

NASGW™

SCOPE

2025 Q2
QUARTERLY REPORT

2025 Q2: Market Insights and Trends

Analysis by Tom Hopper - NASGW Sr. Data Analyst

As youngsters, we learn valuable lessons based on the concept of cause and effect. For example, touching a lit match will result in burns. We continue to learn that causes can have long-reaching effects. As increased tariffs are enacted (cause), what are the repercussions (effects)? Will history and performance help find trends in 2025? Data from NASGW distributors collected through SCOPE™ will help shed light on market trends.

The National Instant Criminal Background Check System (NICS) provides a baseline for Firearm sales performance and a key indicator of demand. Q2 2025 NICS checks are -3.4% compared to Q2 2024. NICS, by definition, is intent to buy. 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 14 of 18 months. As retail traffic and sales suffer, the entire supply chain is affected. NICS is down -4% YTD while firearm shipments are down -10%. Retail dealers are not replenished to the same level as a demand indicator.

FIREARMS:

Market uncertainty strongly influenced Q2 2025. Tariffs and their potential impact have forced consumers to make decisions. Discretionary income is saved as a security measure for unknown cost increases. Along the same lines, retail open-to-buy is also facing scrutiny.

Handgun shipments were down -9.2% to Q2 2024. Semi-automatic handguns are the largest firearms segment at 84% of all handgun shipments. Revolvers are down to 2024. Handgun inventory weeks of supply increased through Q2 2025 as the rolling 13-week average shipments declined. Overall handgun shipments fell sharply through Q2 2025.

Year-over-year rifle shipments continued the decline from Q1 2025. Q2 2025 was -18% compared to Q2 2024. Rifle shipments have steadily declined through 2025. Bolt-action has the top share of rifles at 35% of shipments and the best performance to 2024 (flat). Seasonality and hunting season helped Bolt-action shipments. Rimfire and Lever-action rifles hold 2nd & 3rd shares, respectively. Bolt, Lever, and Rimfire represent 81% of rifle shipments. Lever-action weeks of supply are increasing while average weekly shipments are slowing. Lever-action inventory is readily available.

MSR shipments dropped -16%, to Q2 2024. The rolling 13-week average shipments continue to decline through Q2 2025. Weeks of supply levels are slowly increasing.

Shotgun shipments are -14.5% to Q2 2024. The rolling 13-week average shipments decline through Q2 2025. The inventory weeks of supply are increasing through Q2. Tactical shotguns fell -25% to 2024 while field guns only dropped by -2%. YTD 2025, both semi-automatic shotgun sales and pump-action shipments are up compared to 2024.

AMMUNITION:

While Q1 declines were expected, they continued through Q2 as well. Overall, ammunition shipments were down -42% to Q2 2024. Inventory weeks of supply are increasing as the rolling 13-week average shipments decline. *Caution:* top sellers may experience out-of-stock. Review inventory levels to decide the quality of the assortment. Centerfire ammunition keeps its +70% share of the category. Centerfire pistols and rifles were shipped at 55%-45%. Centerfire rifle shipments are down due to higher retail inventories. Look for shipping levels to return to a 50-50 rifle to pistol split. Top calibers, .223 Rem/5.56 NATO & 9MM, continue to drive over half of all ammunition shipments. Average weekly shipments in Centerfire continue to decline through Q2 2025 with a small lift later in the quarter.

OPTICS:

Overall, optics shipments are -19% compared to Q2 2024. Rifle scopes and reflex sights drive 63% of optics shipment dollars in Q2 2025. Inventory weeks of supply building as Average Weekly Shipments decrease into summer 2025. Optics shipments have been dropping through 2025. Rolling 13-week average shipments for observation are leveling off. Inventory weeks of supply are leveling. Rifle scopes are down -18% to Q2 2024. Inventory WOS is high at +20 WOS. Reflex sights are -14% to Q2 2024 with inventory weeks of supply starting to build. The rolling 13-week average shipments are declining through Q2 2025.

GENERAL MARKET:

Tariffs, a rarely used word, have become synonymous with market uncertainty. Tariffs are not only hitting finished goods but raw materials as well. Not limited to the shooting sports, but every part of the consumer market and more. Discretionary income has become a savings stopgap for the unknown. People are turning guns into cash to support their income in times of uncertainty. Used gun sales are up. Retail gun stores are not immune. They are meticulously watching their open-to-buy dollars avoiding unnecessary purchases.

Inflation is slowly growing. Lodging prices are still up. Food prices and other retail items are in an unknown price zone pending increases as the trade war continues and more tariffs are imposed.

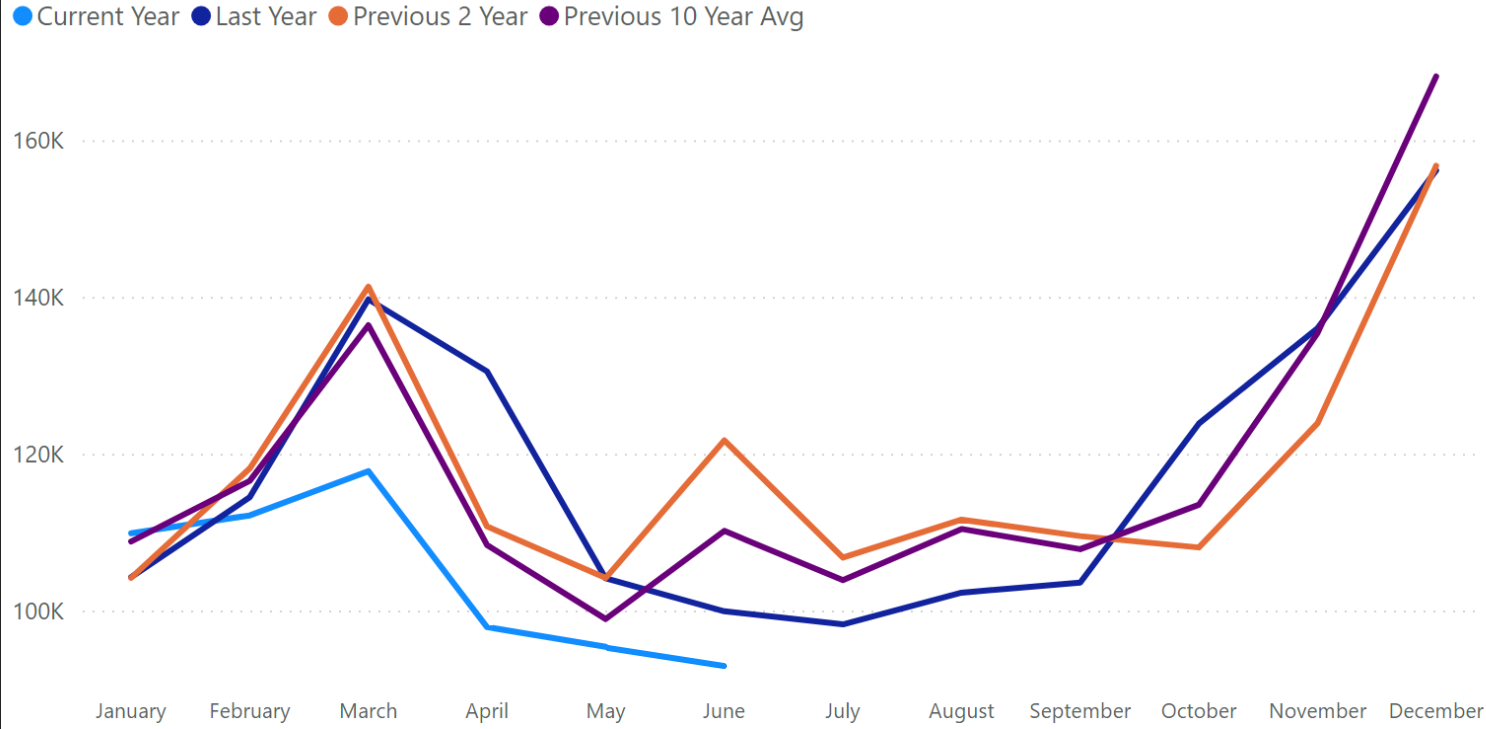
August 2025 tariffs with the EU, Mexico, and Canada will help signal the consumer's confidence. There is no "writing on the wall" suggesting any relief soon. Cautious optimism and vigilance will help weather the storm. We have experienced market pressures in the past. That pressure exposes itself over 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



TAKEAWAYS:

- NICS Checks Q2-2025 are -3.4% to Q2-2024.
 - NICS checks have been down YoY for 14 of the last 18 months.
- Q2 shipments are down -12.2% to Q2-2024.
 - -12.59% YTD through Q2.
- Used guns and conservative use of retail OTB.

