



# 2024 Q2

## QUARTERLY REPORT

### SCOPE data provides context to an uncertain 2024 market through Q2.

#### Analysis by Tom Hopper - NASGW Sr. Data Analyst

Uncertainty has become quite the cliché when discussing the current shooting sports market. The first quarter of 2024 ended in a year-over-year decline but did not prepare us for the steep decline through the second quarter. Data from NASGW distributors collected through SCOPE will help shed light on market trends. Has Q2 changed your outlook for 2024?

The National Instant Criminal Background Checks System (NICS) supplies a baseline for Firearm sales performance and a key indicator for demand. Q2 2024 NICS checks are -7.9% to Q2 2023 with April 2024 down -11% to April 2023. The overall YTD decline is -6.1% vs. 2023. Has demand for firearms slowed? Are there fewer footsteps at retail? In either case, NICS is consistently at the new normal of +18% compared to pre-Covid 2019.

#### FIREARMS:

The decline in handgun shipments continues with a steeper loss through Q2 2024. Currently, handguns are -20% to Q2 2023. Semiautomatic handguns are the largest firearms segment at 82% of all handgun shipments. Revolvers are down to 2023. Handgun inventory weeks of supply grew through Q2 2024 as the rolling 13-week average shipments slowed. Handgun shipments fell sharply throughout Q2 2024.

MSR shipments continue to fall, doubling the loss of Q1 (-11%) to -28% in Q2. The rolling 13-week average shipments reflect a steady decline through 2024. Inventory weeks of supply continue increasing in Q2 2024 due to decreased shipments. Approach this segment with caution, do not get overly optimistic.

Year-over-year rifle shipments declined for the first time in 12 months. Rifle shipments have been sliding all year ending Q2 with a sharp drop. Q2 2024 was -13% to Q2 2023. Lever Action has taken the top share of rifles at 30% of Q2 shipments. Almost 1 in 3 rifles shipped was a lever action. Inventory availability across the brands has given the retailer a broad selection to build lever assortments. Bolt action rifles & rimfire hold 2nd & 3rd share, respectively. Lever, Bot & Rimfire represent 80% of rifle shipments.

Shotgun shipments for Q2 2024 are down -21% to Q2 2023. Q2 2024 was not a highlight. The rolling 13-week average shipments continue to slow through Q2 2024. The inventory weeks of supply were building through the quarter. Shotgun shipments, while slow all year, fell sharply in Q2.

NICS checks continue to decline in 2024. Retail sales are off to last year and continue to deteriorate. Are there fewer footsteps at retail? Lower-than-expected retail sales have driven lower-than-expected distribution shipments.

#### AMMUNITION:

After a promising start to 2024, ammunition shipments fell sharply through Q2 2024 compared to 2023. April 2024 shipments were above April 2023 and were the only highlight. Overall ammunition shipments were down -3% to Q2 2023. Inventory weeks of supply are low at approximately ten weeks but had nominal increases through Q2 2024. The rolling 13-week average shipments declined through Q2 2024. Overall shipments in the quarter fell off the proverbial cliff. Centerfire ammunition keeps its 77% share of the category. Centerfire pistols and rifles shipped at 52%-48% levels. Top calibers, 223 Rem/5.56 NATO & 9 MM continue high shipping percentage of all calibers. Finding ammunition is much easier than in previous years.

The stressors on the ammunition market never materialized. Powder availability, the Israeli-Hamas conflict, and other military needs have not significantly affected the market.

#### OPTICS:

Overall, optics shipments are -10% compared to Q2 2023. Rifle scopes and reflex sights drive over 60% of optics shipment dollars in Q2 2024. Inventory weeks of supply grew to approximately 30 weeks as Q2 average weekly shipments fell. Optics shipments have been declining through 2024 with a sharp decline through the end of Q2. Rolling 13-week average shipments for observation decline slowed through Q2 2024. Inventory weeks of supply level off at 40 weeks. Rifle scopes' average weekly shipments fell steadily through Q2 2024. Rifle scope shipments have been declining since November 2023. Reflex inventory weeks of supply grew through Q2 2024 and is high at +20 weeks. Reflex sights shipments had the sharpest drop since pre-2023.

#### GENERAL MARKET:

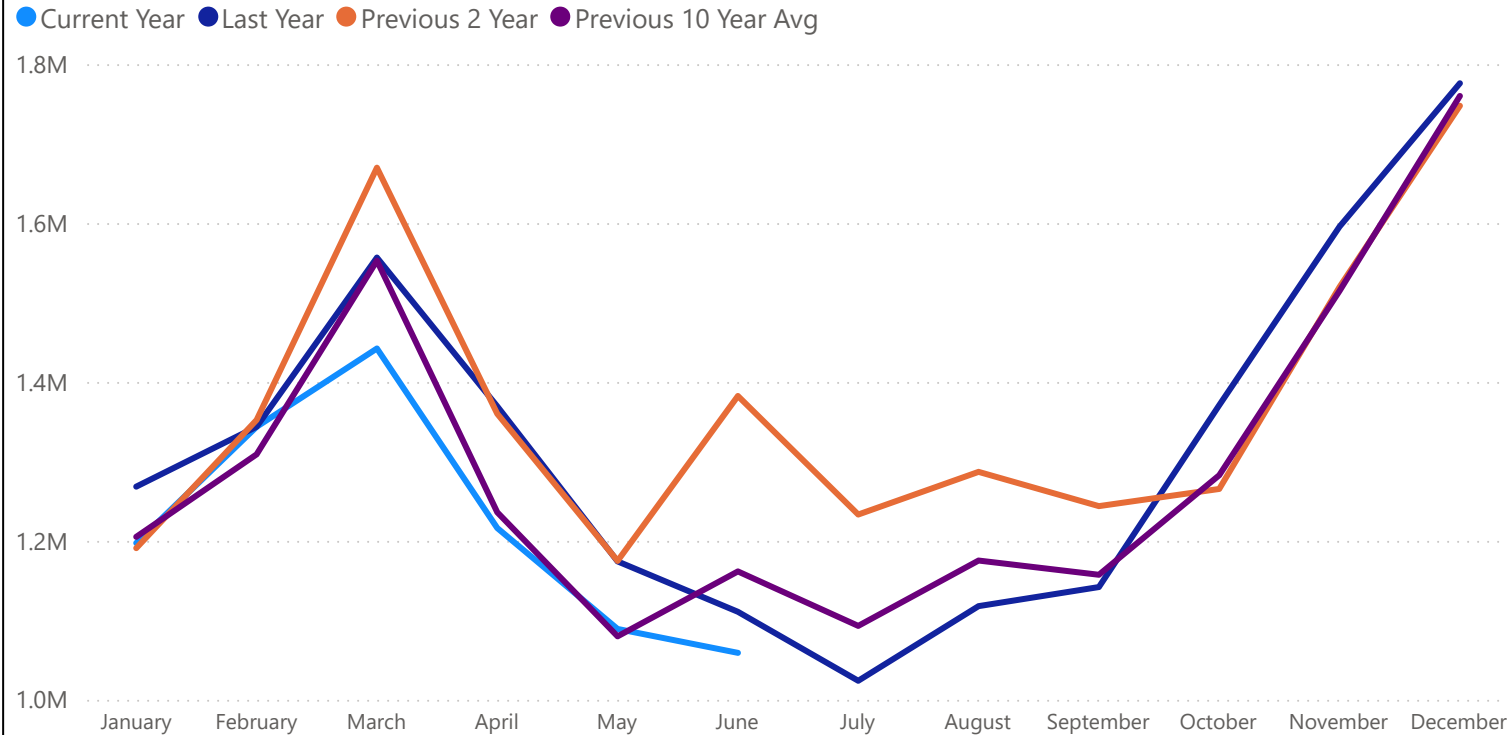
The word inflation has been used quite a bit over the last few years and the consumer has acknowledged it. Discretionary income is allocated to luxury spending, travel, or living expenses. Choices have become a necessity. The stressors of an election year, world events, regulatory changes, or potential changes and uncertainty are slowing consumer activity. As the market contracts to pre-covid levels, we must continue to make informed decisions.

The landscape continues to evolve and change. 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](mailto:thopper@nasgw.org).

- Tom Hopper



## NICS CHECKS



## TAKEAWAYS:

- NICS -7.9% to Q2 2023
  - -4.4% to 2023; -6.1% YTD
  - +19% to Q2 2019
- YTD shipments down -15.8% to 2023 and -28% to the 3 year avg.
- Shipments have been declining YTD but at a faster rate in Q2 2024

### YTD SALES

564M

### PREVIOUS YTD SALES

670M

### 3 YEAR AVG YTD SALES

793M

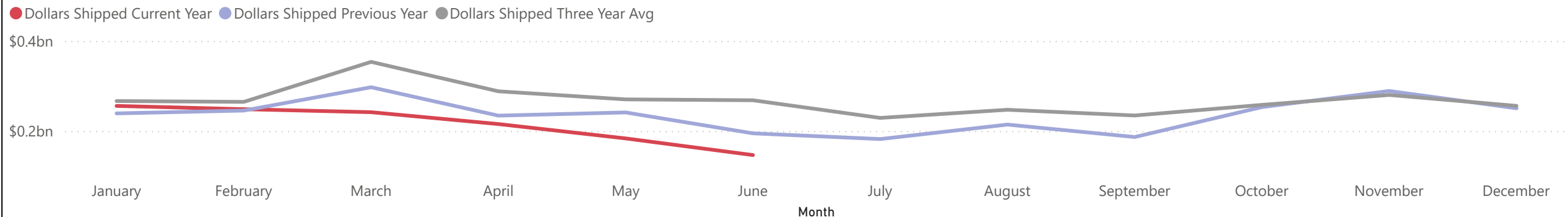
### % CHANGE FROM PREVIOUS YEAR

-15.82%

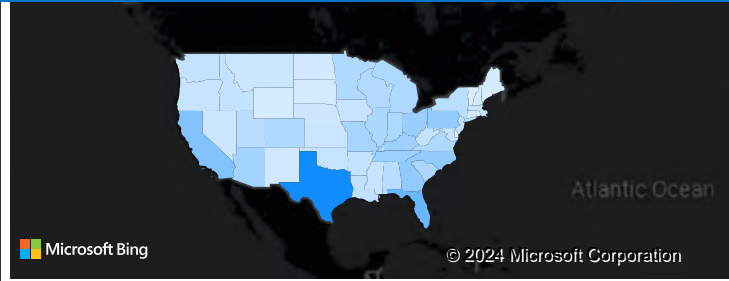
### % CHANGE FROM 3 YEAR AVG

-28.87%

## FIREARMS SHIPMENT TREND



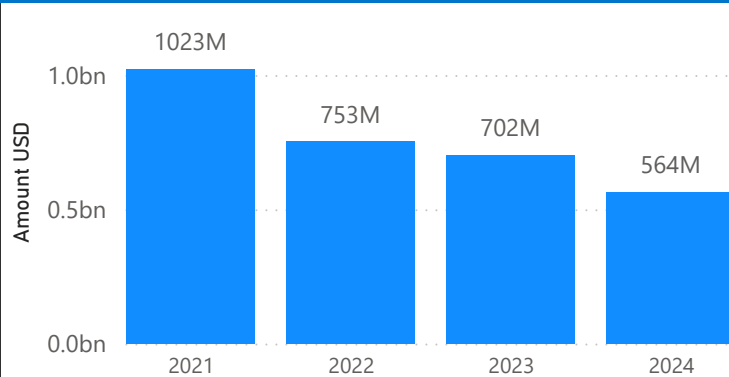
SHIPPED AMOUNT (USD) HEAT MAP



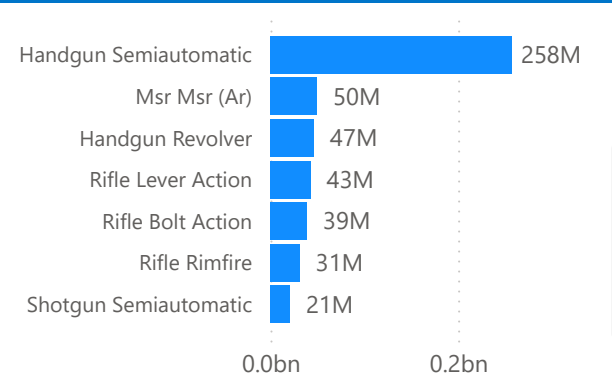
## TAKEAWAYS:

- -20% to Q2 2023.
- Rifle shipments consistent at 25% share of product mix.
- 45% all firearm shipments are semi-automatic handguns.
- 13-WK AVG shipments continue decline through Q2 2024.
  - Inventory weeks of supply (WOS) slowly building.
- 2024 shipments declined sharply through Q2 2024.

