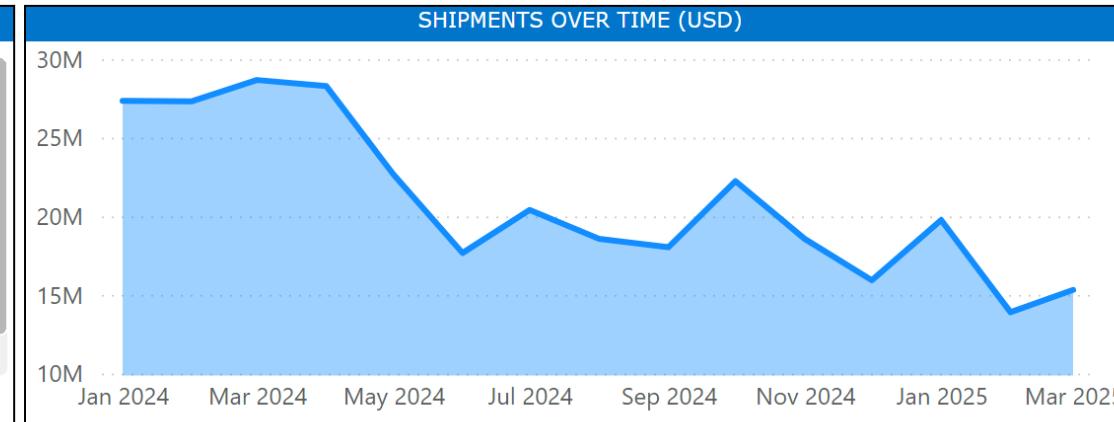
MARKET SHARE BY CATEGORY (USD)



TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



2024 Q3 Centerfire Pistol

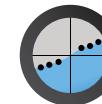
Rank	Manufacturer	Subcategory	UPC	Description
1	Fiocchi Ammunition	CF Pistol	762344001623	FIOCCHI AMMO 9MM LUGER 115GR FMJ
2	Vista Outdoors	CF Pistol	76683052018	5201:9MM 124GR FMJ BLAZER - BRASS
3	Vista Outdoors	CF Pistol	76683052001	5200:9MM 115GR FMJ BLAZER BRASS
4	Pmc Ammunition Inc	CF Pistol	741569070270	PMC AMMO 9MM LUGER, 115 GR. FMJ
5	Magtech Ammunition	CF Pistol	754908114016	MAGTECH AMMO 9MM LUGER 115 GRAIN FMJ

Top 10 available in the Detailed SCOPE report.

2024 Q3 Centerfire Rifle

Rank	Manufacturer	Subcategory	UPC	Description
1	Pmc Ammunition Inc	CF Rifle	741569010115	PMC AMMO 5.56 NATO 55 GR. FMJ BT
2	Pmc Ammunition Inc	CF Rifle	741569010122	PMC AMMO 5.56 NATO 62 GR. FMJ BT LAP
3	Pmc Ammunition Inc	CF Rifle	741569060080	PMC AMMO .223 REM., 55 GR. FMJ-BT
4	Pmc Ammunition Inc	CF Rifle	741569060288	PMC AMMO .308 WIN., 147 GR. FMJ-BT
5	Fiocchi Ammunition	CF Rifle	762344712062	5.56 NATO 55 gr./50

Top 10 available in the Detailed SCOPE report.



Want the Top 10? Get it in the Full Version.

2024 Q3 Rimfire

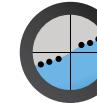
Rank	Manufacturer	Subcategory	UPC	Description
1	Eley Americas	Rimfire	650911011000	ELEY MATCH, FLAT NOSE, 40GR, 22LR,
2	Eley Americas	Rimfire	650911001001	ELEY TENEX, FLAT NOSE, 40GR, 1085FT/SE
3	Hornady Mfg Co	Rimfire	90255831702	83170:AMMO 17 HMR 17 GR V-MAX®
4	Vista Outdoors	Rimfire	29465056193	716:22 LR GAME SHOK BIRD SHOT
5	Eley Americas	Rimfire	650911017002	ELEY TEAM 22LR 40GR. EPS 50 PACK

Top 10 available in the Detailed SCOPE report.