YTD SALES

583M

PREVIOUS YTD SALES

668M

3 YEAR AVG YTD SALES

709M

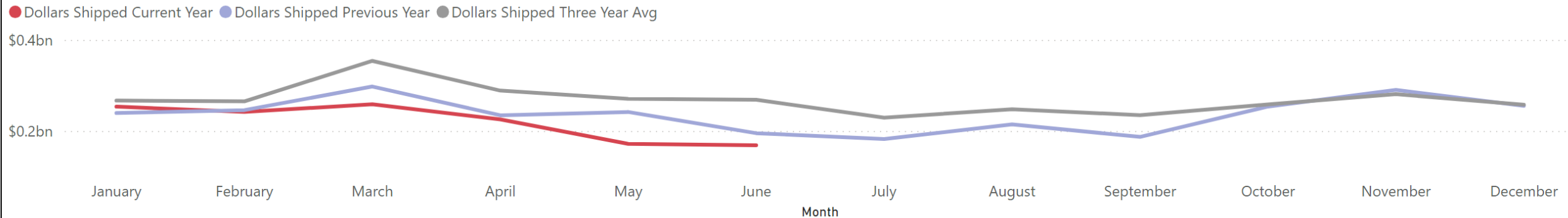
% CHANGE FROM PREVIOUS YEAR

-12.59%

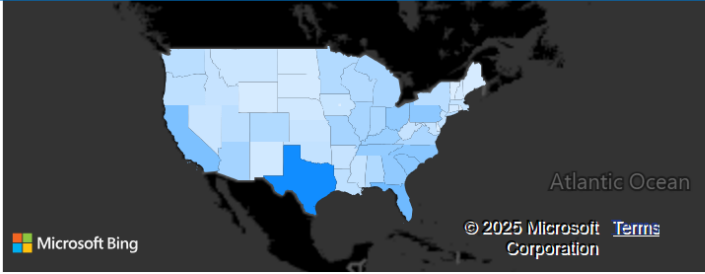
% CHANGE FROM 3 YEAR AVG

-17.65%

FIREARMS SHIPMENT TREND



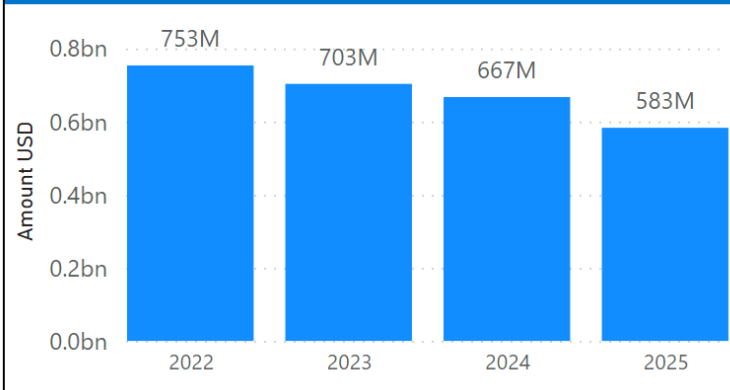
SHIPPED AMOUNT (USD) HEAT MAP



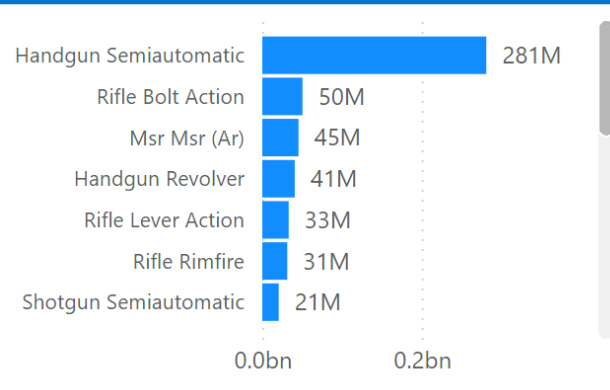
TAKEAWAYS:

- Q2-2025 -12.6% to Q2-2024.
- Handgun share jumped, indicating the least negative YoY impact.
- 48% of all firearm shipments are semi-automatic handguns.
- 13-week average shipping declines through Q2-2025.
- 2025 shipments dropped sharply through Q2-2025.

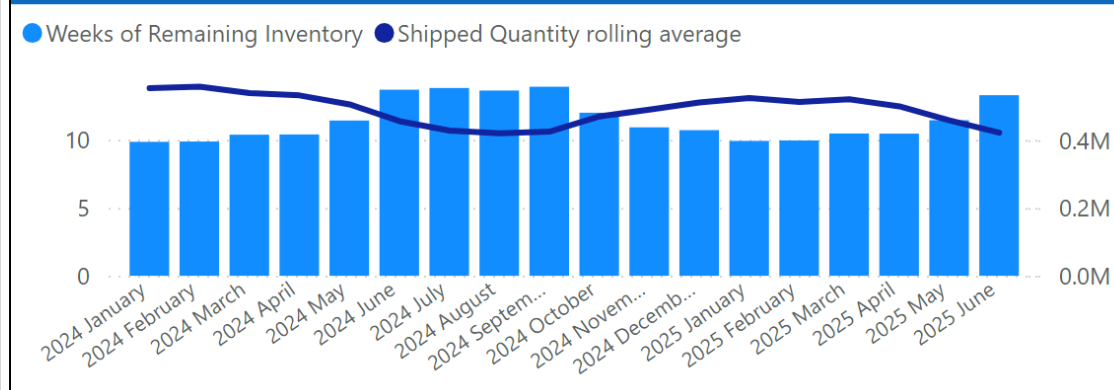
YOY ANALYSIS (USD)



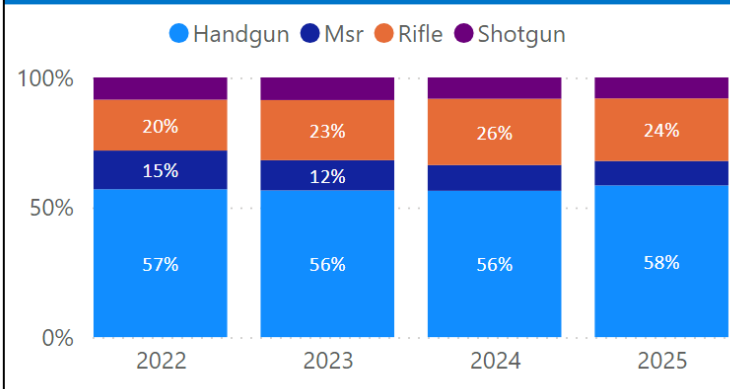
TOP 7 SUBCATEGORIES (USD)



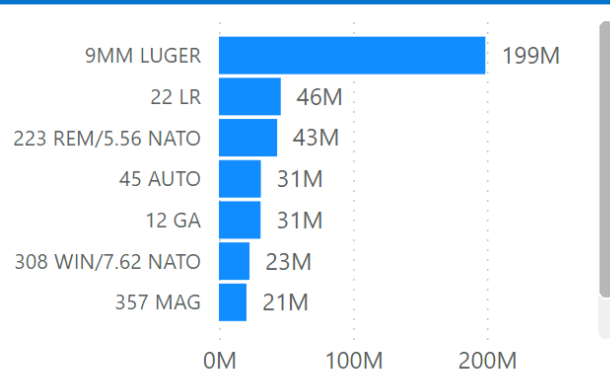
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



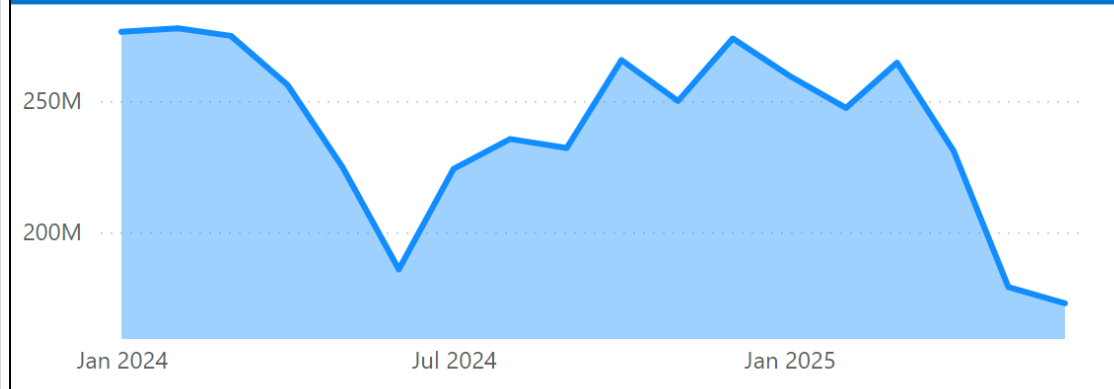
MARKET SHARE BY CATEGORY (USD)



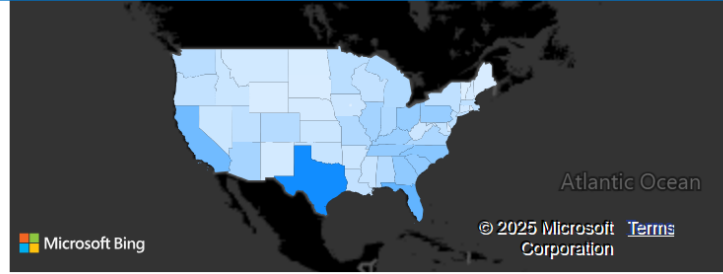
TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



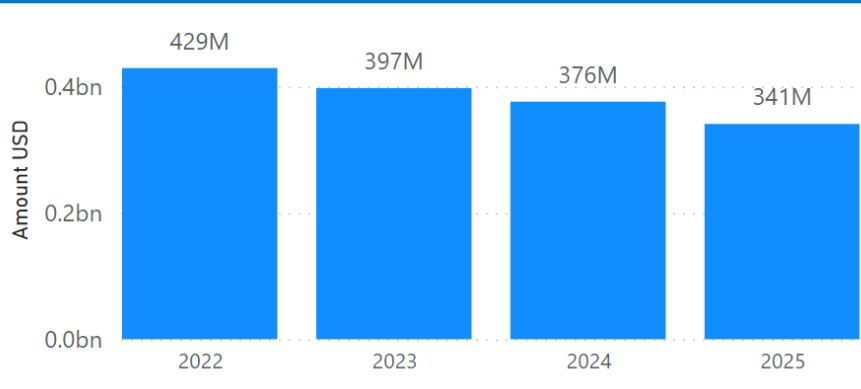
SHIPPED AMOUNT (USD) HEAT MAP



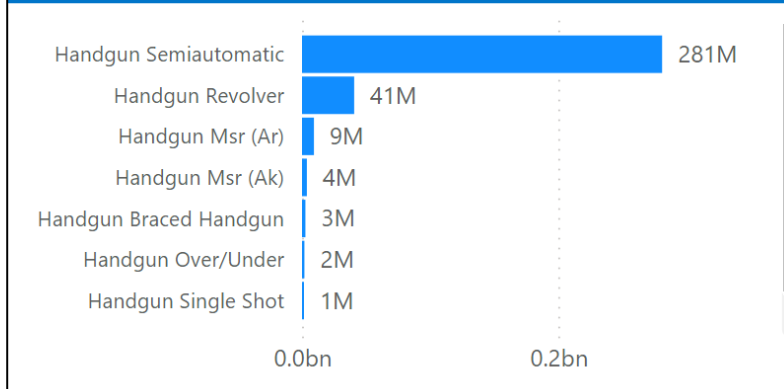
TAKEAWAYS:

- Q2-2025 -9.2% to Q2-2024.
- 84% of all handgun shipments are semi-automatic handguns.
- 13-week average shipping declines through Q2-2025.
- 2025 shipments dropped through Q2-2025.