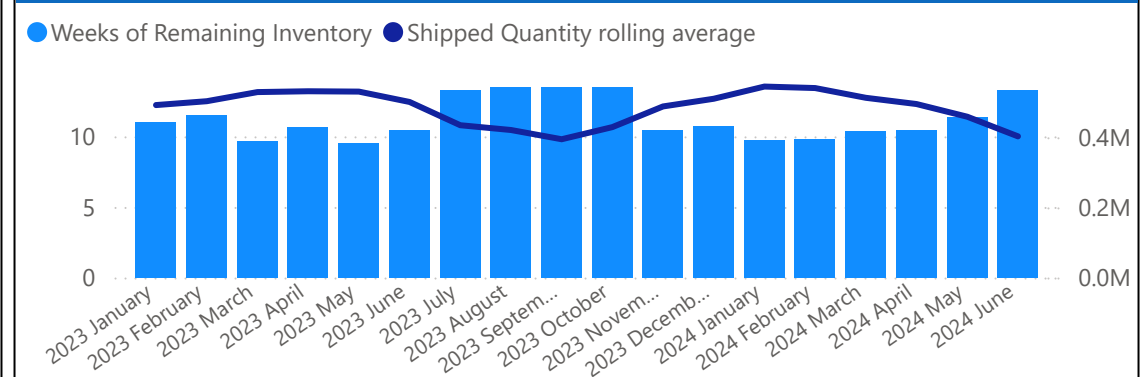
YOY ANALYSIS (USD)



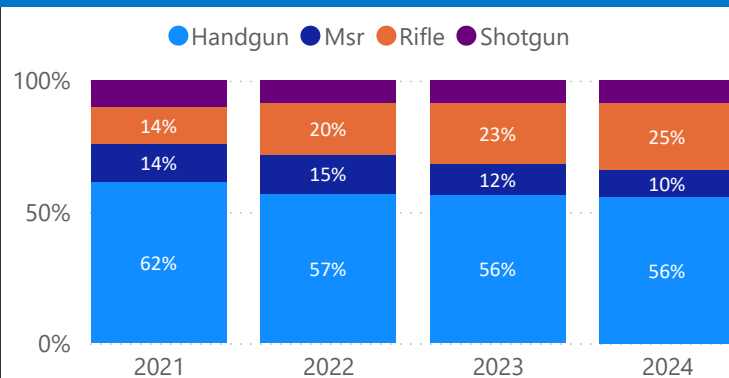
TOP 7 SUBCATEGORIES (USD)



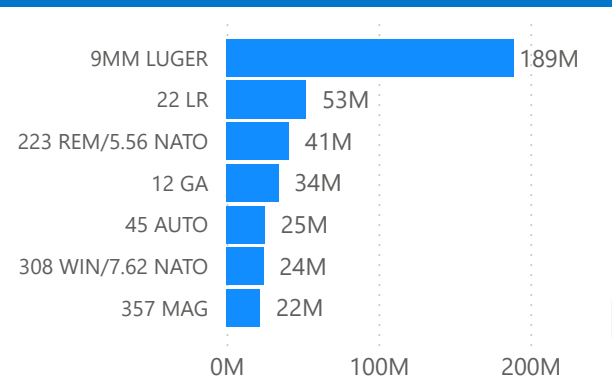
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



MARKET SHARE BY CATEGORY (USD)



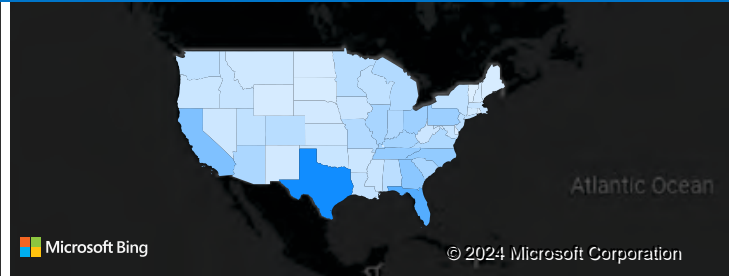
TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



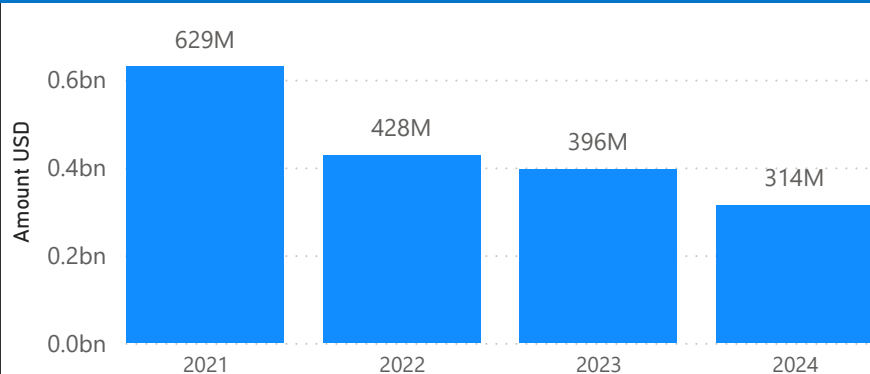
### SHIPPED AMOUNT (USD) HEAT MAP



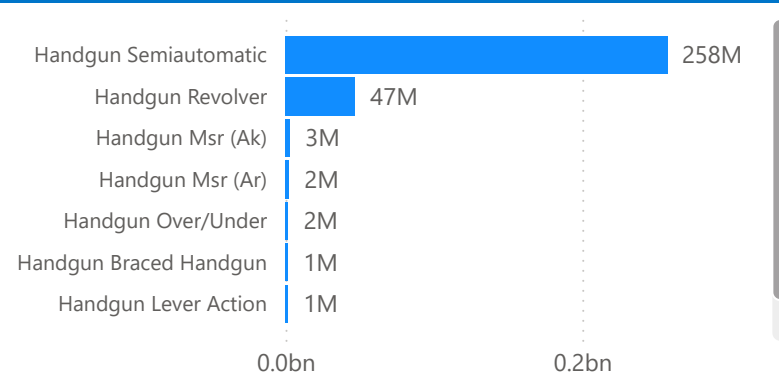
### TAKEAWAYS:

- Shipments -20% to Q2 2023. Decline has doubled Q1 (-10%)
- 82% all handgun shipments are semi-automatic. Largest firearms segment.
- 56% of handgun shipments are 9MM. 44% are other calibers. Offer breadth.
- 13-WK AVG shipments decline through Q2 2024.
- Inventory WOS increasing through Q2 2024.

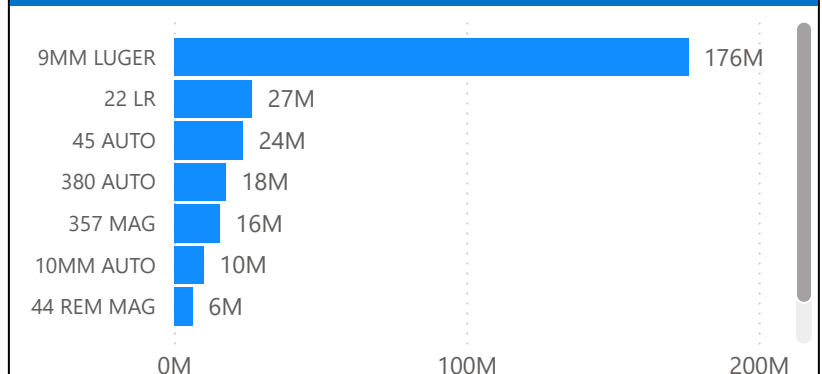
### YOY ANALYSIS (USD)



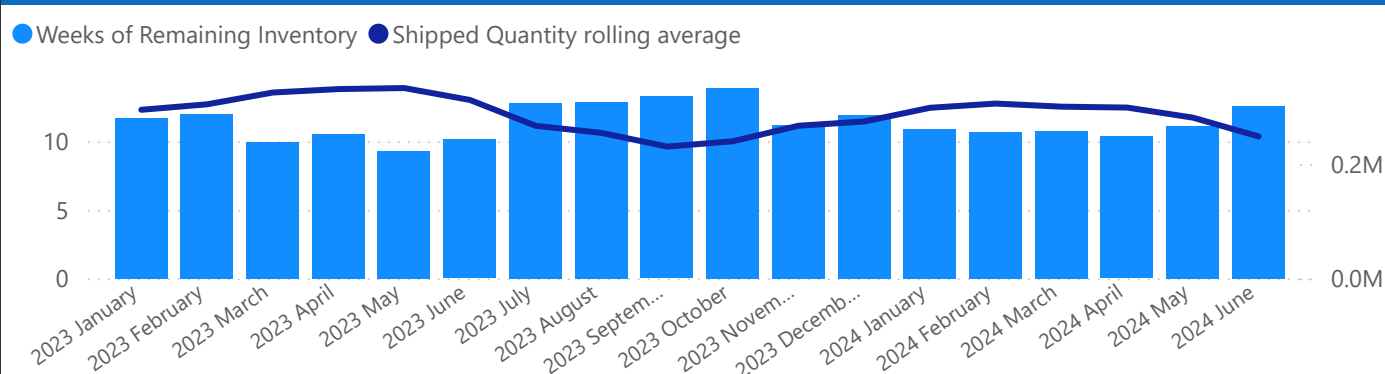
### TOP 7 SUBCATEGORIES (USD)



### TOP 7 CALIBERS (USD)



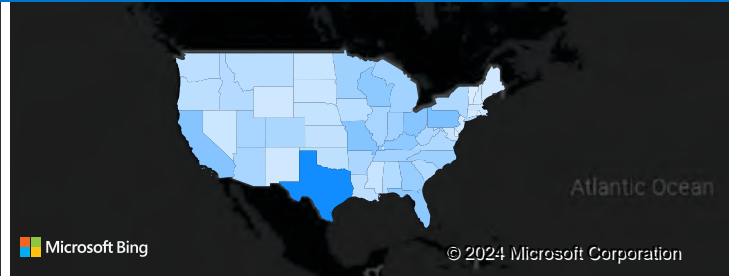
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### SHIPMENTS OVER TIME (USD)



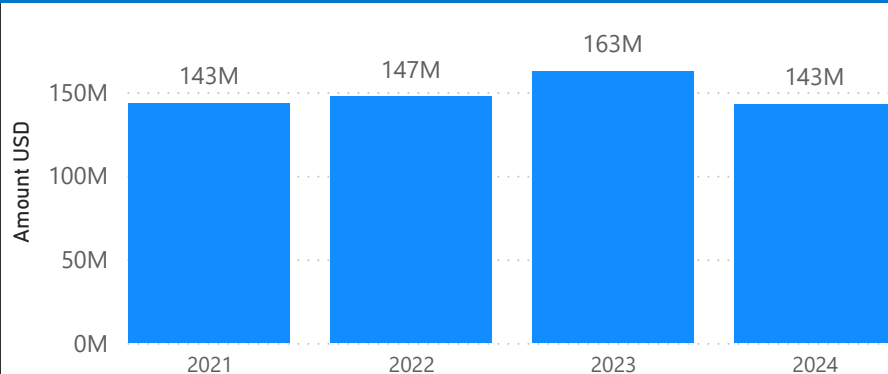
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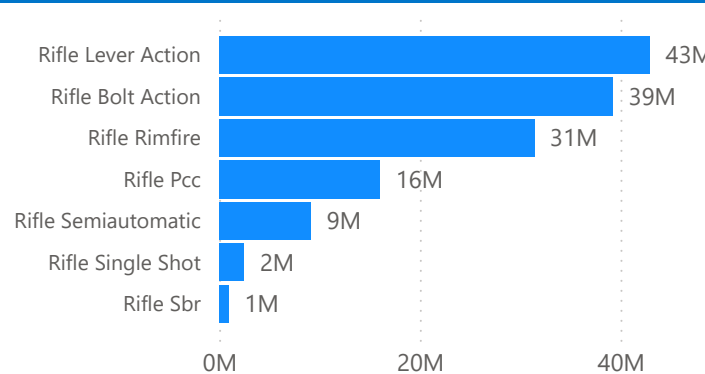
### TAKEAWAYS:

- Shipments -13% to Q2 2023. First shipment decline in over 12 months.
- 27% of all rifle shipments are bolt action, 30% lever action and 22% rimfire in Q2 2024.
- 17% rifle shipments are .22LR.
- 13-WK AVG shipments continue to decline through Q2 2024.
- Inventory WOS building.