2024 Q3 Shotgun

Rank	Manufacturer	Subcategory	UPC	Description
1	Vista Outdoors	Shotshell	29465019372	TG12 8:12 GA TARGET LOAD
2	Challenger	Shotshell	773622400182	CHALLENGER FIRST CLASS 12GA 2 3/4DR.1
3	Vista Outdoors	Shotshell	47700507002	20498 SABOT SLUG 20 3"
4	Vista Outdoors	Shotshell	29465019365	TG12 7.5:12 GA TARGET LOAD
5	Challenger	Shotshell	773622410075	12 GAUGE 2-3/4" 1 OZ #7.5 SHOT 250/CASE

Top 10 available in the Detailed SCOPE report.



Want the Top 10? Get it in the Full Version.

OPTICS SHIPMENT TREND

● Dollars Shipped Current Year ● Dollars Shipped Previous Year ● Dollars Shipped Three Year Avg

\$16M

\$14M

\$12M

\$10M

\$8M

January

February

March

April

May

June

July

August

September

October

November

December

Month

TAKEAWAYS:

- 12% to Q1-2025
- 7% to 3-year average

YTD SALES

32M

PREVIOUS YTD SALES

36M

3 YEAR AVG YTD SALES

34M

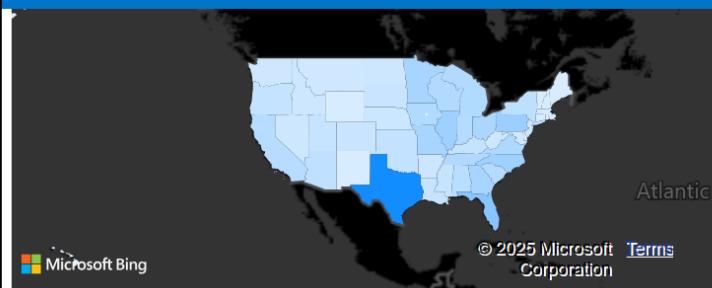
% CHANGE FROM PREVIOUS YEAR

-11.55%

% CHANGE FROM 3 YEAR AVG

-7.10%

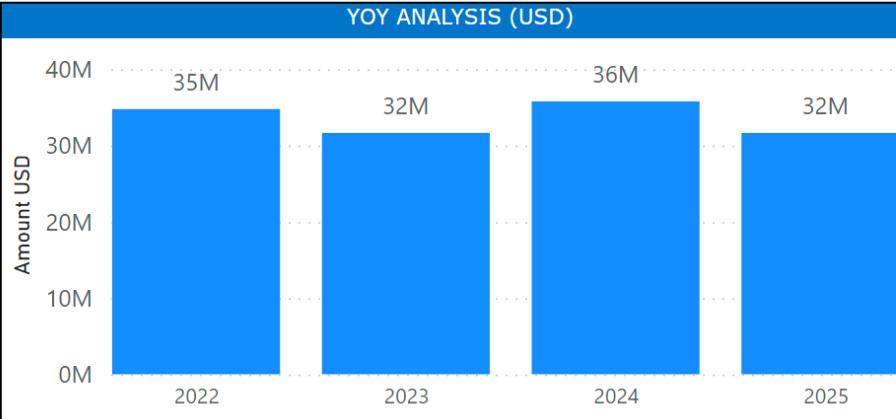
SHIPPED AMOUNT (USD) HEAT MAP



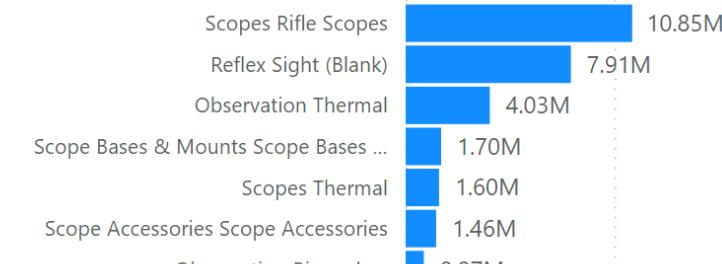
TAKEAWAYS:

- Shipments are down -11% compared to Q1-2024.
- 34% Rifle Scopes, 25% Reflex Sights.
- 13-week average shipping declining through Q1.
- WOS is increasing. High at +20 WOS.

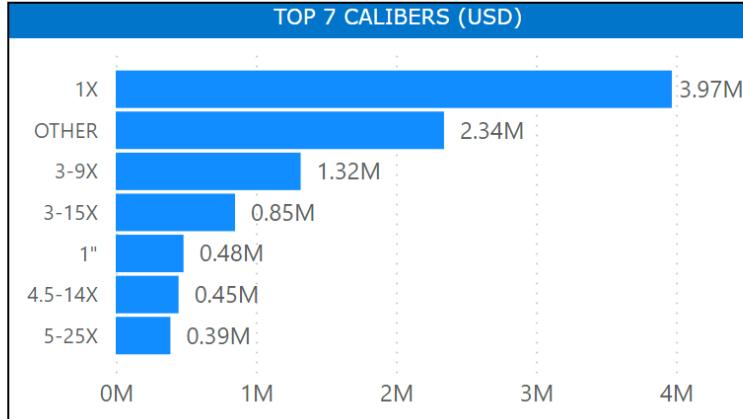
YOY ANALYSIS (USD)



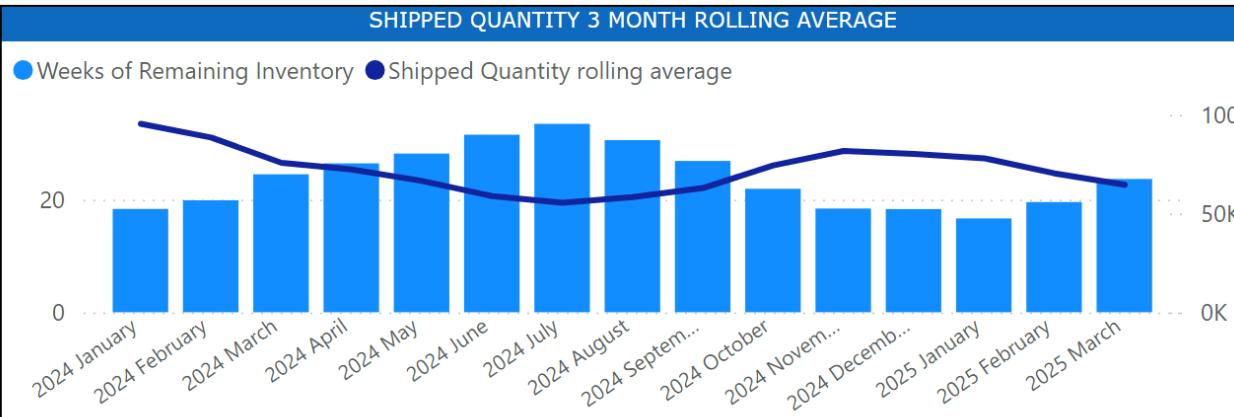
TOP SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



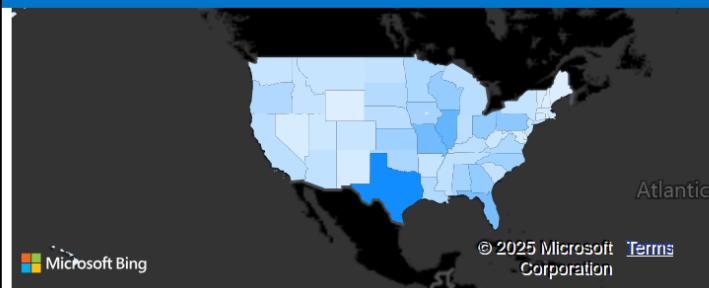
SHIPPED QUANTITY 3 MONTH ROLLING AVERAGE