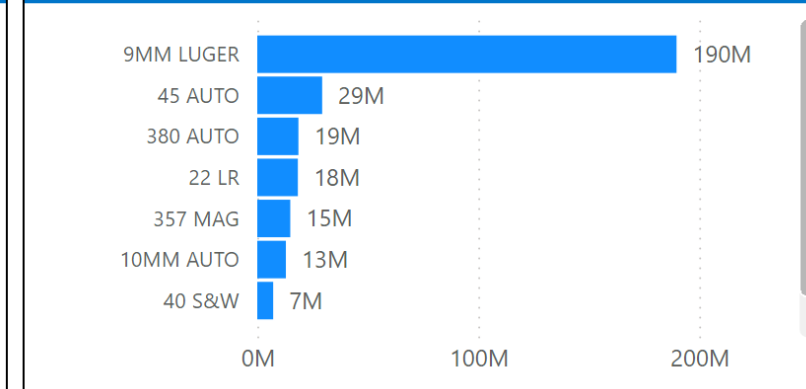
YOY ANALYSIS (USD)



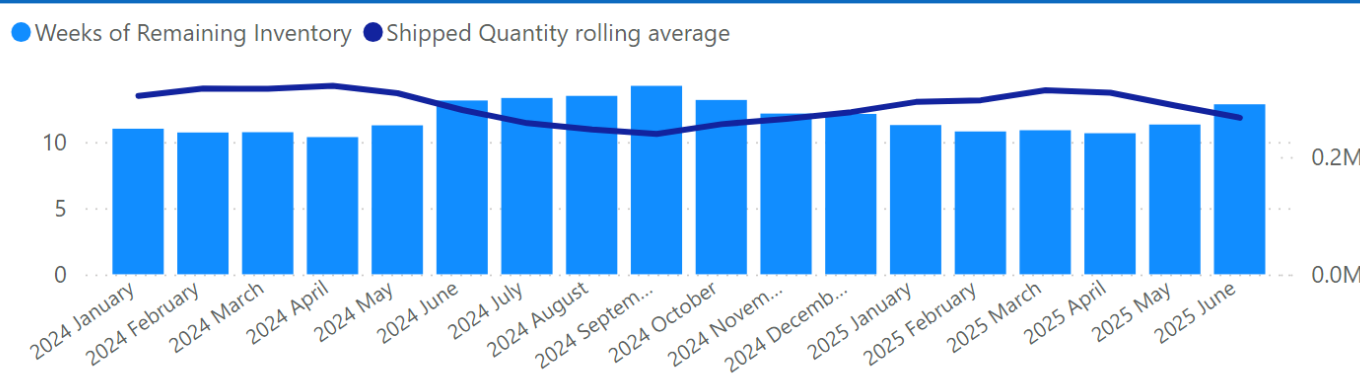
TOP 7 SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



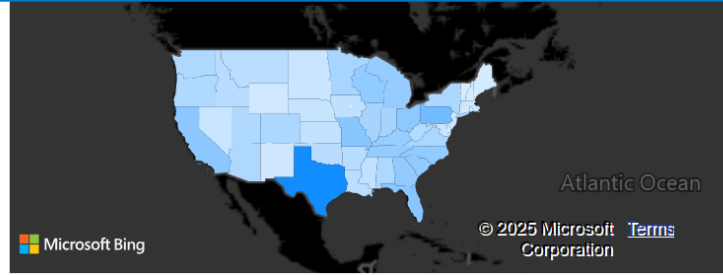
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



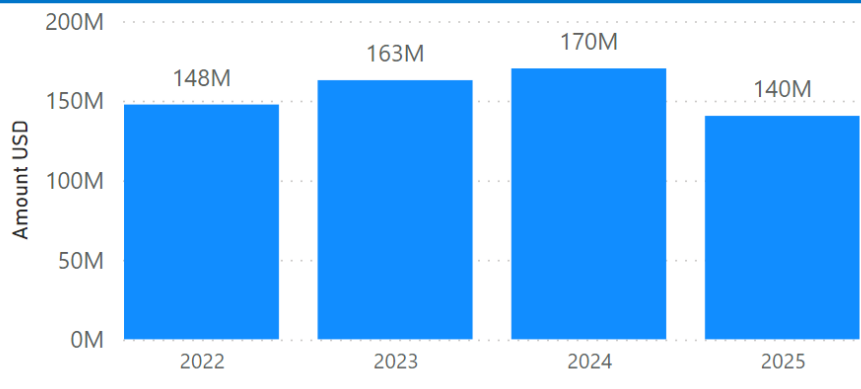
SHIPPED AMOUNT (USD) HEAT MAP



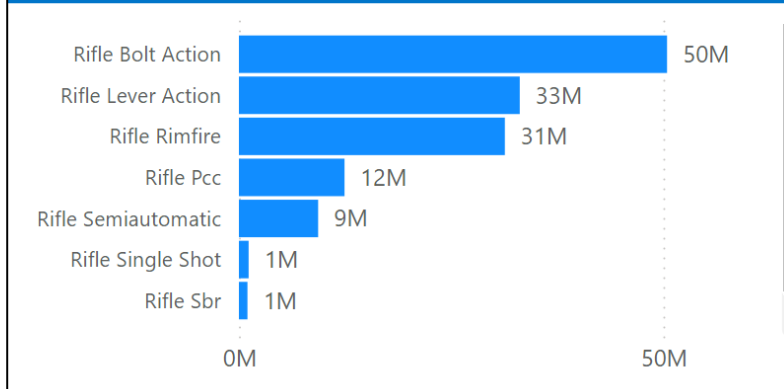
TAKEAWAYS:

- Q2-2025 -17.6% to Q2-2024.
- 35% of rifle shipments are bolt-action, 24% lever-action, and 22% rimfire.
- 19% of rifle shipments are .22 LR.
- 13-week average shipping declines through Q2-2025, causing inventory WOS to increase.
- 2025 shipments declined through Q2-2025.

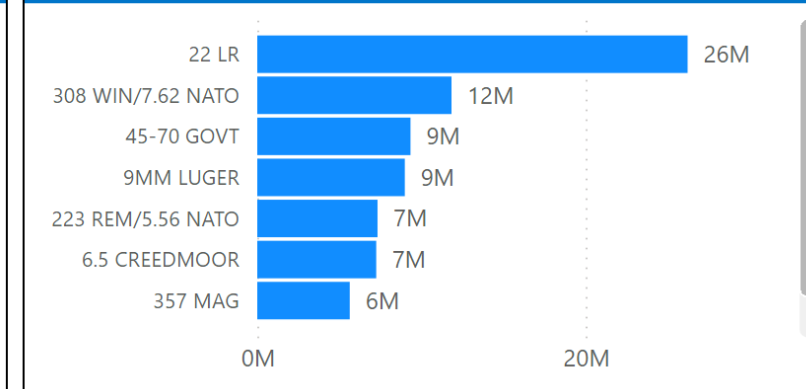
YOY ANALYSIS (USD)



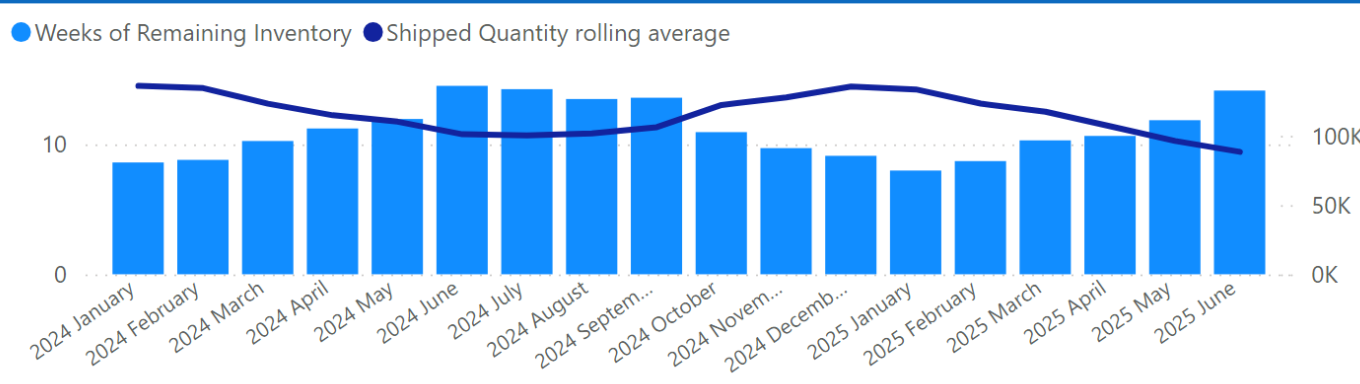
TOP 7 SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