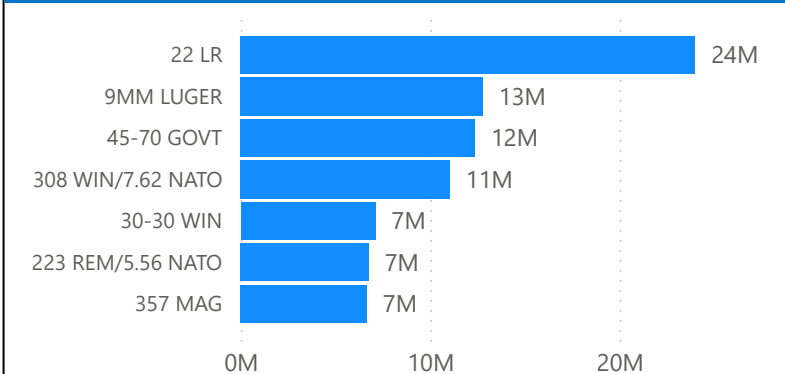
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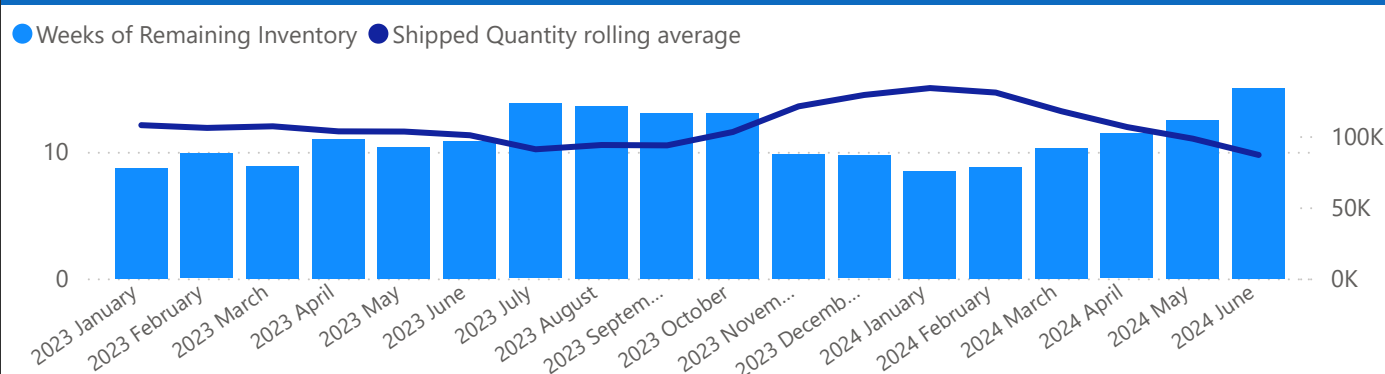
### TOP 7 SUBCATEGORIES (USD)



### TOP 7 CALIBERS (USD)



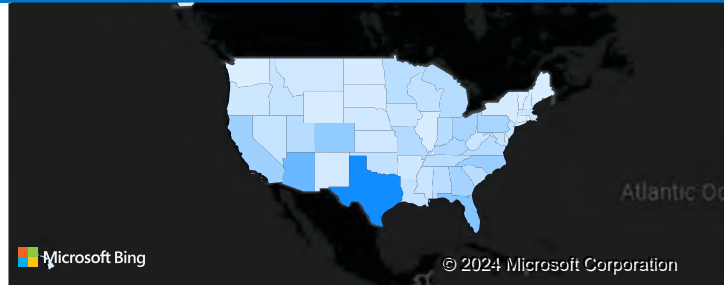
### WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



### SHIPMENTS OVER TIME (USD)



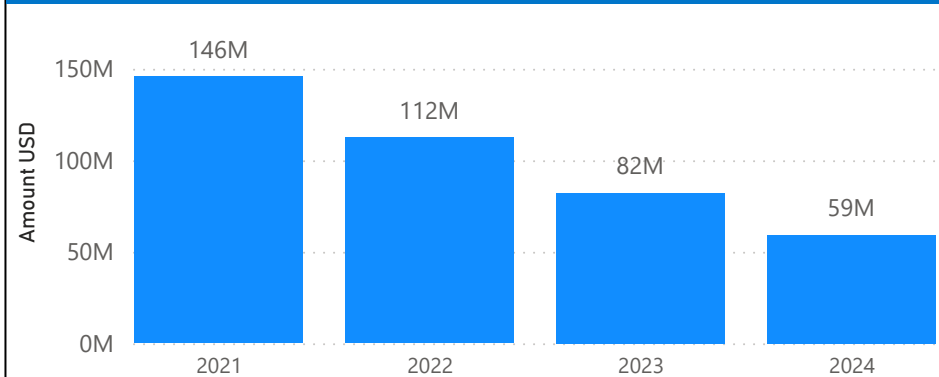
SHIPPED AMOUNT (USD) HEAT MAP



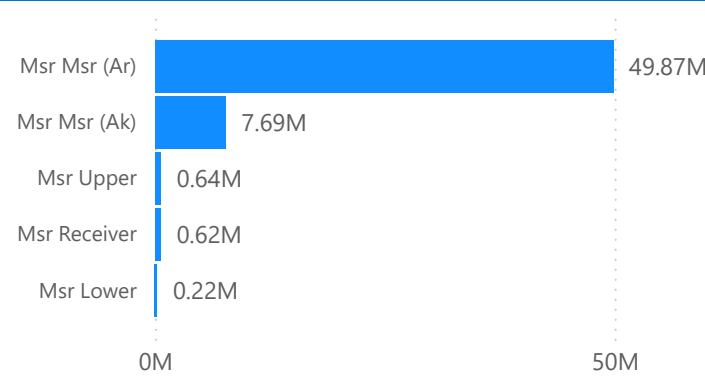
## TAKEAWAYS:

- Shipments -28% to Q2 2023. (-11% Q1)
- MSR shipments continue decline through Q2 2024.
- 55% all MSR shipments are .223 Rem/5.56 NATO.
- 85% MSR shipments are AR in Q1 2024.
- 13-WK AVG shipments continues decline through Q2 2024.
- Inventory WOS building.

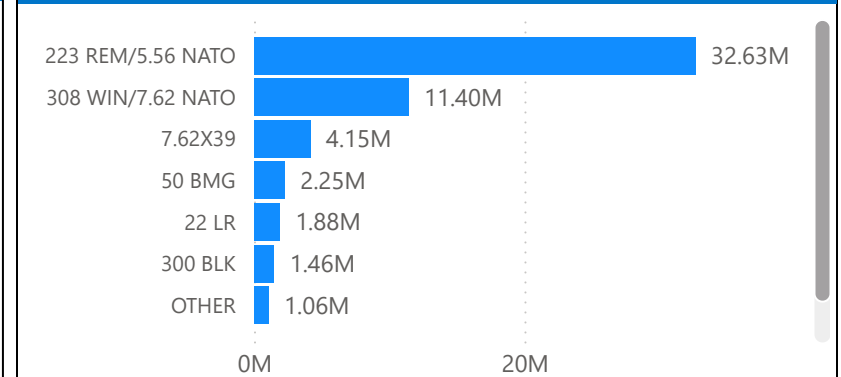
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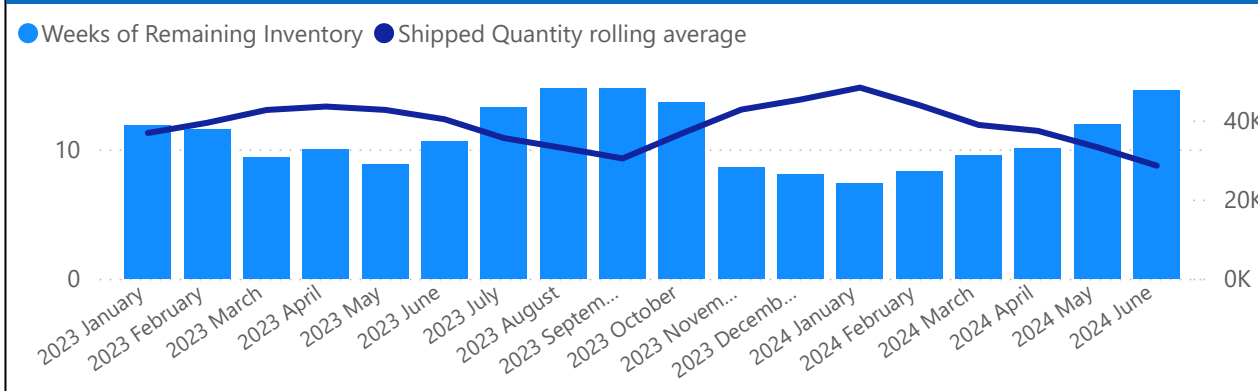
TOP SUBCATEGORIES (USD)



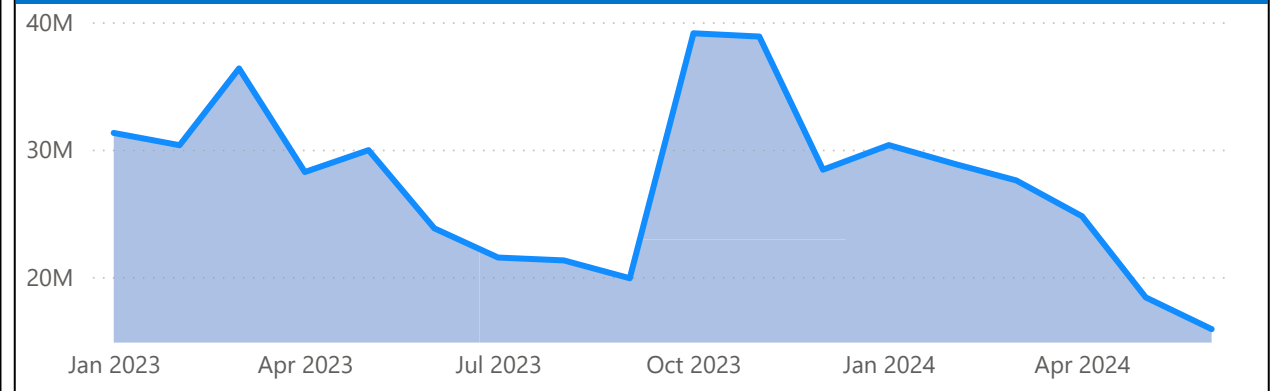
TOP 7 CALIBERS (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)

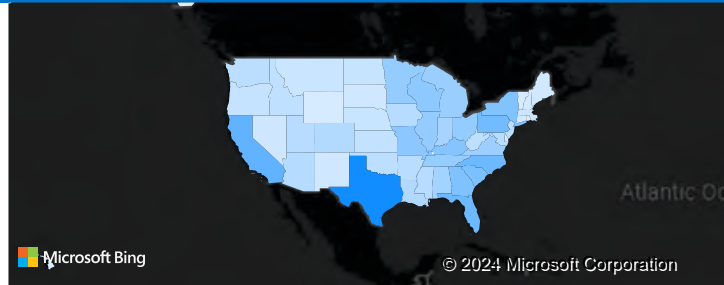


SHIPMENTS OVER TIME (USD)





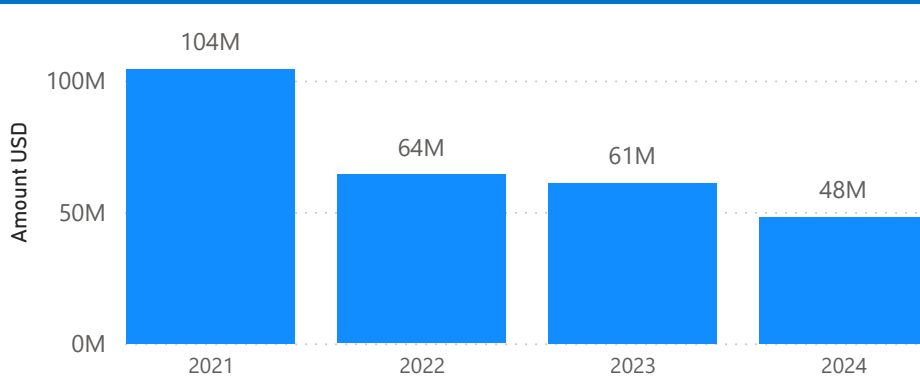
SHIPPED AMOUNT (USD) HEAT MAP



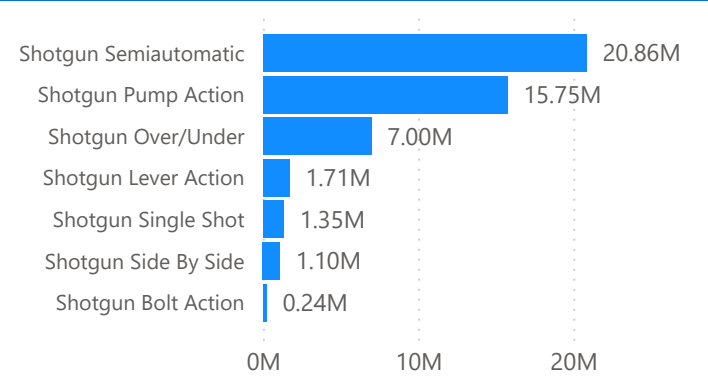
## TAKEAWAYS:

- Shipments -21% to Q2 2023.
- 43% of all shotgun shipments are semiautomatic, 33% pump action.
- 71% are 12 GA.
- 13-WK AVG shipments continue decline through Q2 2024. WOS increasing.
- Overall shipments decline sharply in Q2 2024.