SHIPMENTS OVER TIME (USD)



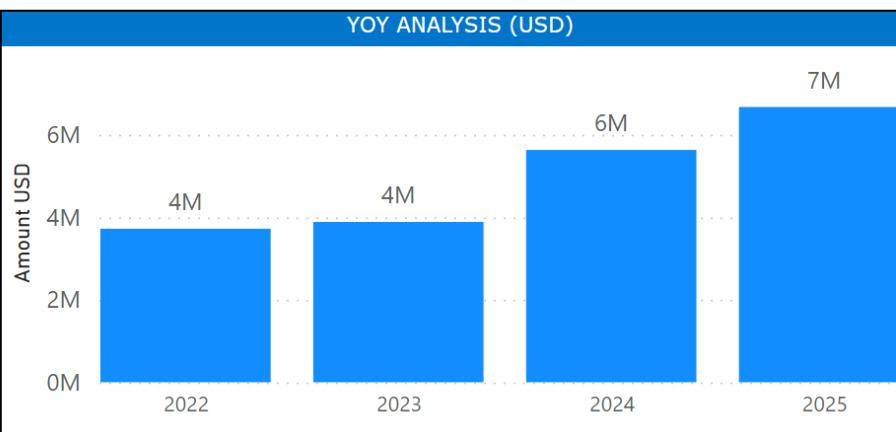
SHIPPED AMOUNT (USD) HEAT MAP



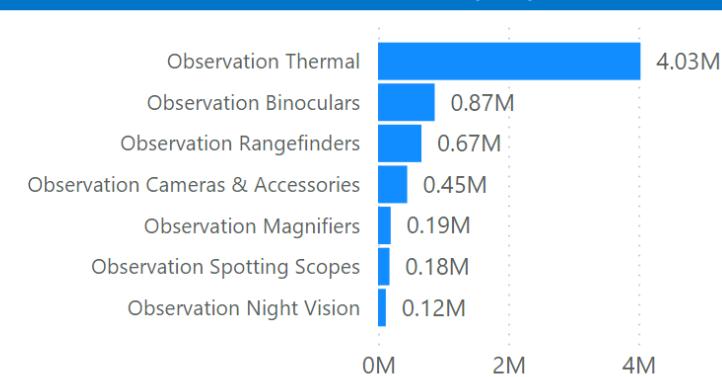
TAKEAWAYS:

- Shipments are up +17% compared to Q1-2024.
- 57% Thermal, 12% Binoculars.
- WOS is increasing through Q1-2025 as the 13-week average shipping slows.
- Overall shipping decreasing through Q1-2025.

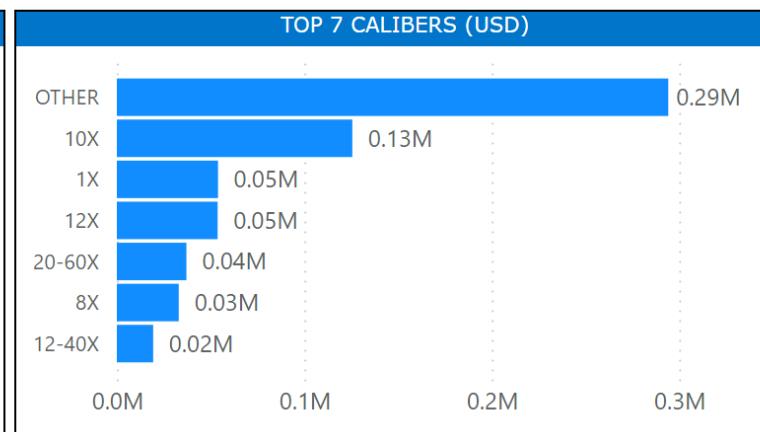
YOY ANALYSIS (USD)