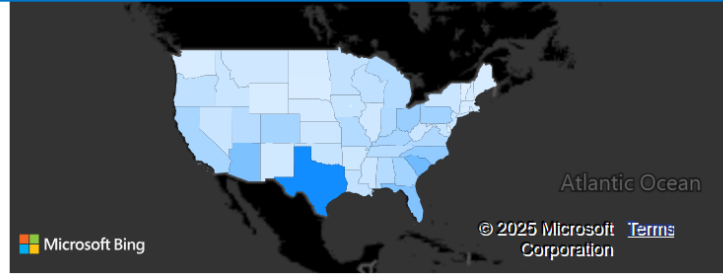
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



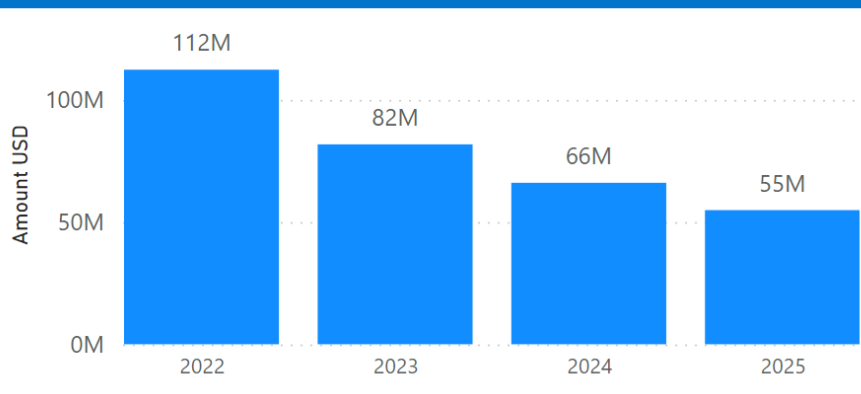
SHIPPED AMOUNT (USD) HEAT MAP



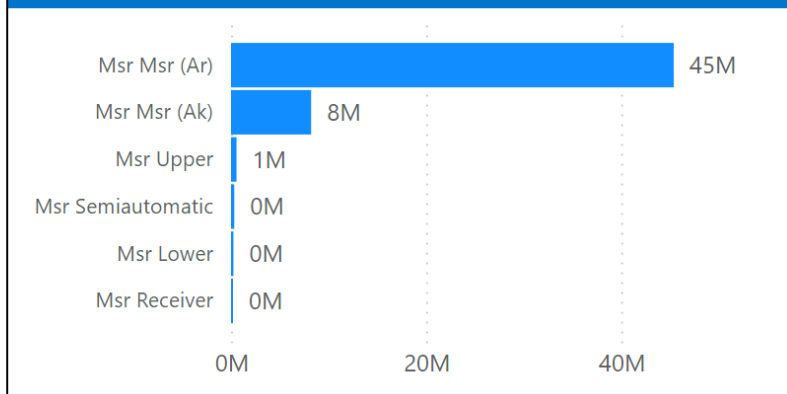
TAKEAWAYS:

- Q2-2025 -16.7% to Q2-2024.
- 82% of MSR shipments are .223 Rem / 5.56 NATO.
- 55% of MSR shipments are AR in Q2-2025.
- 2025 shipments increased late Q2-2025.

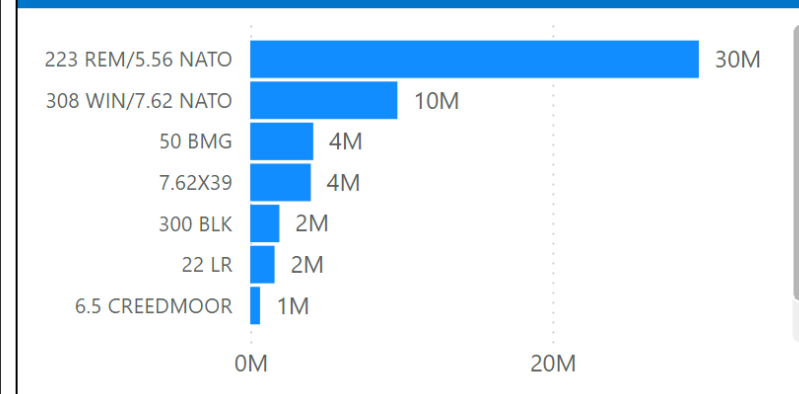
YOY ANALYSIS (USD)



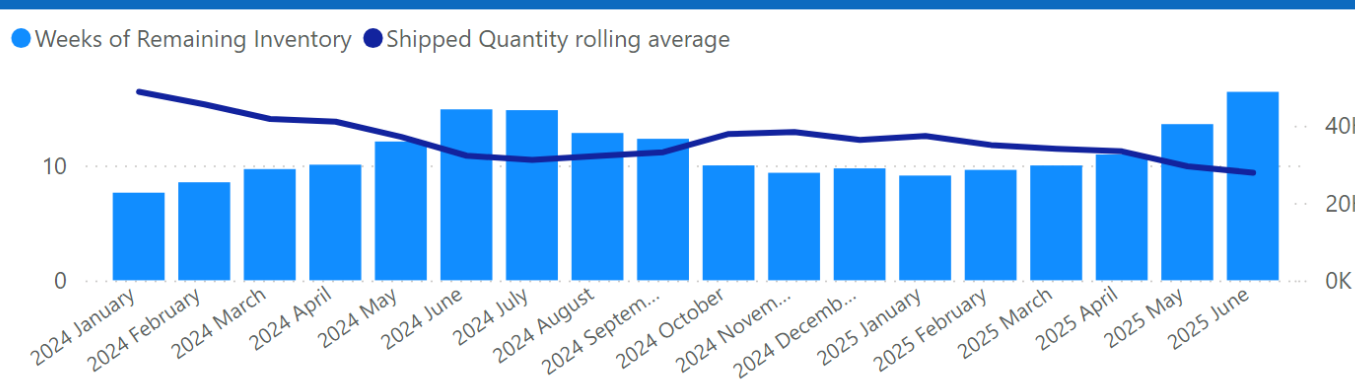
TOP 7 SUBCATEGORIES (USD)



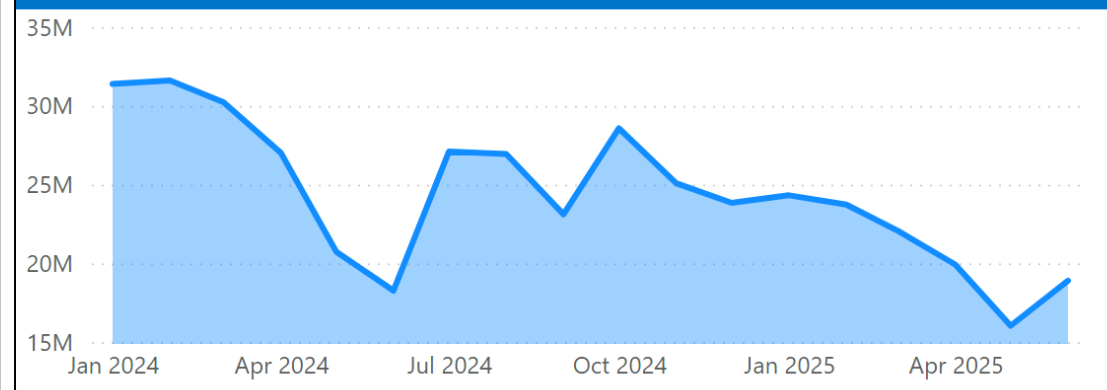
TOP 7 CALIBERS (USD)



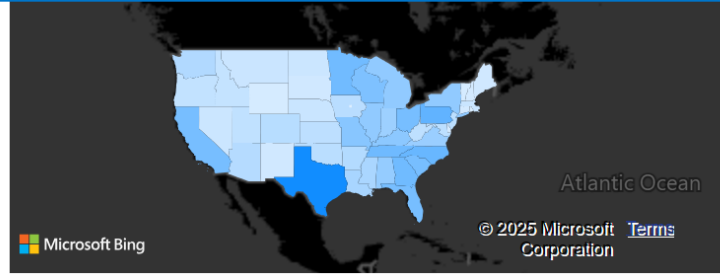
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