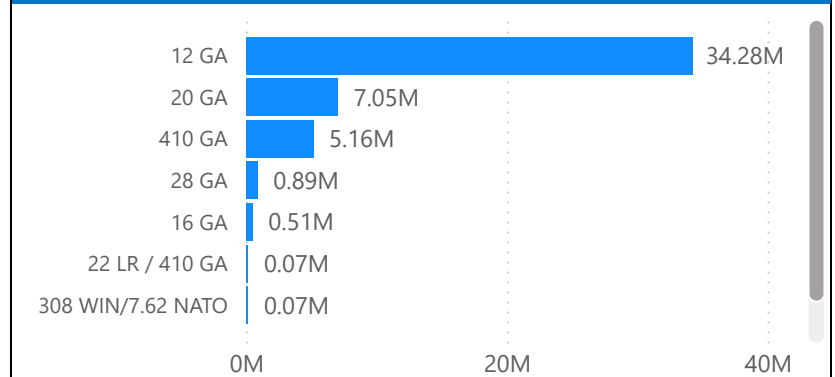
YOY ANALYSIS (USD)



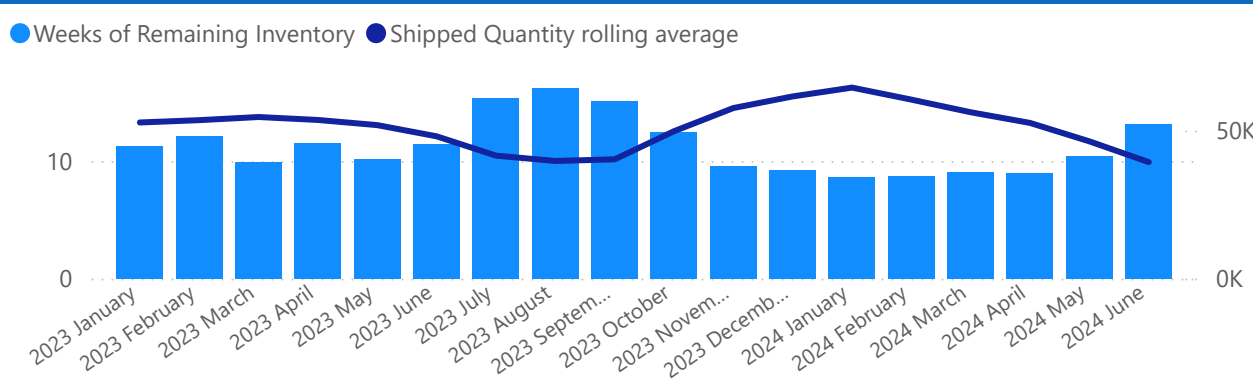
TOP SUBCATEGORIES (USD)



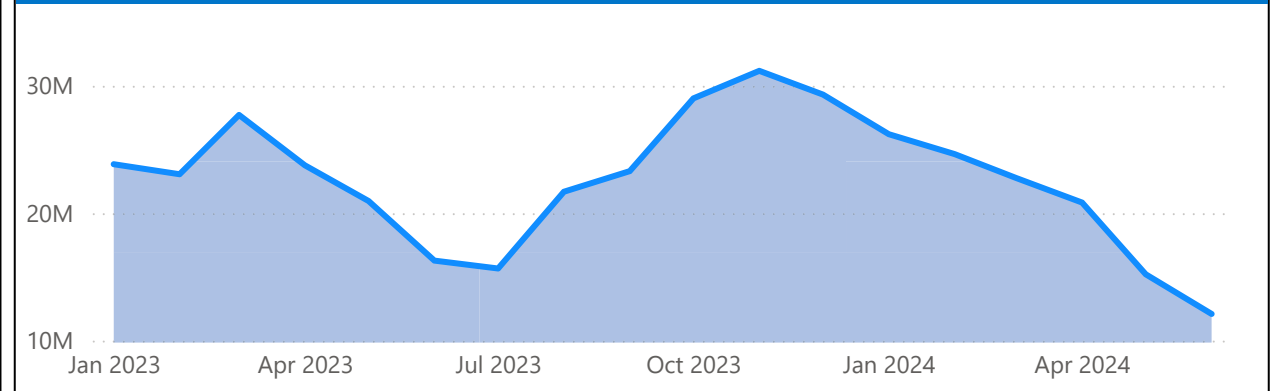
TOP 7 CALIBERS (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



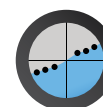


2024 Q2 Semi-automatic Handguns				
Rank	Brand	Subcategory	UPC	Description
1	Glock	Handgun Semiauto	764503046629	PX4350201FRMOS G43X, 9MM, 3.41" BBL, 10 rd
2	Glock	Handgun Semiauto	764503037832	UX4350201:GLOCK 43X FS SLIMLINE 9MM PISTOL, BLACK
3	Glock	Handgun Semiauto	764503037252	PA195S203 G19 Gen5 I, 9MM, 4.02" BBL, 15+1, Front Serr, Fixed Sights
4	Glock	Handgun Semiauto	764503026911	PX1950703 G19X, 9MM 4" on G17 Frame Coyote 2-19rd and 1-17rd Night Sights
5	Glock	Handgun Semiauto	764503030826	PA195S203MOS G19 Gen5 MOS, 9MM Fixed Sights 4.02" 17+1 rd, Front Serrations

Top 10 available in the Detailed SCOPE report.

2024 Q2 Handguns - Revolvers				
Rank	Brand	Subcategory	UPC	Description
1	Cz-Usa	Handgun Revolver	98289001351	KING COBRA 22 LONG RIFLE 6" BBL 10 SHOT REVOLVER
2	Cz-Usa	Handgun Revolver	98289003270	PYTHON-SP6WTS:Python SP6WTS, 357Mag, 6" Bbl., SS
3	Cz-Usa	Handgun Revolver	98289005342	ANACONDA-SP6RTS:COL ANACONDA-SP6RTS 44Mag-6"ss 6rd
4	Smith & Wesson	Handgun Revolver	22188635003	163500:SMITH & WESSON M500 .500 S&W MAG 8
5	Cz-Usa	Handgun Revolver	98289001368	KING COBRA 22 LONG RIFLE 4.25" BBL 10 SHOT REVOLVER

Top 10 available in the Detailed SCOPE report.



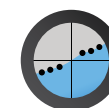
**Want the Top 10? Get it in the Full Version.**

2024 Q2 Semi-automatic Shotgun				
Rank	Brand	Subcategory	UPC	Description
1	Beretta Usa	Semiauto Shotgun	82442959849	A300:BER J32CGII A300 ULTIMA PATROL 12 19.1 GRY
2	Keltec	Semiauto Shotgun	640832008944	KSG410BLK KSG Tacti 410 Ga, 18.5" Bbl, Black Carry Hamdle, 3" shells 10+1 Rnd
3	Winchester	Semiauto Shotgun	48702024016	WRA SX4 WTFL MAX7 12M/28MC 3
4	Beretta Usa	Semiauto Shotgun	82442959832	A300:BER J32CTII A300 ULTIMA PATROL 12 19.1 BLK
5	Beretta Usa	Semiauto Shotgun	82442967646	A300:A300 UP 12GA 19.1in 7Rd BK

Top 10 available in the Detailed SCOPE report.

2024 Q2 Pump-action Shotgun				
Rank	Brand	Subcategory	UPC	Description
1	Keltec	Pump Shotgun	640832003192	KSGBLK:*KELTEC 12GA PUMP BLACK
2	Keltec	Pump Shotgun	640832007787	KS7 12GA SHOTGUN, 18.5" BLACK 6+1 ROUND WITH 3" SHELLS, CARRY HANDLE
3	Mossberg	Pump Shotgun	49533310460	MAVERICK 88, PUMP ACTION SHOTGUN, SECURITY, PLAIN, BEAD SIGHT
4	Mossberg	Pump Shotgun	15813506595	590, SECURITY, 6-SHOT, CORN COB FOREND W/ STRAP. 26.5" OVERALL LENGTH
5	Remington Arms Inc	Pump Shotgun	810070683849	Remington 870 Express Tactical Shotgun 12 ga. 18.5 in. Synthetic Black 3 in. RH

Top 10 available in the Detailed SCOPE report.



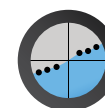
**Want the Top 10? Get it in the Full Version.**

2024 Q2 Bolt Action Rifle				
Rank	Brand	Subcategory	UPC	Description
1	Ruger	Bolt Rifle	736676469024	American Gen II , 308 Win 20" Spiral Gun Metal Grey Bbl, Base, 3+1 Rnd
2	Ruger	Bolt Rifle	736676469208	American Gen II Ranch , 300 Blackout 16.1" Spiral Cobalt Bbl, 10+1 Rnd
3	Ruger	Bolt Rifle	736676469192	American Gen II Ranch , 5.56 Nato, 16.1"" Spiral Cobalt Bbl, 10+1 Rnd
4	Ruger	Bolt Rifle	736676180806	18080:rifle bolt-action
5	Ruger	Bolt Rifle	736676469215	American Gen II Ranch , 7.62x39, 16.1"" Spiral Cobalt Bbl, 5+1 Rnd

Top 10 available in the Detailed SCOPE report.

2024 Q2 Semi-automatic Rifle				
Rank	Brand	Subcategory	UPC	Description
1	Ruger	Semiauto Rifle	736676058013	Mini-14 Ranch 5.56x45 NATO 18.5" Blued, Hardwood Stock 5+1
2	Fn America	Semiauto Rifle	845737017491	SCAR 17S DMR NRCH 6.5 CREEDMOOR 16.25"" BBL (1)10RD MAG FDE
3	Ruger	Semiauto Rifle	736676058020	5802:rifle autoloading ranch rifle
4	Keltec	Semiauto Rifle	640832005943	RDBBLK:*KELTEC 5.56X45 BLK GRP 17""
5	Ruger	Semiauto Rifle	736676058044	5804:rifle autoloading mini thirty&reg; rifle

Top 10 available in the Detailed SCOPE report.



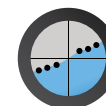
**Want the Top 10? Get it in the Full Version.**

2024 Q2 Lever Action Rifle				
Rank	Brand	Subcategory	UPC	Description
1	Smith & Wesson	Lever Rifle	22188896862	S&W 1854 44M 19.25B SS SYN
2	Marlin Firearms Company	Lever Rifle	736676704507	1895 TRAPPER, 45-70 GOVT, 16.10" S/S, LAMINATE STK,THRD BRL
3	Henry Repeating Arms	Lever Rifle	619835100207	HENRY H010BG BRASS 45-70 SIDE GATE
4	Marlin Firearms Company	Lever Rifle	736676704781	70478:MAR 1895SBL 45-70 18.5"SS LAM PISTOL GRIP
5	Henry Repeating Arms	Lever Rifle	619835090140	H009X:HENRY H009X X MODEL 3030

Top 10 available in the Detailed SCOPE report.

2024 Q2 MSR				
Rank	Brand	Subcategory	UPC	Description
1	Radical Firearms Llc	MSR	816903022823	FR16-5.56SOC-15RPR:RAD AR15 556 16"/15" RPR 30RD BLK
2	Ruger	MSR	736676056101	5610 SFAR 308 Win, 16.1" Bbl, Anodized Magpul Stock, M-LOK, MOE, 20+1 Rnd
3	Fn America	MSR	845737015077	FN 46-100169 M249S 5.56 Nato, 18.5" , Black, MIL-STD 1913 Rail, 30+1 Rnd
4	Fn America	MSR	845737015091	FN 46-100170 M249S, 5.56 Nato, 18.5", FDE, MIL-STD 1913 Rail, 30+1 Rnd
5	Ruger	MSR	736676056118	5611 SFAR 308 Win, 20" Bbl, Anodized,M-LOK, MOE, 20+1 Rnd

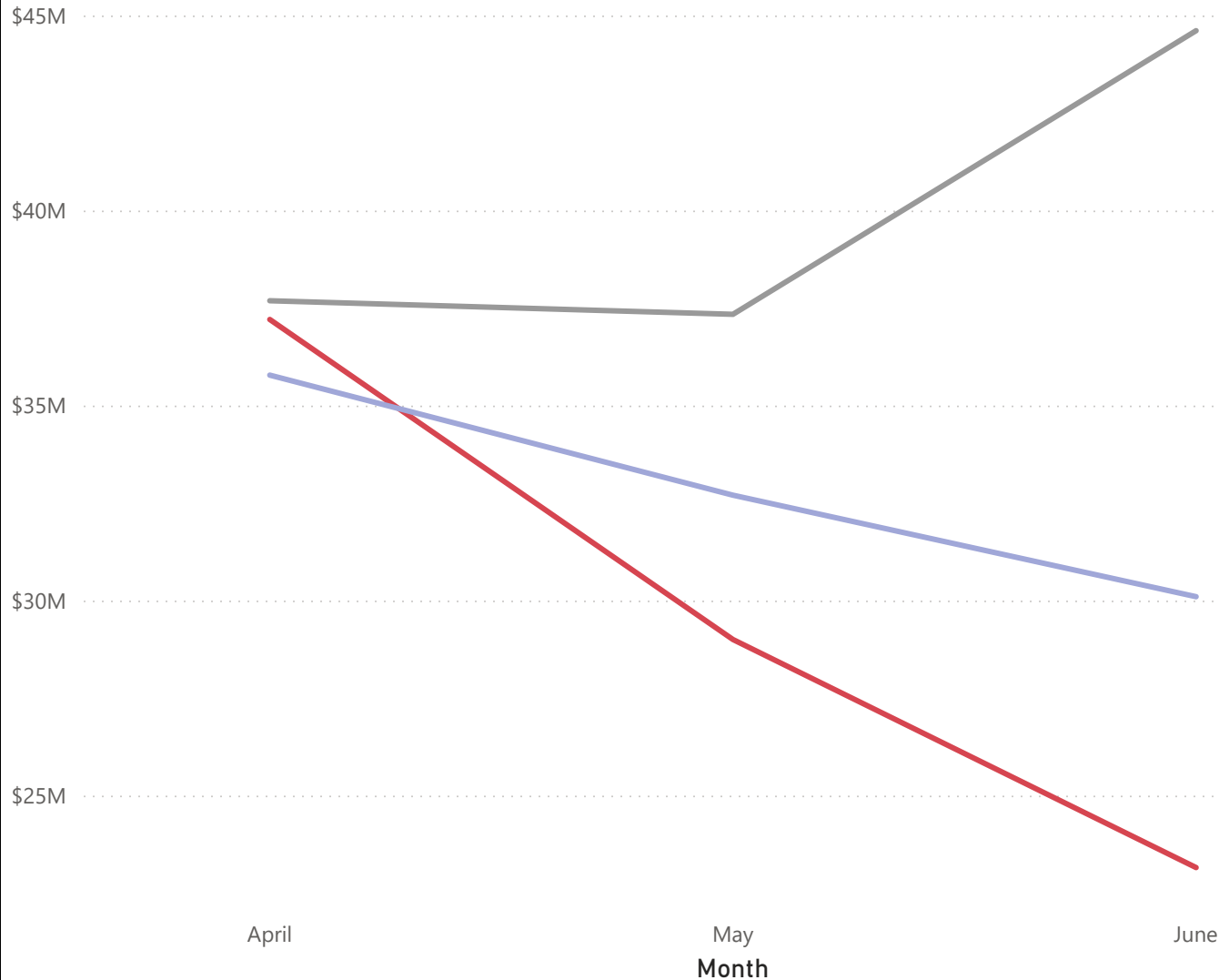
Top 10 available in the Detailed SCOPE report.