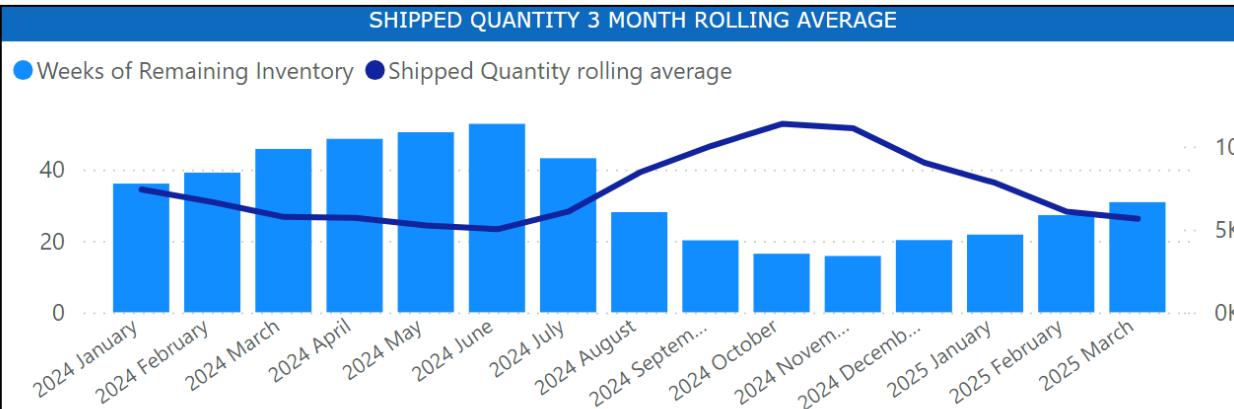
TOP SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



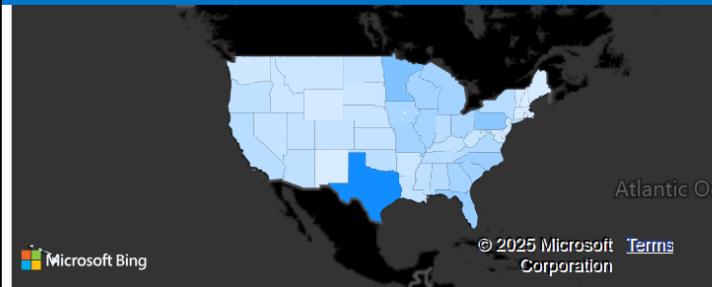
SHIPPED QUANTITY 3 MONTH ROLLING AVERAGE



SHIPMENTS OVER TIME (USD)