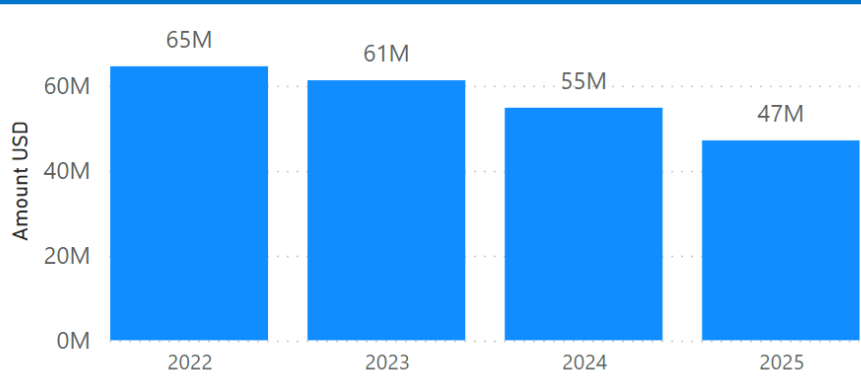
SHIPPED AMOUNT (USD) HEAT MAP



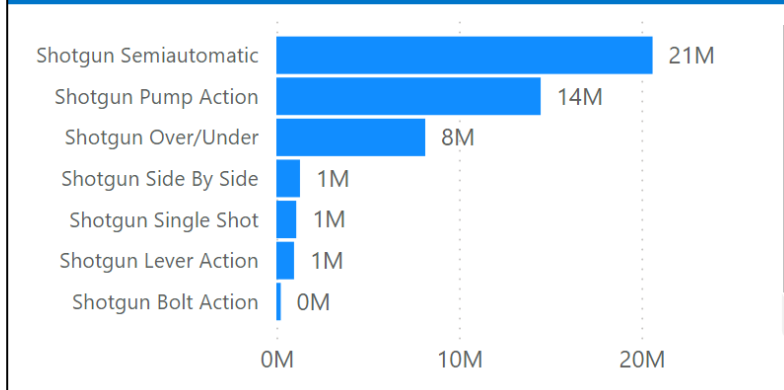
TAKEAWAYS:

- Q2-2025 -14.5% to Q2-2024.
- 45% of all shotgun shipments are semi-automatic, 30% pump-action, and 17% over/under.
- 66% of shotgun shipments are 12 GA.
- 13-week average shipping declines through Q2-2025.
- 2025 shipments decline through Q2-2025.

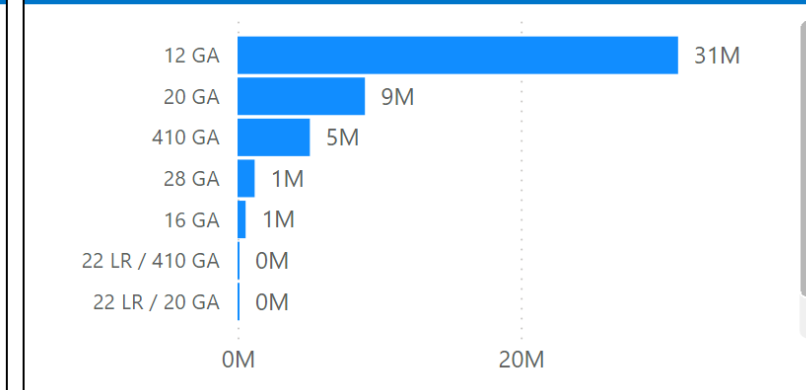
YOY ANALYSIS (USD)



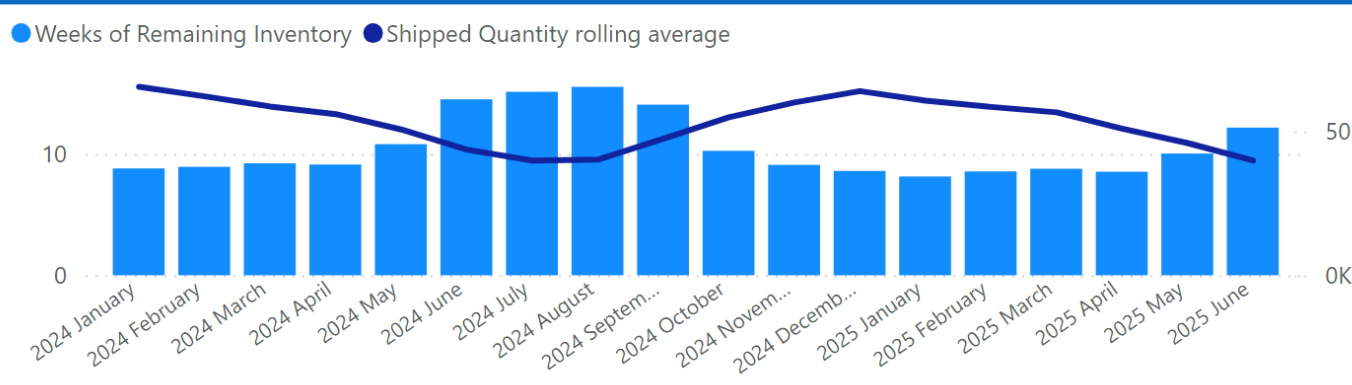
TOP 7 SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)

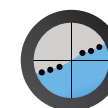


2025 Q2 Semi-automatic Handguns				
Rank	Brand	Subcategory	UPC	Description
1	GLOCK	Handgun Semiauto	764503046629	PX4350201FRMOS G43X , 9MM, 3.41" BBL, MOS, Fixed Sight, Front Rail, 10 rd
2	CENTURY INTERNATIONAL ARMS	Handgun Semiauto	787450948723	CENTURY CANIK METE MC9 PRIME 9MM PISTOL 17RD
3	GLOCK	Handgun Semiauto	764503030826	PA195S203MOS G19 Gen5 MOS 9MM 4.02" BBL 17+1 rd Front Serrations
4	GLOCK	Handgun Semiauto	764503037252	PA195S203 G19 Gen5 , 9MM, 4.02" BBL, 15+1, Front Serr, Fixed Sights
5	SMITH & WESSON	Handgun Semiauto	22188897012	S& W:13926: Striker, 380 ACP, 2.75" Bbl, Flat Trigger, Man Safety, 2 Mags

Top 10 available in the Detailed SCOPE report.

2025 Q2 Handguns - Revolvers				
Rank	Brand	Subcategory	UPC	Description
1	COLT	Handgun Revolver	98289003270	PYTHON-SP6WTS:Python SP6WTS, 357Mag, 6" Bbl., SS
2	COLT	Handgun Revolver	98289005342	ANACONDA-SP6RTS:COL ANACONDA-SP6RTS 44Mag-6"ss 6rd
3	SMITH & WESSON	Handgun Revolver	22188780123	178012:S&W PRO SERIES 686SSR .357 4" AS 6-SHOT SS BLK. LAM. GRIPS
4	COLT	Handgun Revolver	98289003478	CLT PYTHON 357MAG 6"BLUED WOOD GOLD GRIP 6R
5	COLT	Handgun Revolver	98289005472	KODIAK 44 MAGNUM 4.25" BBL 6 ROUND SS/BLACK

Top 10 available in the Detailed SCOPE report.



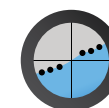
Want the Top 10? Get it in the Full Version.

2025 Q2 Semi-automatic Shotgun				
Rank	Brand	Subcategory	UPC	Description
1	BROWNING	Semiauto Shotgun	23614858614	BRO A5 HUNTER 20GA 26"WALNUT
2	TRISTAR ARMS INC	Semiauto Shotgun	713780998053	TRISTAR ARMS INC:VIPER G2 DU PRO SLVR 410/28 3"
3	BERETTA USA	Semiauto Shotgun	82442959849	A300:BER J32CGII A300 ULTIMA PATROL 12 19.1 GRY
4	BERETTA USA	Semiauto Shotgun	82442967646	A300:A300 UP 12GA 19.1in 7Rd BK
5	BROWNING	Semiauto Shotgun	23614858621	BRO A5 HUNTER 20GA 28"WALNUT

Top 10 available in the Detailed SCOPE report.

2025 Q2 Pump-action Shotgun				
Rank	Brand	Subcategory	UPC	Description
1	KELTEC	Pump Shotgun	640832003192	KSGBLK:*KELTEC 12GA PUMP BLACK
2	KELTEC	Pump Shotgun	640832007787	KS7BLK:KEL-TEC KS7 12GA , 18.5" BLACK 6+1 RD , CARRY HANDLE
3	ARMSCOR PRECISION INC	Pump Shotgun	812285026848	AGM5:Rock Island AGM5 , 12 Ga., 18.5", Nickel Finish, Heat Shield, 5+1 Rnd
4	MOSSBERG	Pump Shotgun	49533310460	MAVERICK 88, PUMP ACTION SHOTGUN, SECURITY, PLAIN, BEAD SIGHT
5	MOSSBERG	Pump Shotgun	49533310231	MAVERICK 88, PUMP ACTION SHOTGUN, SECURITY, PLAIN, BEAD SIGHT

Top 10 available in the Detailed SCOPE report.



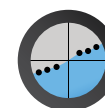
Want the Top 10? Get it in the Full Version.

2025 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	736676469017	American Gen II , 6.5 Creed. 20" Spiral Gun Metal Grey Bbl, Base, 3+1 Rnd
3	RUGER	Bolt Rifle	736676469314	RUG 46931 AMER PRED II 308 22 GRN SPLAT
4	RUGER	Bolt Rifle	736676469208	American Gen II Ranch , 300 Blackout 16.1" Spiral Cobalt Bbl, , Base, 10+1 Rnd
5	RUGER	Bolt Rifle	736676469130	RUG 46913 AMERICAN II 3006 20 GRY SPLAT

Top 10 available in the Detailed SCOPE report.

2025 Q2 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.



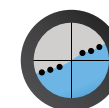
Want the Top 10? Get it in the Full Version.

2025 Q2 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	HENRY REPEATING ARMS	Lever Rifle	619835200259	H012MX:HENRY BIG BOY X MODEL357 MAG/38 SPL
3	HENRY REPEATING ARMS	Lever Rifle	619835030009	HENRY REPEATING ARMS:HENRY H023-223 LEVER 223 SUPREME
4	HENRY REPEATING ARMS	Lever Rifle	619835100207	HENRY H010BG BRASS 45-70 SIDE GATE
5	MARLIN FIREARMS COMPANY	Lever Rifle	736676709120	MARLIN FIREARMS COMPANY:MAR 70912 1895 TRAPP ELG 45/70 5+1 16.17 SS/BLK

Top 10 available in the Detailed SCOPE report.