**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 -3% to Q2 2023 and -16% to 3-year average.
- Ammunition shipments dropping similar to firearms shipments.
- Ammo shipments continued decline through Q2 2024 with year-over-year variance increasing.

YTD SALES

95M

PREVIOUS YTD SALES

99M

3 YEAR AVG YTD SALES

113M

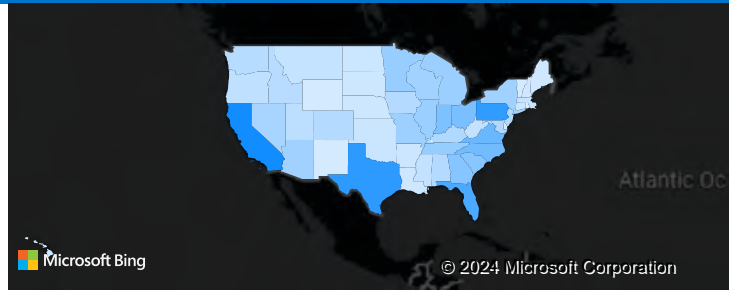
% CHANGE FROM PREVIOUS YEAR

-3.22%

% CHANGE FROM 3 YEAR AVG

-15.83%

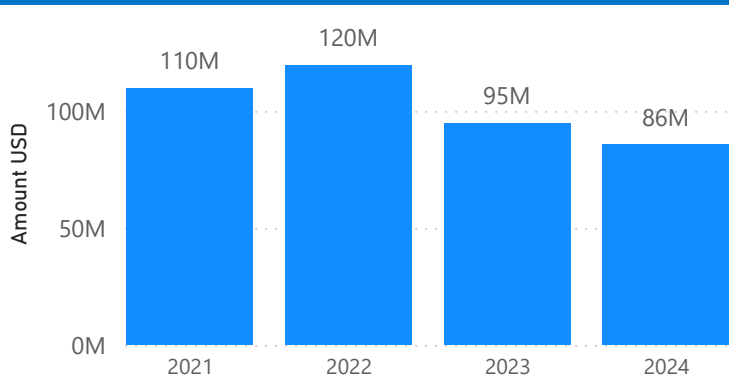
SHIPPED AMOUNT (USD) HEAT MAP



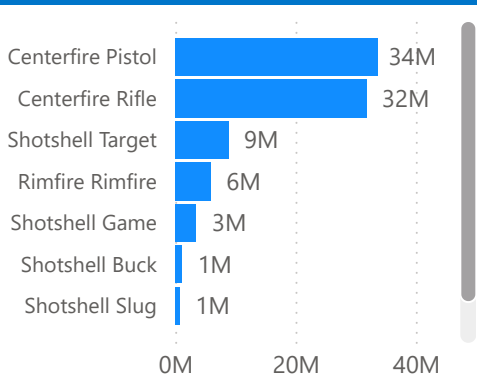
## TAKEAWAYS:

- Shipments -9% to Q2 2023.
- Centerfire maintains larger share of shipments.
- 26% 9MM, 21% .223 Rem/5.56 NATO, primary calibers shipped.
- 13-WK AVG shipments declined through Q2 2024.
- Inventory WOS increasing.

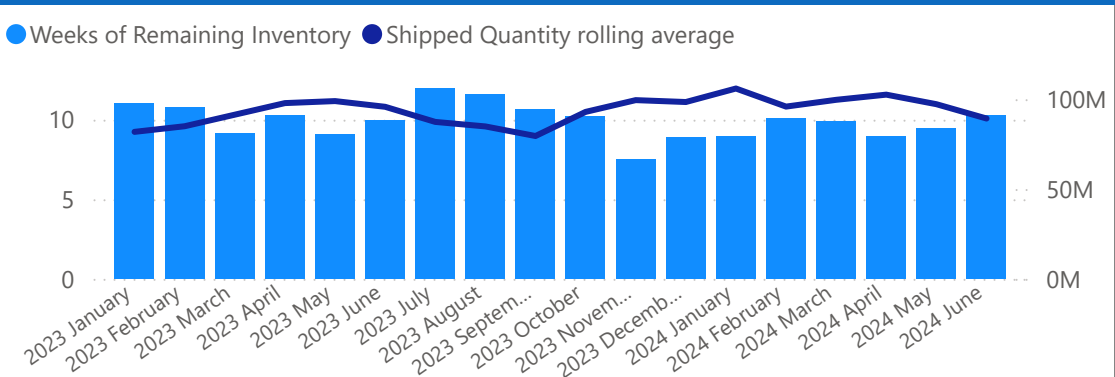
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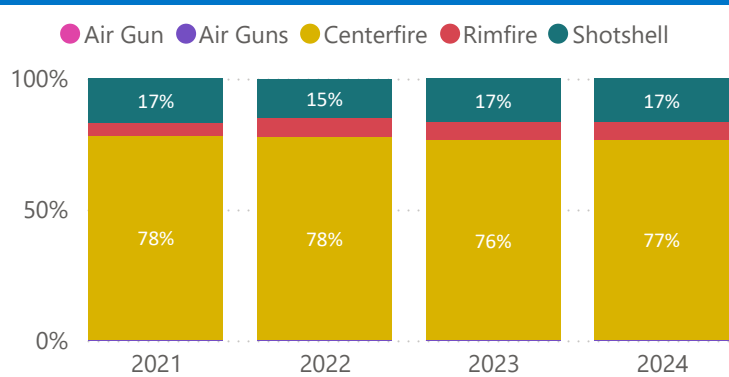
TOP 6 SUBCATEGORIES (USD)



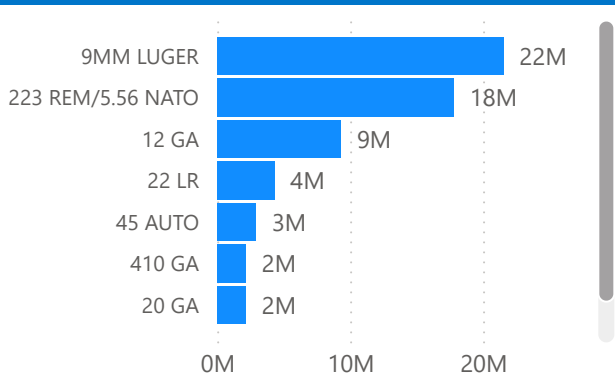
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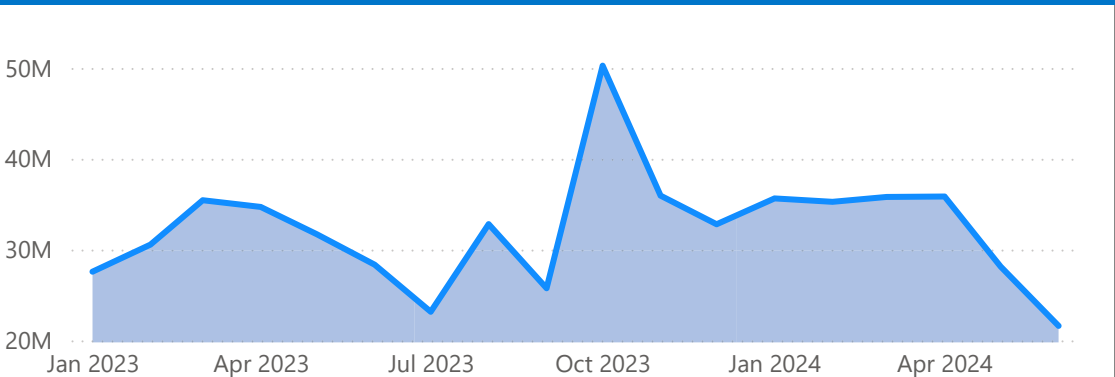
MARKET SHARE BY CATEGORY (USD)



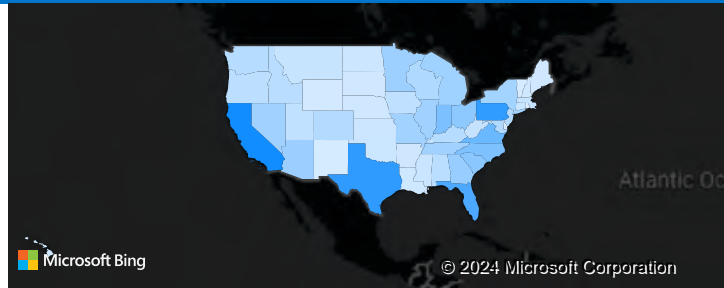
TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



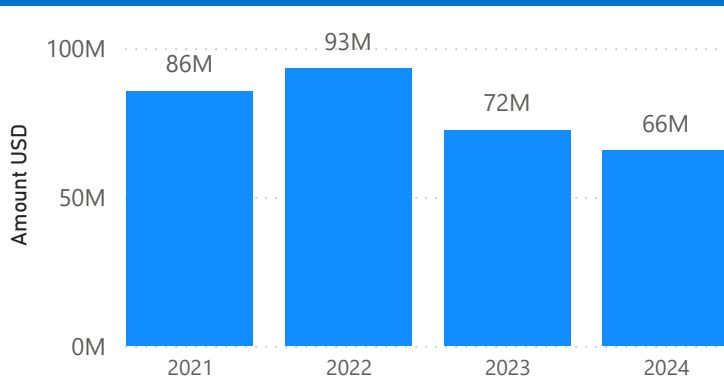
SHIPPED AMOUNT (USD) HEAT MAP



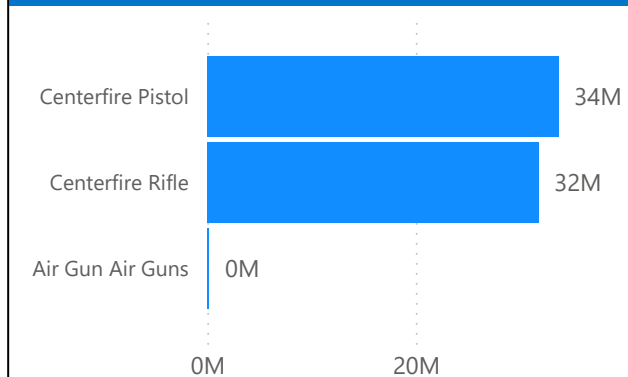
## TAKEAWAYS:

- Shipments -8% to Q2 2023.
- Pistol - rifle share of center fire ammunition 52%-48%.
- 33% 9MM, 27% .223 Rem/5.56 NATO (Over half of centerfire shipments).
- 13-WK AVG shipments declined through June 2024.
- Weeks of Inventory Supply are increasing to approximately 10 WOS.
- Overall shipments drop sharply through Q2 2024.

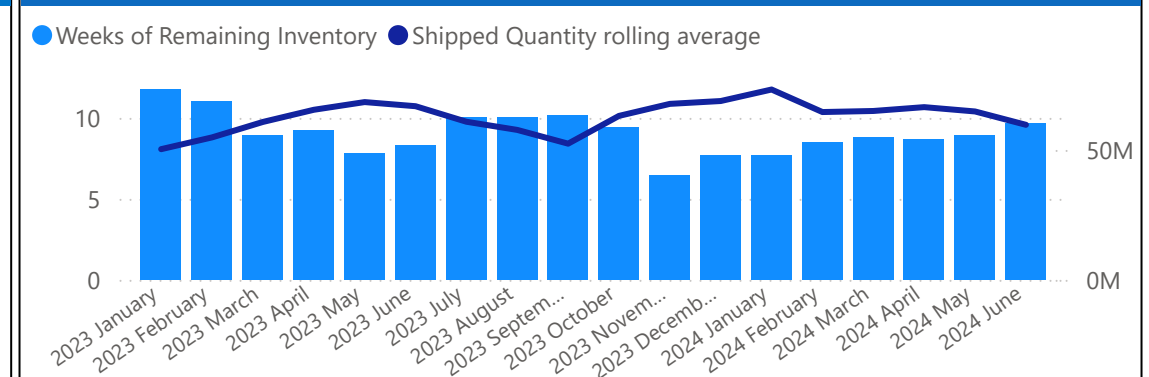
YOY ANALYSIS (USD)



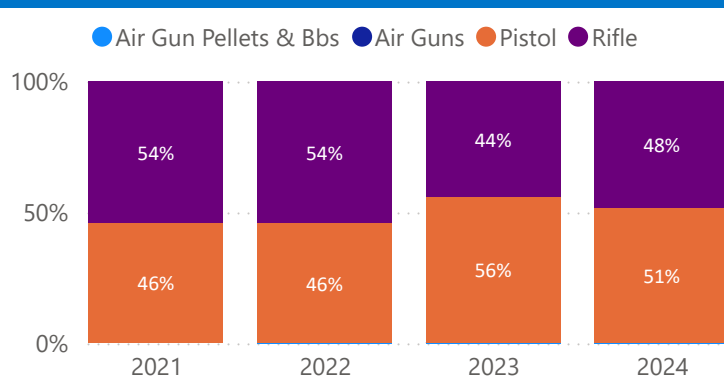
TOP 6 SUBCATEGORIES (USD)