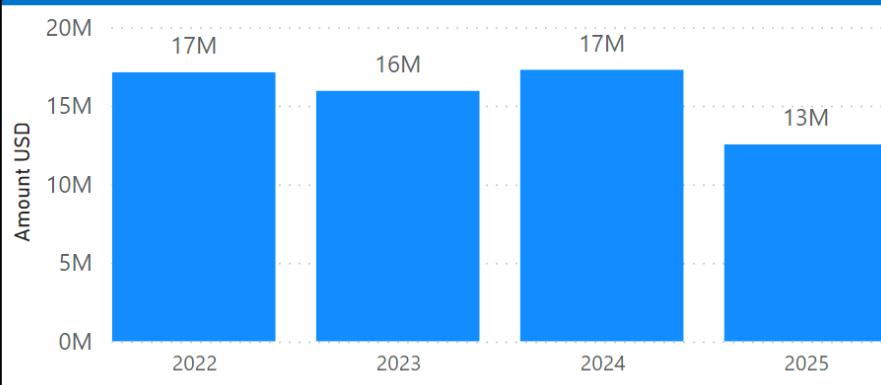
SHIPPED AMOUNT (USD) HEAT MAP



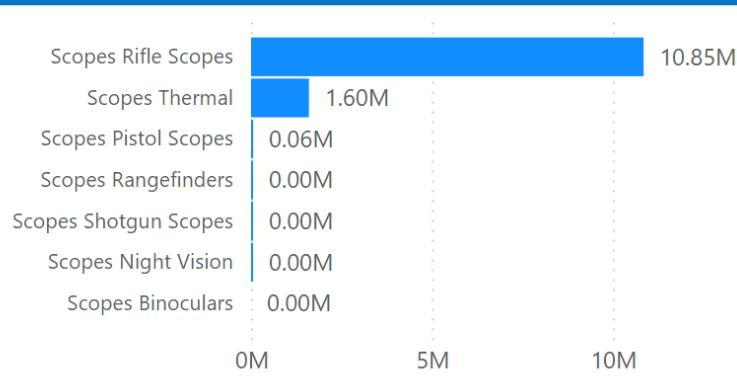
TAKEAWAYS:

- Shipments are down -24% compared to Q1-2024.
- 13-week average shipping declining through Q1-2025.
- Inventory WOS building. Inventory productivity is worsening.

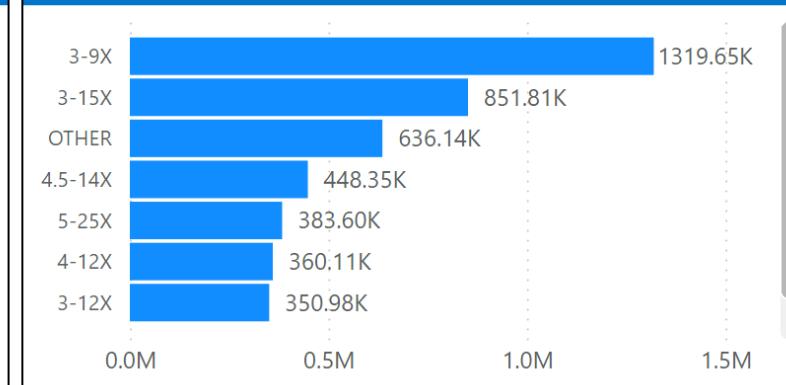
YOY ANALYSIS (USD)



TOP SUBCATEGORIES (USD)



TOP 7 SIZING (USD)



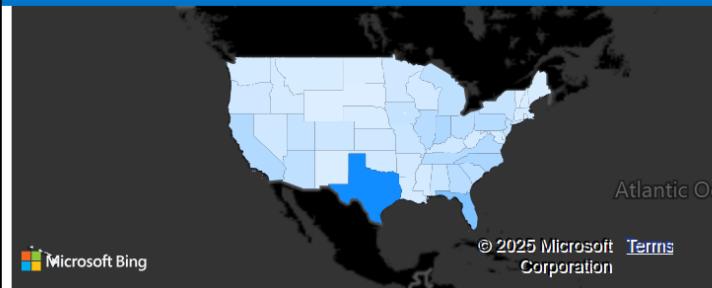
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