2025 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	736676085002	Ruger® AR-556® Standard Autoloading Rifle Model 8500
3	FN AMERICA	MSR	845737013578	FN 98541-2 SCAR 17S NRCH, 308 Win, 16.25" Bbl, FDE Adj. Sights, 20+1 Rnd
4	ANDERSON MANUFACTURING	MSR	676351710297	ANDERSON MANUFACTURING:B2-K869-A034 AR15 DARK HORSE 556 16 30R BLK
5	ANDERSON MANUFACTURING	MSR	676351708034	ANDERSON UTILITY AR15 5.56MM 16" 1:8 30RD BLACK

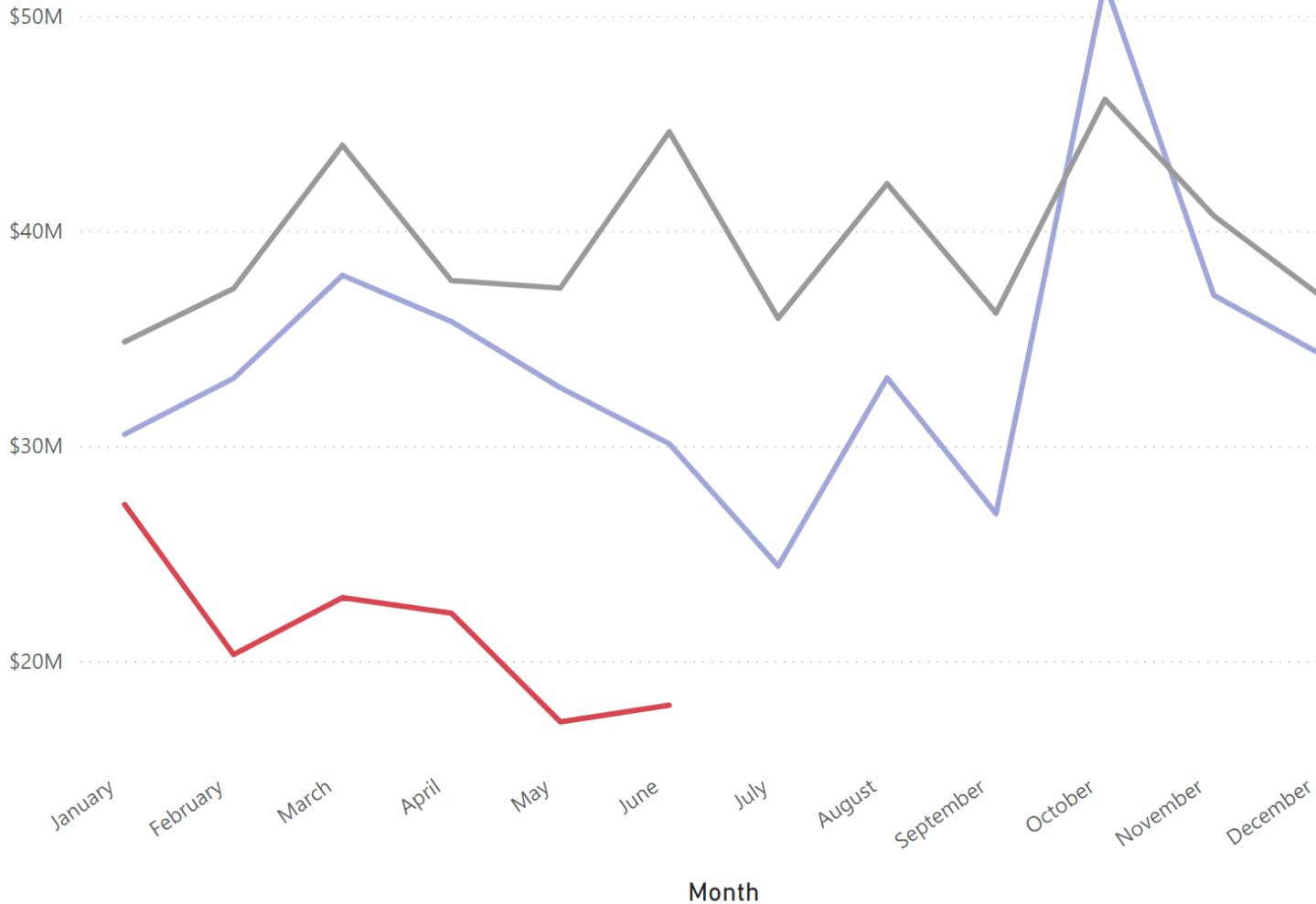
Top 10 available in the Detailed SCOPE report.



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 -40% to Q2-2024 and -47% to the 3-year average.
- The shipment trend continues to decline.

YTD SALES

59M

PREVIOUS YTD SALES

100M

3 YEAR AVG YTD SALES

113M

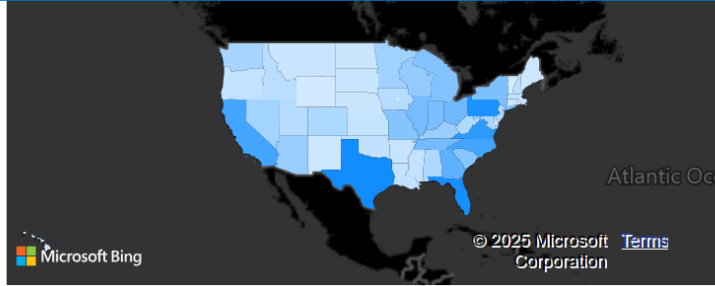
% CHANGE FROM PREVIOUS YEAR

-40.42%

% CHANGE FROM 3 YEAR AVG

-47.15%

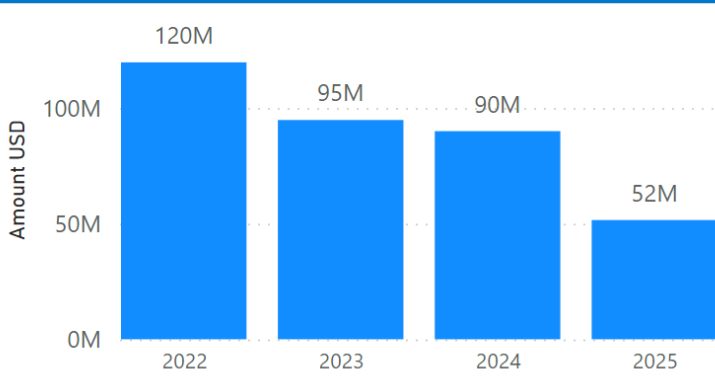
SHIPPED AMOUNT (USD) HEAT MAP



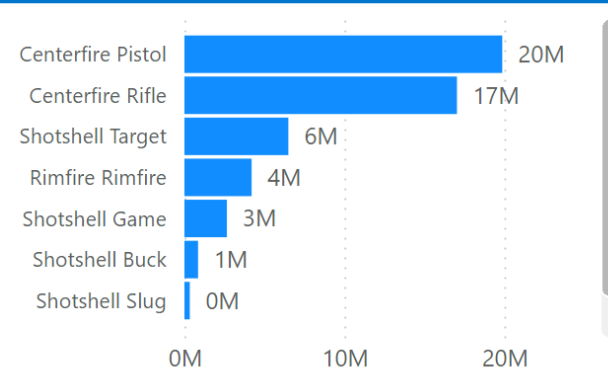
TAKEAWAYS:

- Shipments are down -42% compared to Q2-2024.
- 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 rebounds in June 2025. Impact associated with Iran bombing.

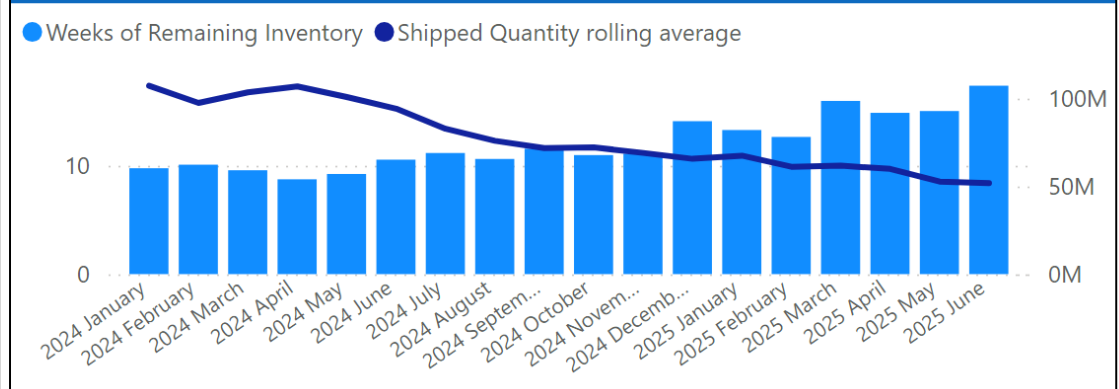
YOY ANALYSIS (USD)



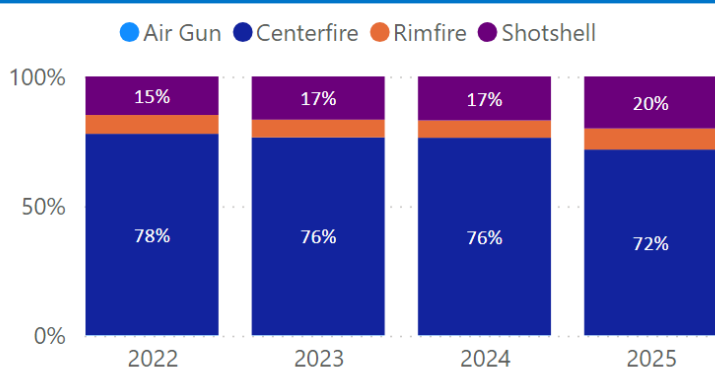
TOP 6 SUBCATEGORIES (USD)