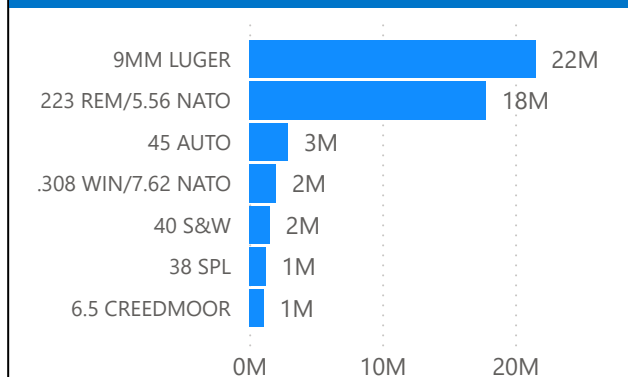
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



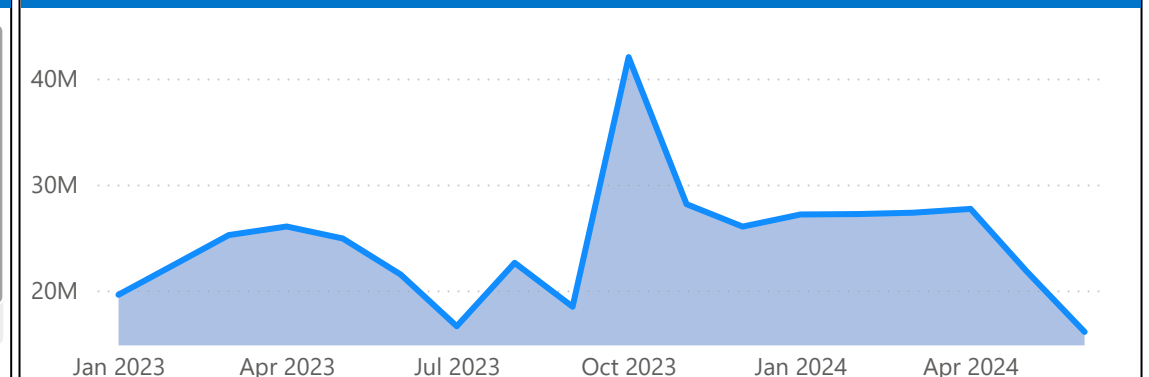
MARKET SHARE BY CATEGORY (USD)



TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



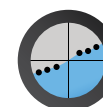


2024 Q2 Centerfire Pistol				
Rank	Manufacturer	Subcategory	UPC	Description
1	Fiocchi Ammunition	CF Pistol	762344001623	FIOCCHI AMMO 9MM LUGER 115GR FMJ
2	Vista Outdoors	CF Pistol	76683052018	5201:9MM 124GR FMJ BLAZER - BRASS
3	Vista Outdoors	CF Pistol	76683052001	5200:9MM 115GR FMJ BLAZER BRASS
4	Pmc 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 Q2 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.



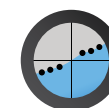
**Want the Top 10? Get it in the Full Version.**

2024 Q2 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.

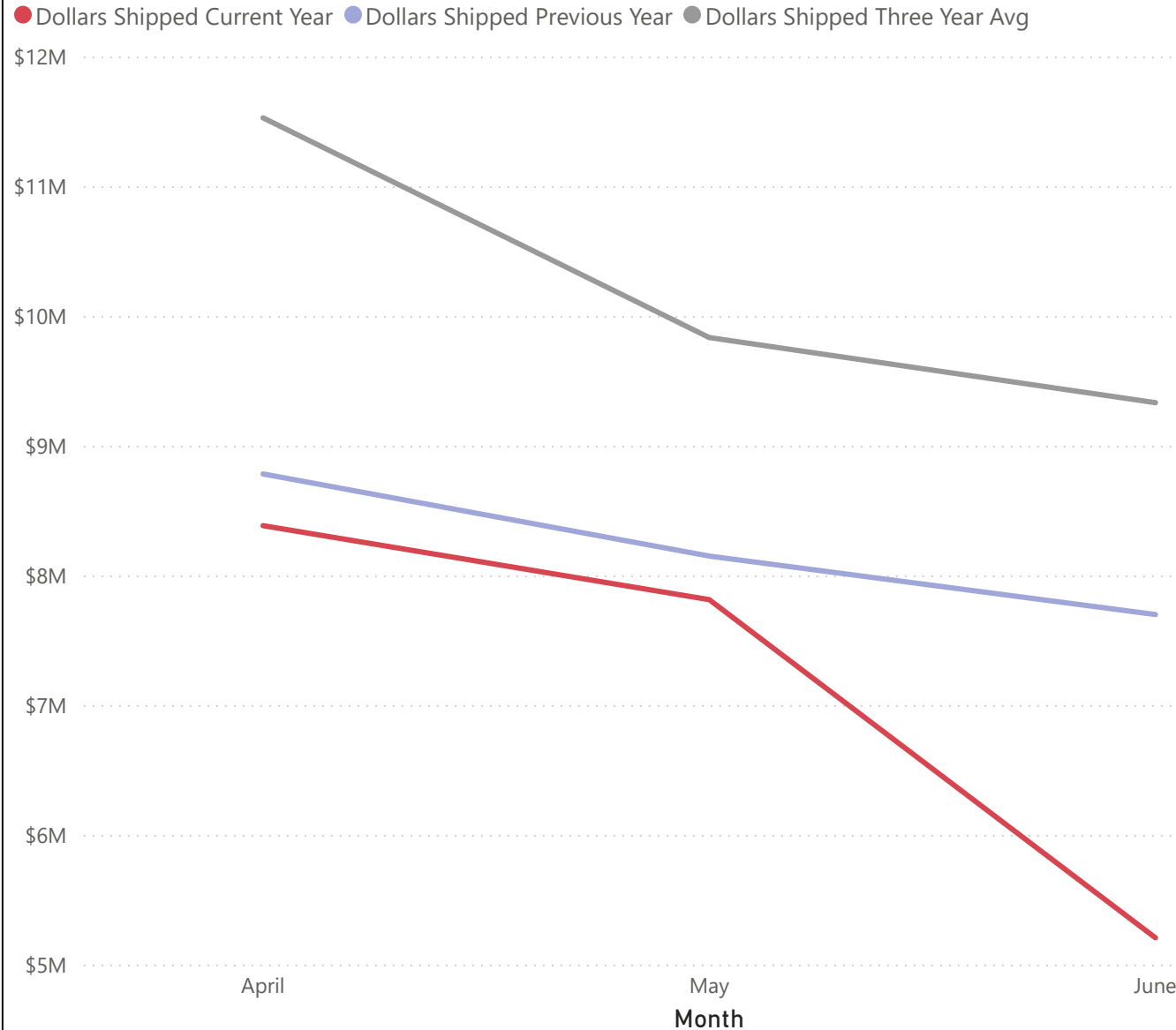
2024 Q2 Shotgun				
Rank	Manufacturer	Subcategory	UPC	Description
1	Vista Outdoors	Shotshell	29465019372	TG12 8:12 GA TARGET LOAD
2	Challenger	Shotshell	773622400182	CHALLENGER FIRST CLASS 12GA 2 3/4DR. 1
3	Vista Outdoors	Shotshell	47700507002	20498 SABOT SLUG 20 3"
4	Vista Outdoors	Shotshell	29465019365	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



## TAKEAWAYS:

- -10% to Q2 2023, -25% to 3-year average.
- Optics shipments below prior year with sharp fall off May to June 2024
- The continued shipment decline through June is out of the norm compared to history.

YTD SALES

22M

PREVIOUS YTD SALES

25M

3 YEAR AVG YTD SALES

30M

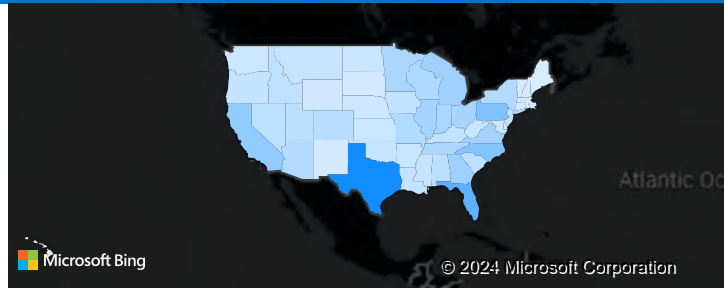
% CHANGE FROM PREVIOUS YEAR

-10.04%

% CHANGE FROM 3 YEAR AVG

-24.97%

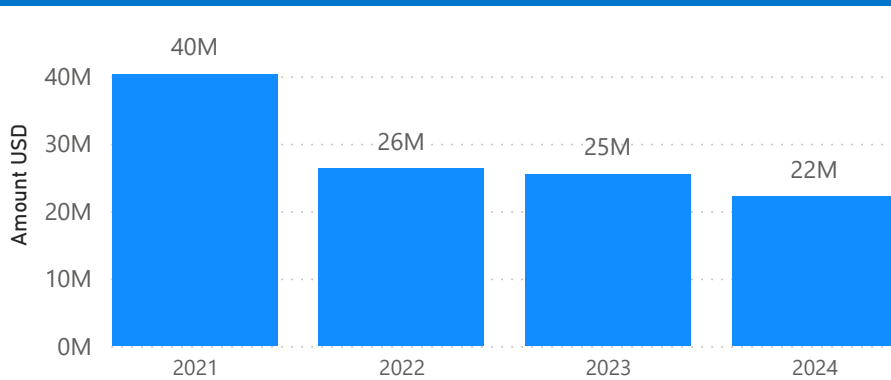
SHIPPED AMOUNT (USD) HEAT MAP



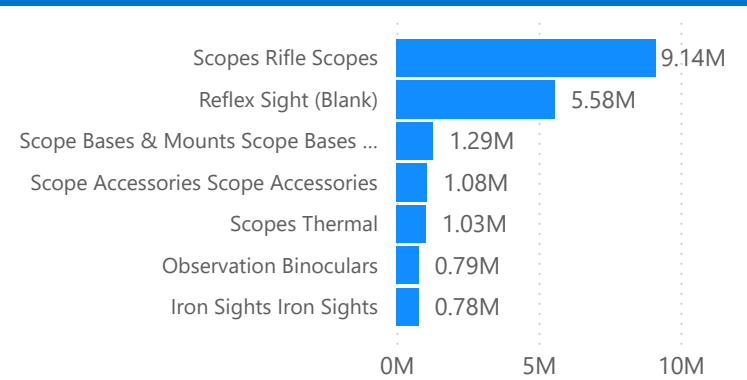
## TAKEAWAYS:

- Shipments -12% to Q2 2023.
- 42% Rifle Scopes, 25% Reflex Sights.
- 13-WK AVG shipments continued decline through Q2 2024.
- Weeks of Inventory Supply increasing to 25 WOS.

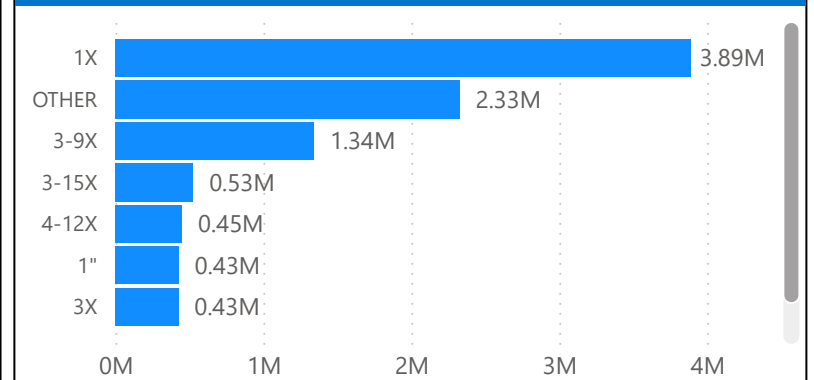
YOY ANALYSIS (USD)



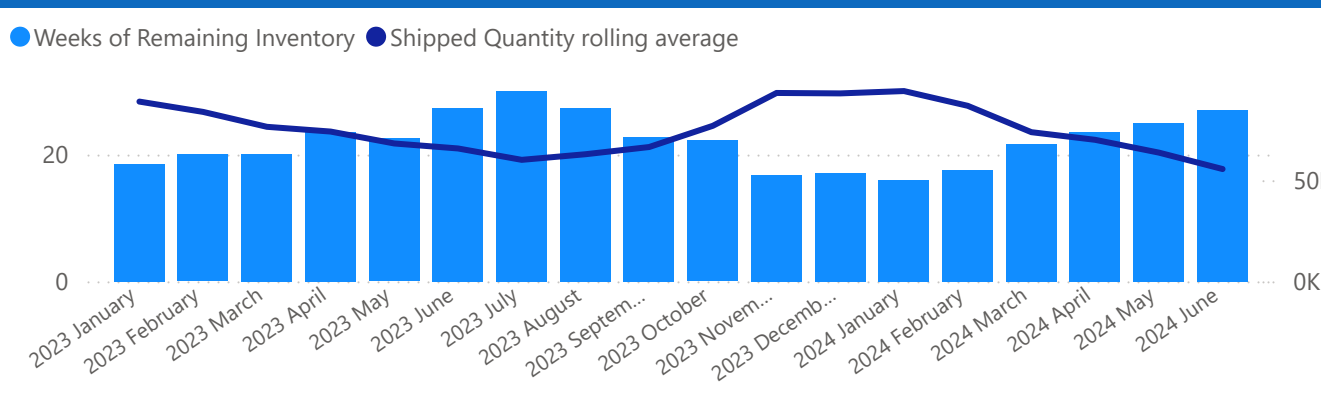
TOP 7 SUBCATEGORIES (USD)