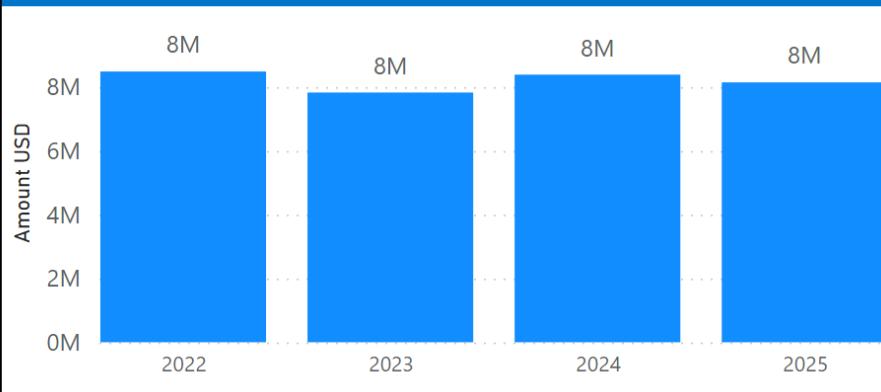
SHIPPED AMOUNT (USD) HEAT MAP



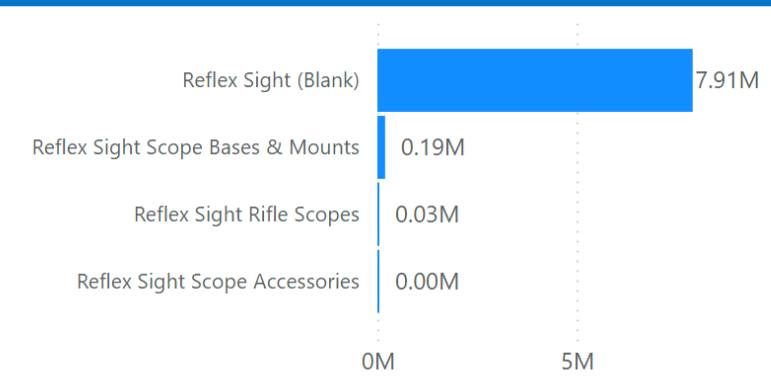
TAKEAWAYS:

- Shipments are flat to Q1-2024.
- 13-week average shipping improving through Q1-2025.
- Inventory WOS is high.
- Overall shipping is increasing through Q1-2025.

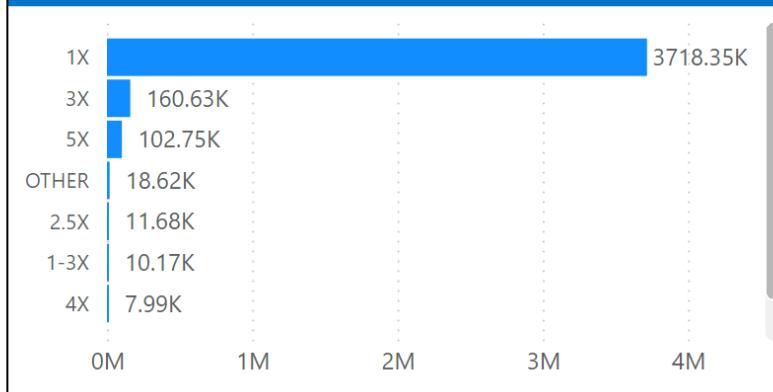
YOY ANALYSIS (USD)



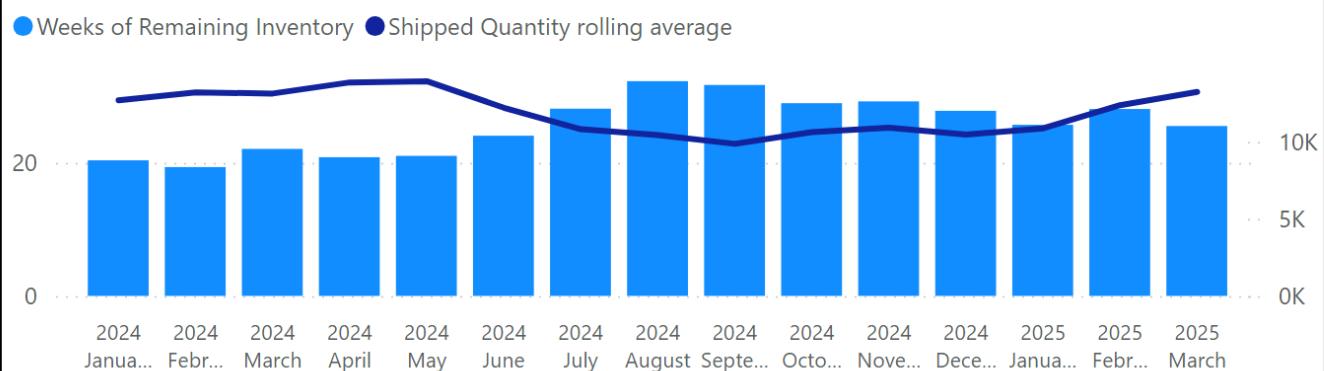
TOP SUBCATEGORIES (USD)