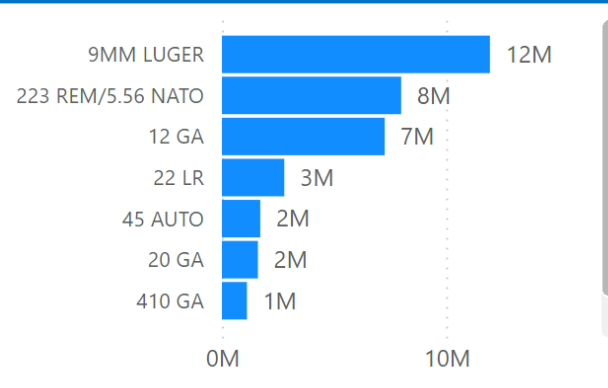
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



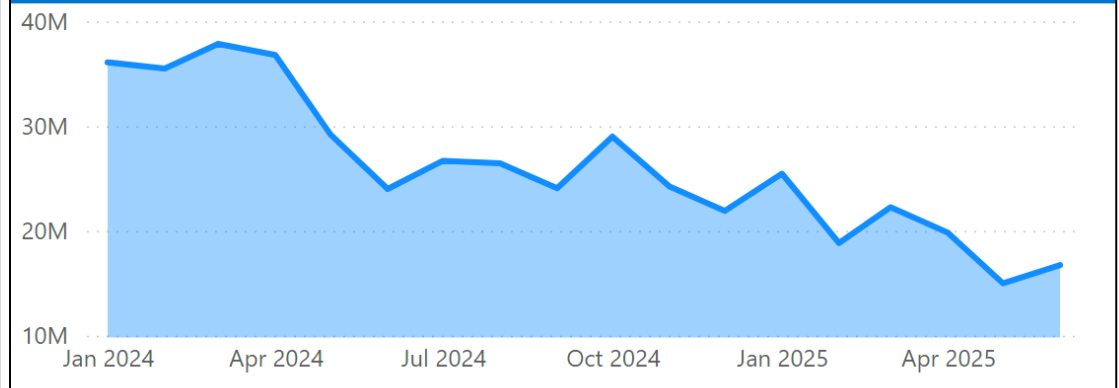
MARKET SHARE BY CATEGORY (USD)



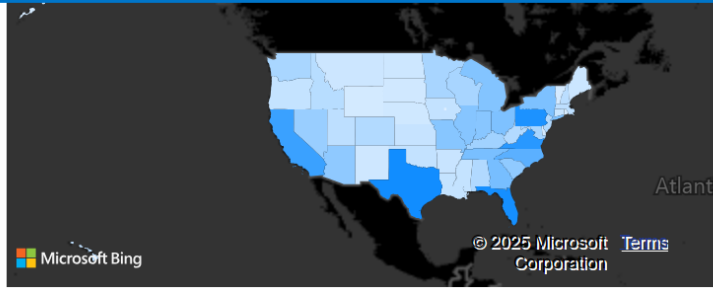
TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



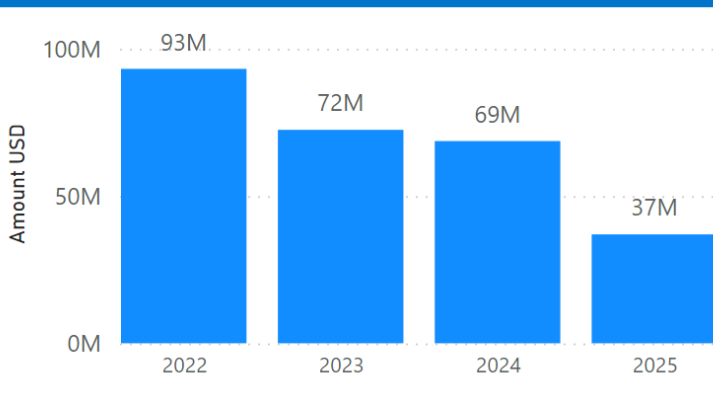
SHIPPED AMOUNT (USD) HEAT MAP



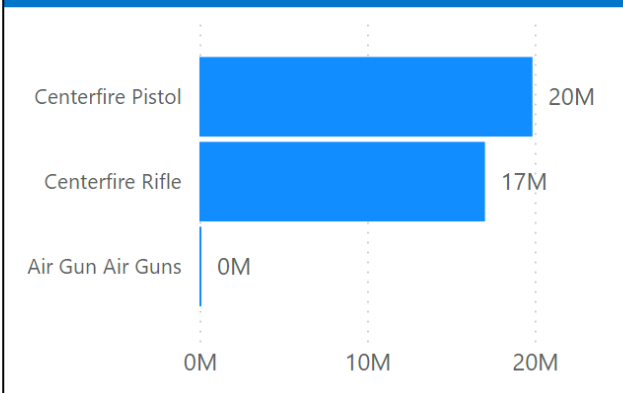
TAKEAWAYS:

- Shipments are down by -46% compared to Q2-2024.
- Pistol-Rifle share of centerfire 55-45%.
- 32% 9MM, 22% .223 Rem / 5.56 NATO.
- The 13-week average shipping has decreased from January 2024 to date.
- Overall shipping rebounds in June 2025. Impact associated with Iran bombing.

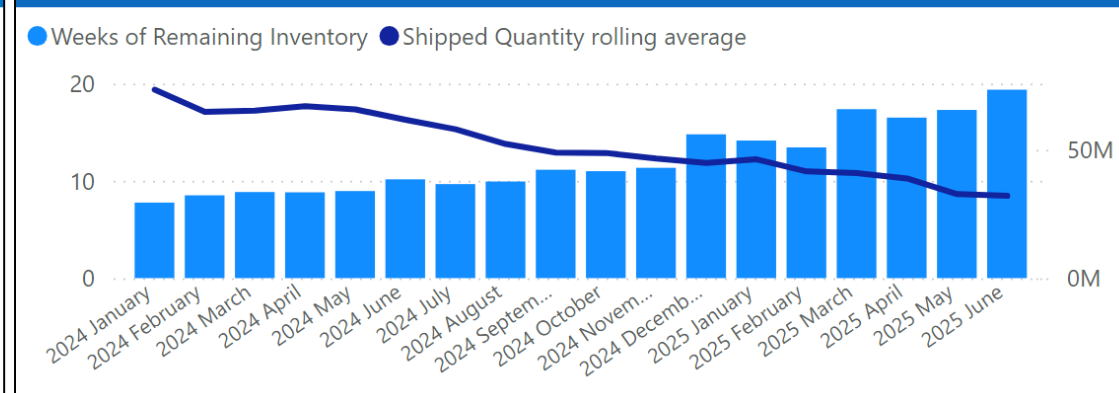
YOY ANALYSIS (USD)



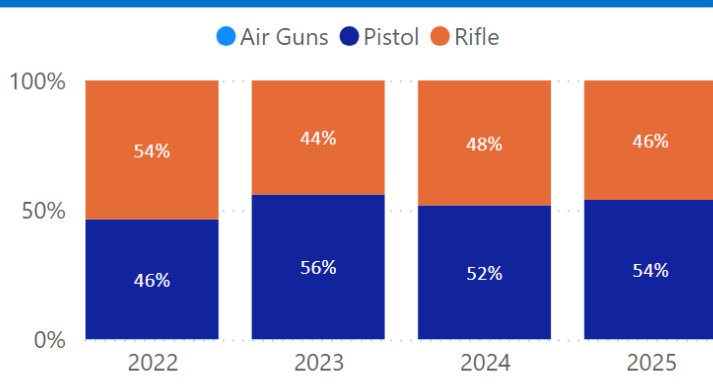
TOP 6 SUBCATEGORIES (USD)



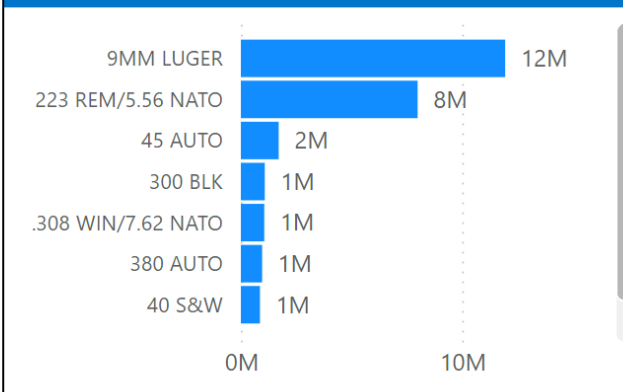
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



MARKET SHARE BY CATEGORY (USD)



TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)

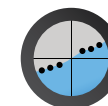


2025 Q2 Centerfire Pistol				
Rank	Manufacturer	Subcategory	UPC	Description
1	VISTA OUTDOORS	CF Pistol	76683052001	5200:9MM 115GR FMJ BLAZER BRASS
2	MAGTECH AMMUNITION	CF Pistol	754908114016	MAGTECH AMMO 9MM LUGER 115 GRAIN FMJ
3	VISTA OUTDOORS	CF Pistol	76683052018	5201:9MM 124GR FMJ BLAZER - BRASS
4	FIOCCHI AMMUNITION	CF Pistol	762344001623	FIOCCHI AMMO 9MM LUGER 115GR FMJ
5	HORNADY MFG CO	CF Pistol	90255902501	90250:AMMO 9MM LUGER 115 GR FTX [®] CD

Top 10 available in the Detailed SCOPE report.