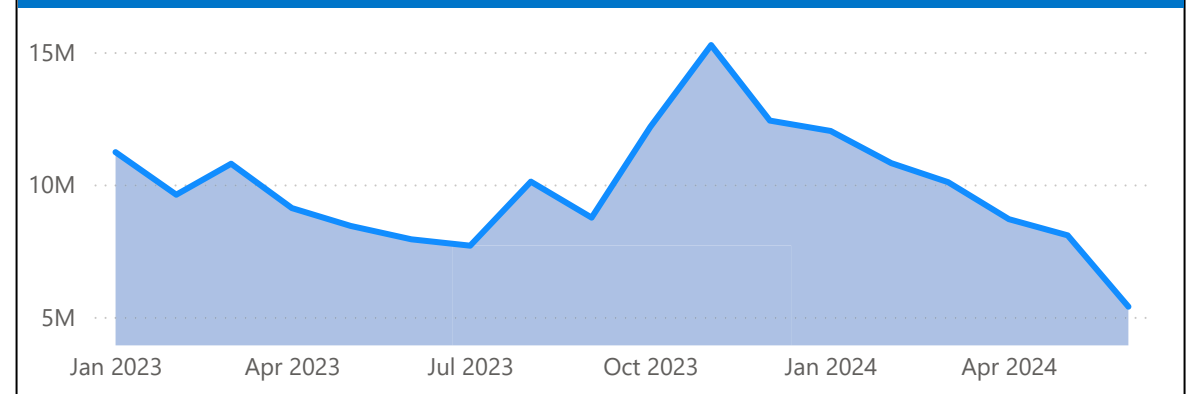
TOP 7 SIZINGS (USD)



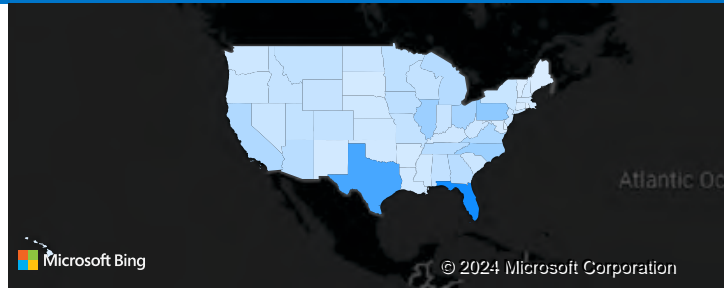
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



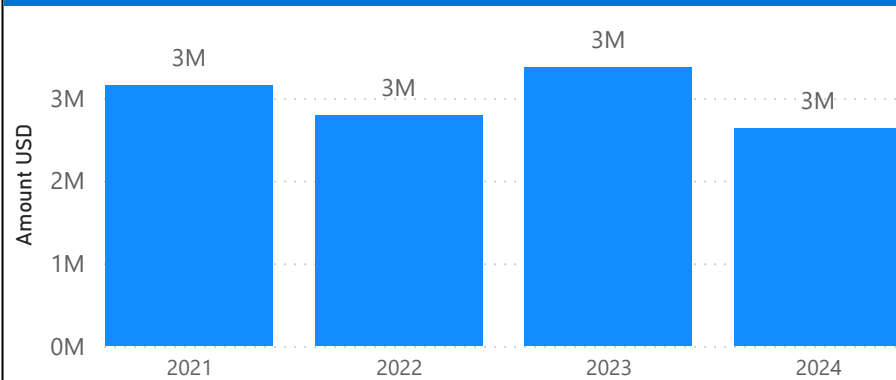
SHIPPED AMOUNT (USD) HEAT MAP



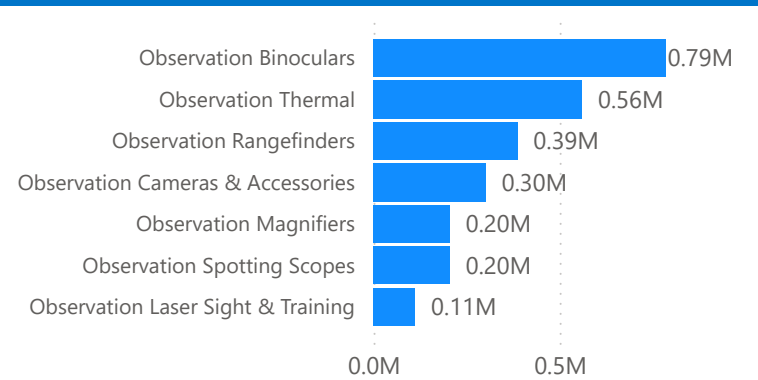
## TAKEAWAYS:

- Shipments -18% to Q2 2023.
- 22% Thermal, 30% Binoculars.
- 13-WK AVG shipments decline slows through Q2 2024.
- Inventory WOS over 40. HIGH.
- Overall shipments dropping hard through Q2 2024.

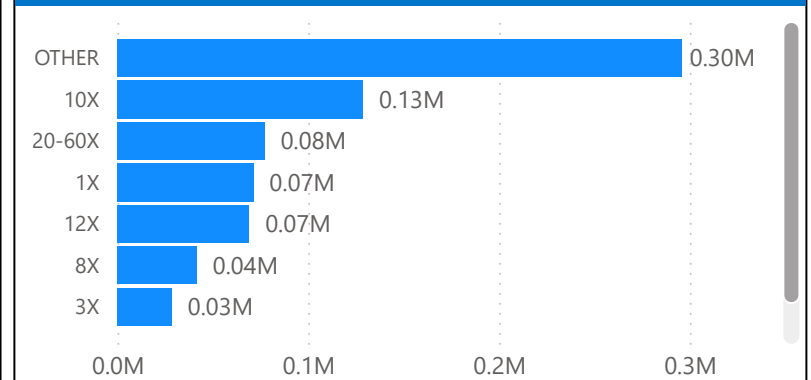
YOY ANALYSIS (USD)



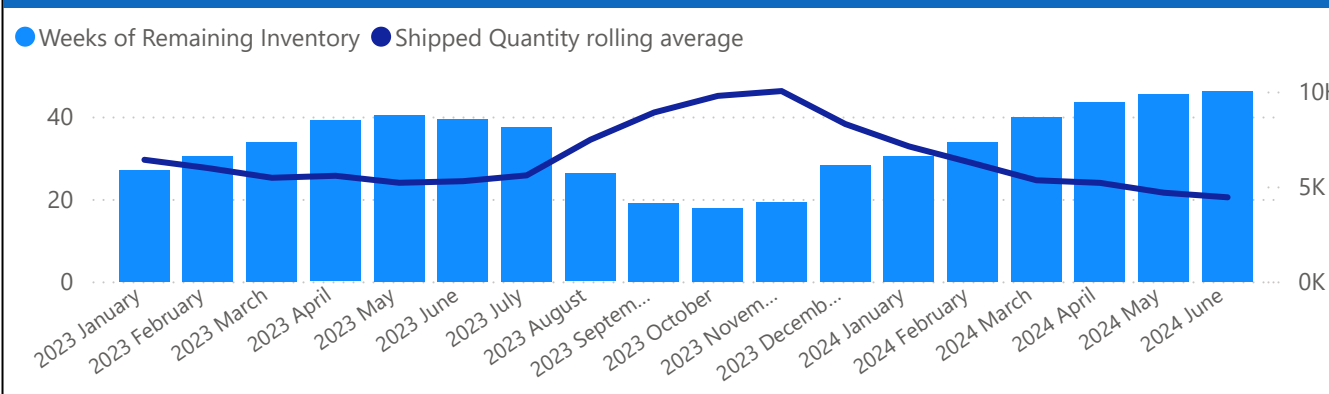
TOP 7 SUBCATEGORIES (USD)



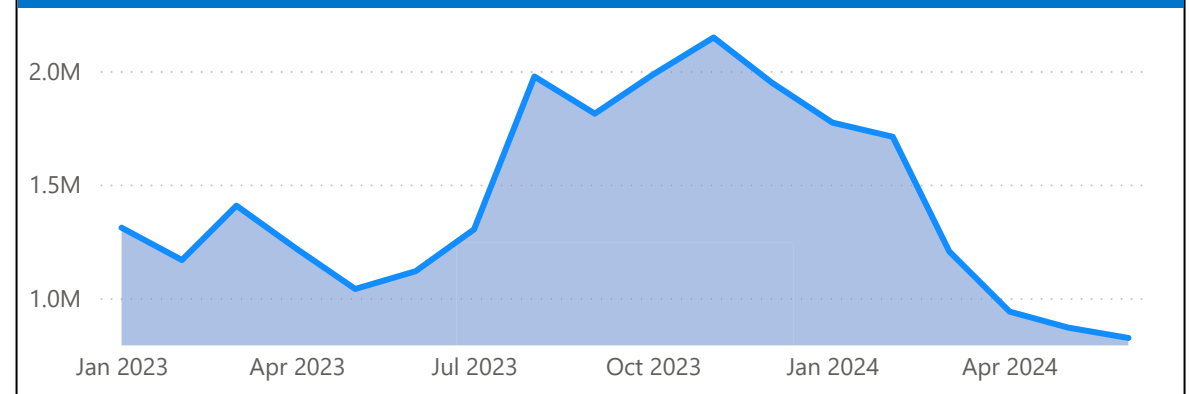
TOP 7 SIZINGS (USD)



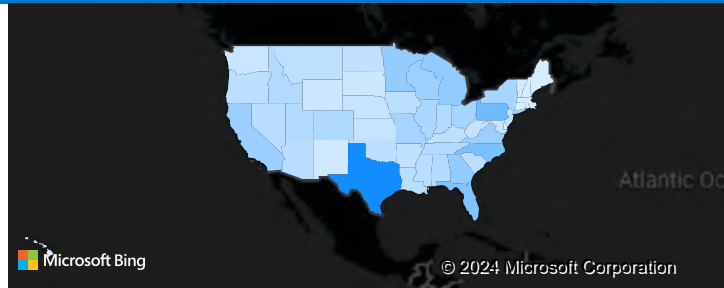
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



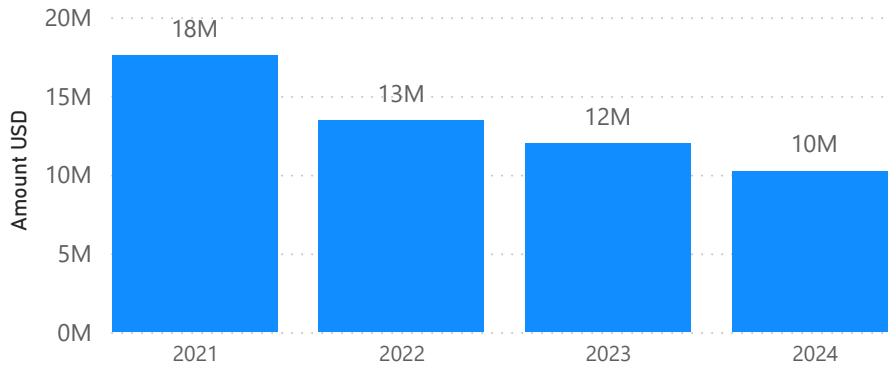
### SHIPPED AMOUNT (USD) HEAT MAP



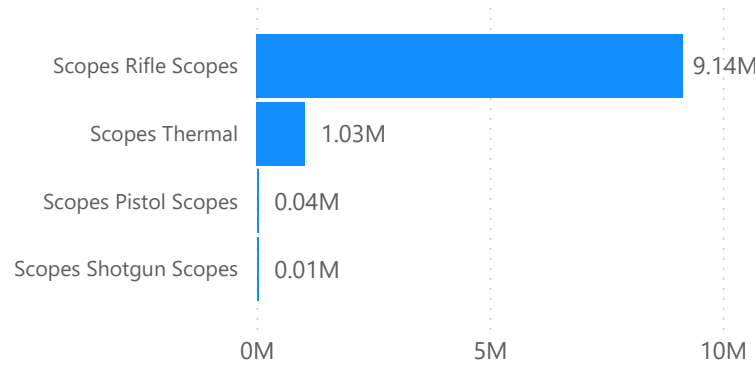
### TAKEAWAYS:

- Shipments -17% to Q2 2023.
- YoY decline continues in Q2 2024.
- 13-WK AVG shipments declined through Q2 2024.
- Inventory WOS high approximately 24 WOS.
- Overall shipments sharp decline through Q2 2024.