TOP 7 SIZING (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



2024 Q3 Rifle Scopes

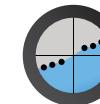
Rank	Manufacturer	Subcategory	UPC	Description
1	Burris	Rifle Scopes	000381003300	BURRIS FULLFIELD E1 3X-9X-50MM
2	Leupold & Stevens Inc	Rifle Scopes	030317013851	VX-5HD 3-15x44mm (30mm) CDS-ZL2 Side Focus Matte Illum. FireDot Duplex
3	Bushnell Outdoor Products	Rifle Scopes	29757006394	Bushnell 6-24x50 Match Pro BlackÂ Riflescope
4	Sig Sauer Inc	Rifle Scopes	798681642502	SIG TANGO MSR 1-6X24300MM SFP BDC6
5	Leupold & Stevens Inc	Rifle Scopes	030317012861	171714:VX-5HD 3-15x44mm (30mm) CDS-ZL2 Side Focus Matte Duplex

Top 10 available in the Detailed SCOPE report.

2024 Q3 Reflex Sights

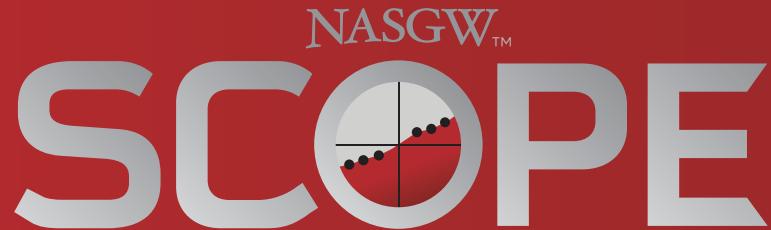
Rank	Manufacturer	Subcategory	UPC	Description
1	Sig Sauer Inc	Reflex Sight	798681553396	SOR52001:ROMEO5 1X20 CMPT RD 2MOA BLK / 2MOA REDDOT M1913 RAIL W/RISER
2	Trijicon	Reflex Sight	719307614239	700672:3.25 Adj Red RMR Type 2
3	Eo Tech	Reflex Sight	672294600275	EOTECH HWS EXP2 68MOA RING SINGLE 1MO
4	Leupold & Stevens Inc	Reflex Sight	030317005856	119688:DeltaPoint Pro Reflex Sight Matte 2.5 MOA Dot
5	Night Fisi	Reflex Sight	787450786547	MECANIK MO1 MINI RED DOT

Top 10 available in the Detailed SCOPE report.



Want the Top 10? Get it in the Full Version.

Like what you see?



OUR MISSION

NASGW SCOPE™ is an industry initiative to collect, standardize and analyze data that strengthens shooting sports businesses.

Here's what you get in the detailed report:

2025 Q1 Market Summary and Key Takeaways

- Analysis by Tom Hopper

2025 Q1 - Sales Charts **Firearms**

1. Total
2. Northeast Region
3. Midwest Region
4. South Region
5. West Region
6. Top 10

2025 Q1 - Sales Charts **Ammunition**

1. Total
2. Northeast Region
3. Midwest Region
4. South Region
5. West Region
6. Top 10

2025 Q1 - Sales Charts **Optics**

1. Total
2. Northeast Region
3. Midwest Region
4. South Region
5. West Region
6. Top 10



DISTRIBUTION SALES & INVENTORY DATA



MASTER PRODUCT CATALOG



POINT-OF-SALE DATA

[Click to Schedule time with Tom - ask questions or sign up for a demo!](#)



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.

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