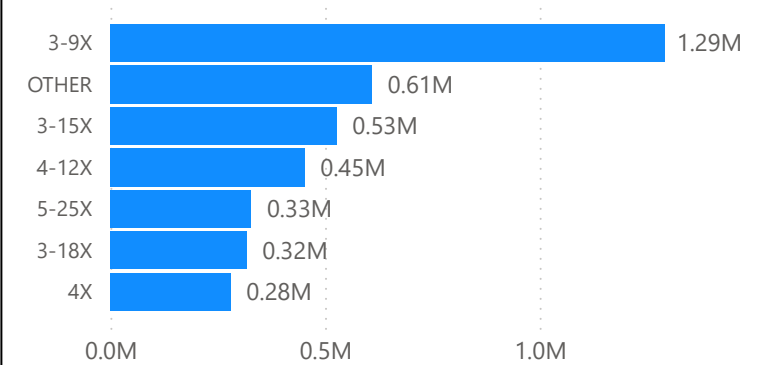
### YOY ANALYSIS (USD)



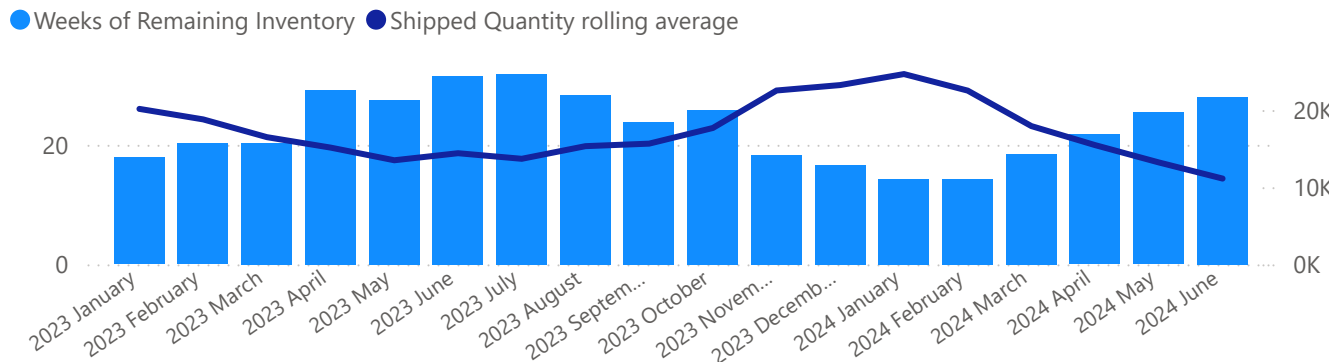
### TOP 7 SUBCATEGORIES (USD)



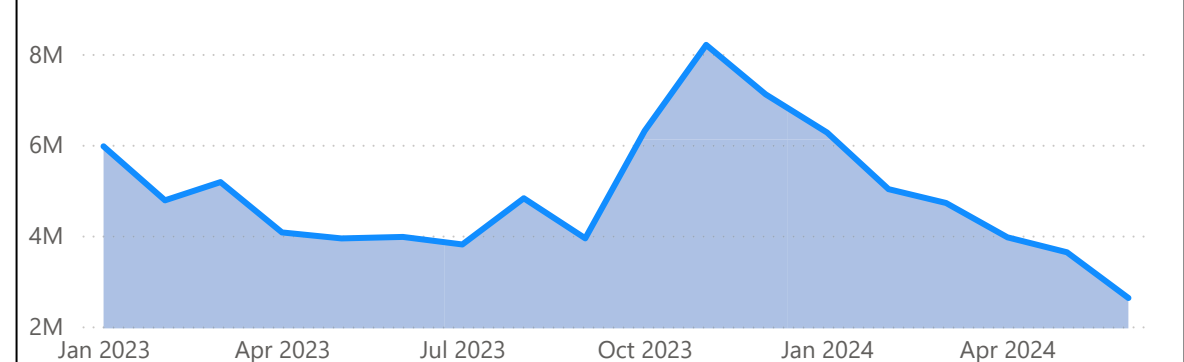
### TOP 7 SIZINGS (USD)



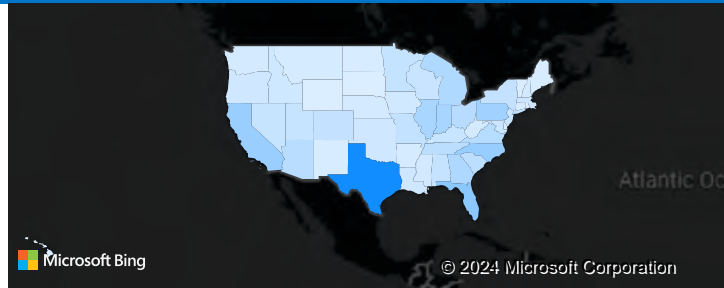
### WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



### SHIPMENTS OVER TIME (USD)



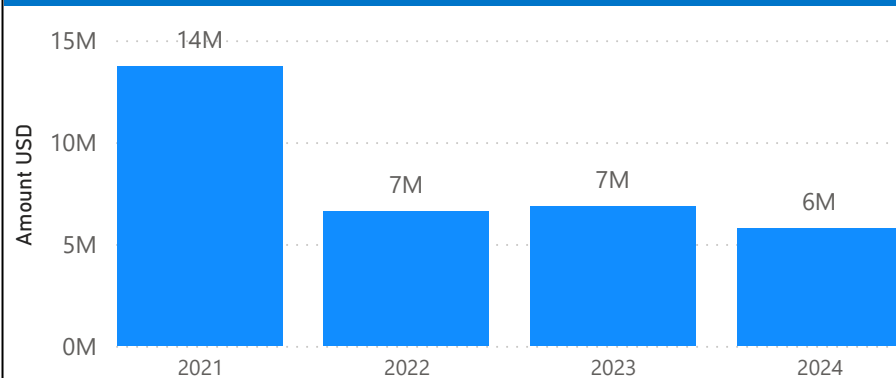
SHIPPED AMOUNT (USD) HEAT MAP



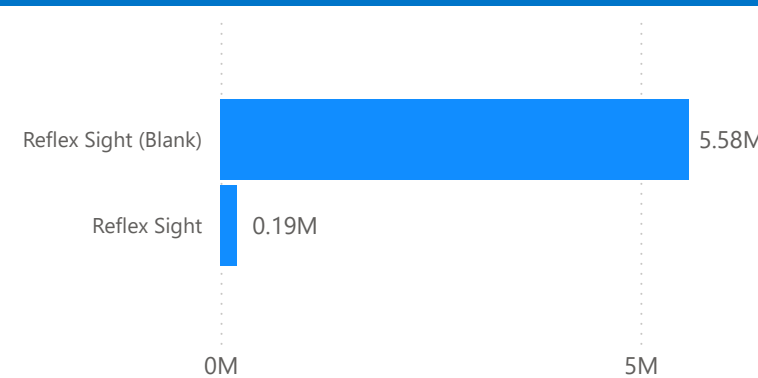
## TAKEAWAYS:

- Shipments -14% to Q2 2023.
- Reflex sights shipments flat Q1 2022-2024.
- 13-WK AVG Shipments declined May-June 2024.
- Inventory WOS building into June 2024.

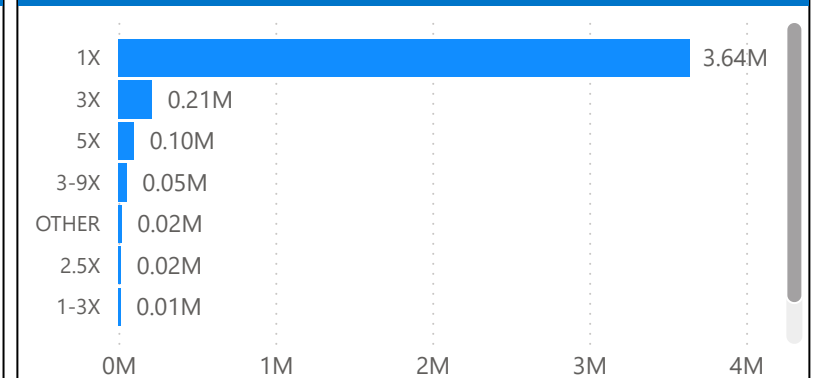
YOY ANALYSIS (USD)



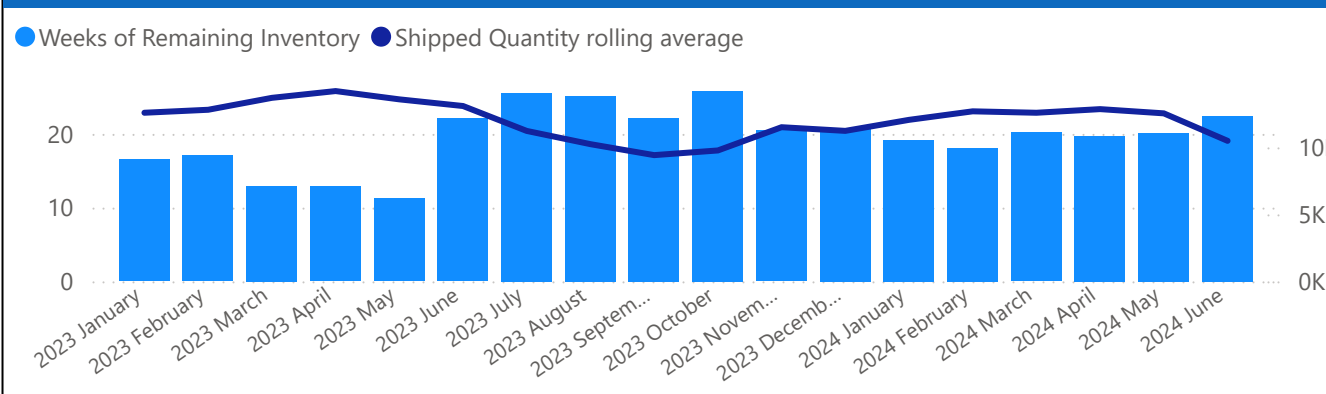
TOP SUBCATEGORIES (USD)



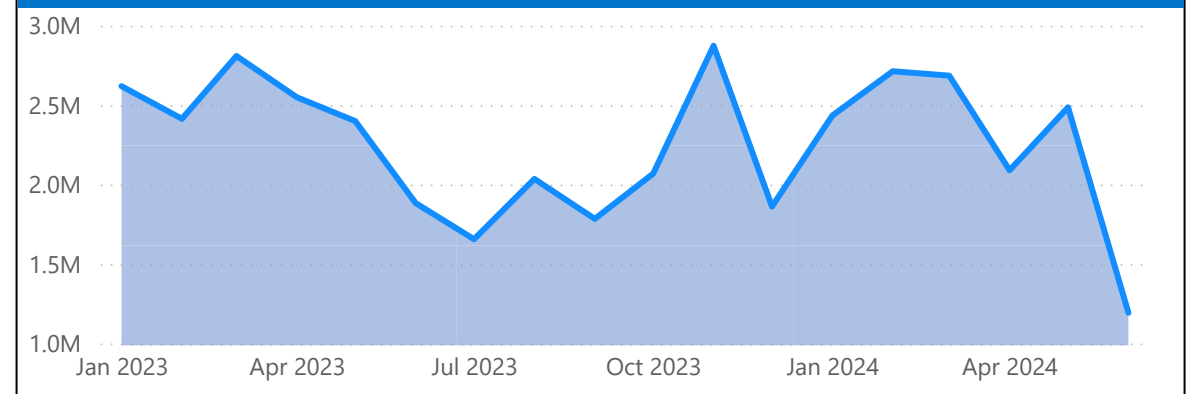
TOP 7 SIZINGS (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



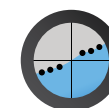


2024 Q2 Rifle Scopes				
Rank	Manufacturer	Subcategory	UPC	Description
1	Burris	Rifle Scopes	381003300	BURRIS FULLFIELD E1 3X-9X-50MM
2	Sig Sauer Inc	Rifle Scopes	798681642502	SIG TANGO MSR 1-6X24300MM SFP BDC6
3	Viridian	Rifle Scopes	619660799164	Viridian Serac 6-24x50 RifleScope SFP Reticle Black
4	Ricoh Imaging Americas Corp	Rifle Scopes	850029093589	INFIRAY RICO MICRO 6401X 25MM THERMAL SIGHT
5	Leupold & Stevens Inc	Rifle Scopes	30317013851	172368:VX-5HD 3-15x44mm (30mm) CDS-ZL2 Side Focus Illum. FireDot Duplex

Top 10 available in the Detailed SCOPE report.

2024 Q2 Reflex Sights				
Rank	Manufacturer	Subcategory	UPC	Description
1	Holosun	Reflex Sight	810047072935	HLS DRS-NV IR RED MRS
2	Sig Sauer Inc	Reflex Sight	798681553396	SOR52001:ROMEO5 1X20 CMPT RD 2MOA BLK M1913 RAIL W/RISER
3	Eo Tech	Reflex Sight	672294512653	EOTECH HWS 512 68MOA RING SINGLE 1MOA
4	Trijicon	Reflex Sight	719307614239	700672:3.25 Adj Red RMR Type 2
5	Trijicon	Reflex Sight	719307615786	2500002:Trijicon SRO® Sight Adjustable LED 2.5 MOA 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:

### 2024 Q2 Market Summary and Key Takeaways

- Analysis by Tom Hopper

### 2024 Q2 - Sales Charts **Firearms**

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

### 2024 Q2 - Sales Charts **Ammunition**

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

### 2024 Q2 - Sales Charts **Optics**

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



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

# NASGW<sup>TM</sup> SCOPE

## About the Data

This report is derived from SCOPE DLX, NASGW's distribution data collection platform. Sales and inventory data are aggregated from 20 leading firearm distributors to analyze market trends, category mix and top products.

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