2025 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	741569060080	PMC AMMO .223 REM., 55 GR. FMJ-BT
3	PMC AMMUNITION INC	CF Rifle	741569010122	PMC AMMO 5.56 NATO 62 GR. FMJ BT LAP
4	FIOCCHI AMMUNITION	CF Rifle	762344712062	5.56 NATO 55 gr./50
5	STV Technology	CF Rifle	850053775079	Patriot Sports:Patriot Sports .223 55gr FMJ 1,000 Round Case

Top 10 available in the Detailed SCOPE report.



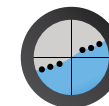
Want the Top 10? Get it in the Full Version.

2025 Q2 Rimfire				
Rank	Manufacturer	Subcategory	UPC	Description
1	VISTA OUTDOORS	Rimfire	76683000309	30:22 LR HS MINI MAG AMMO
2	VISTA OUTDOORS	Rimfire	76683000569	56:22-40 GR LRHP SUBSONIC AMMO
3	HORNADY MFG CO	Rimfire	90255831702	83170:AMMO 17 HMR 17 GR V-MAX®
4	VISTA OUTDOORS	Rimfire	76683000316	31:22 LR HP MINI MAG AMMO
5	VISTA OUTDOORS	Rimfire	604544650273	VISTA OUTDOORS:22 LR 36GR CPHP 1375CT BYOB BKT

Top 10 available in the Detailed SCOPE report.

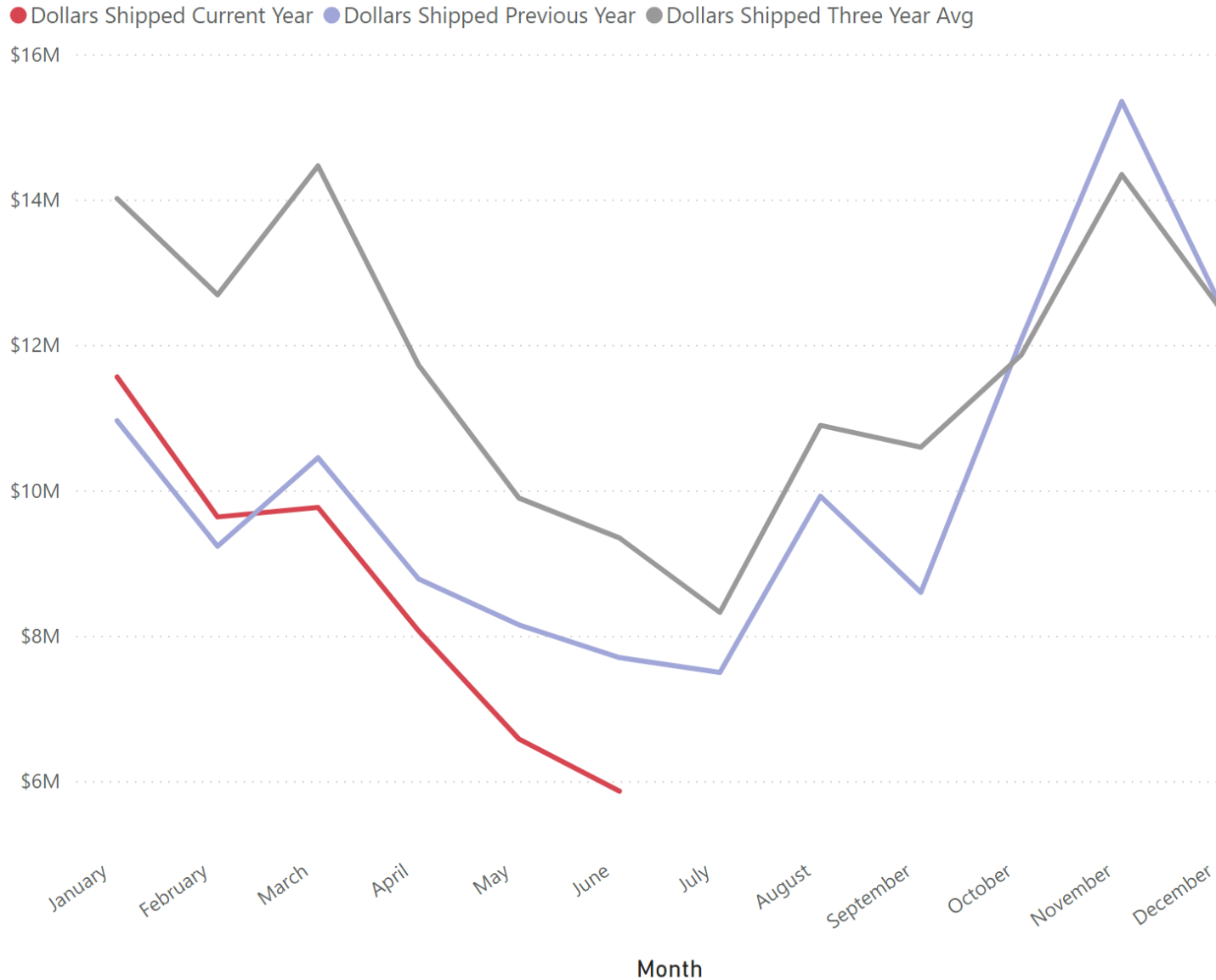
2025 Q2 Shotgun				
Rank	Manufacturer	Subcategory	UPC	Description
1	VISTA OUTDOORS	Shotshell	29465019365	TG12 7.5:12 GA TARGET LOAD
2	VISTA OUTDOORS	Shotshell	29465019815	TGL12 8:12 GA TARGET LOAD
3	VISTA OUTDOORS	Shotshell	29465019372	TG12 8:12 GA TARGET LOAD
4	FIOCCHI	Shotshell	762344713212	HOME DEFENSE AMO 12GA 2.75 IN 1 BK 9 PELLET 25RDS (10 BOXES PER CASE)
5	WINCHESTER AMMUNITION	Shotshell	20892019188	WIN AMMO AA 12GA. 2 3/4 DR. 11/8OZ #8

Top 10 available in the Detailed SCOPE report.



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

OPTICS SHIPMENT TREND



TAKEAWAYS:

- -16% to Q2-2024.
- -17% to 3-year average.

YTD SALES

21M

PREVIOUS YTD SALES

26M

3 YEAR AVG YTD SALES

26M

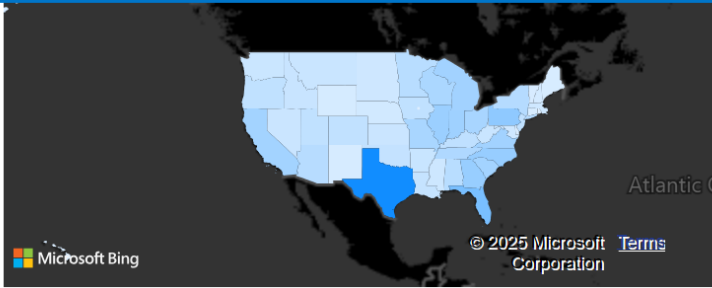
% CHANGE FROM PREVIOUS YEAR

-16.09%

% CHANGE FROM 3 YEAR AVG

-16.82%

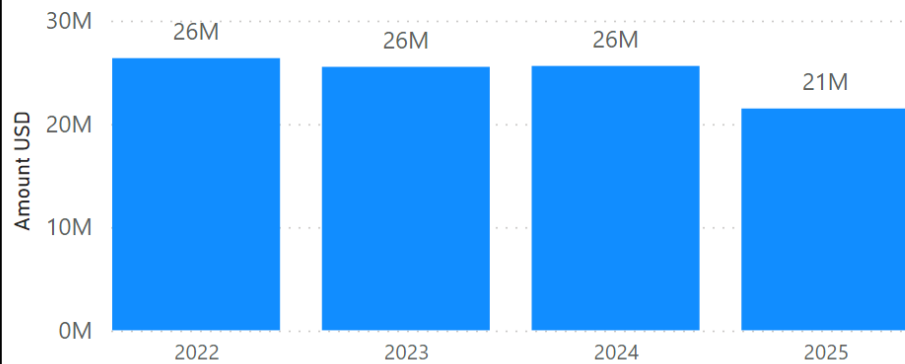
SHIPPED AMOUNT (USD) HEAT MAP



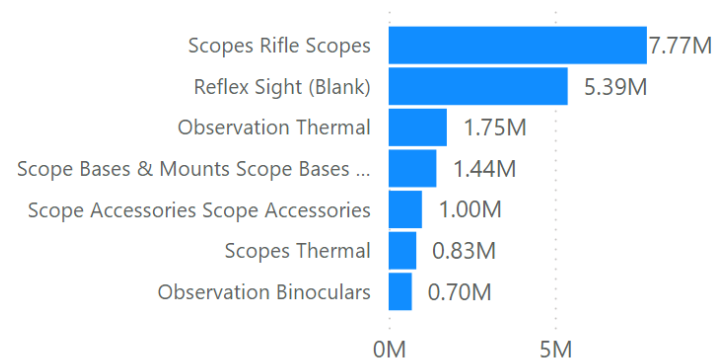
TAKEAWAYS:

- Shipments are down -19% compared to Q2-2024.
- 37% Rifle Scopes, 26% Reflex Sights.
- 13-week average shipping declining through Q2.
- WOS is increasing. High at +20 WOS.

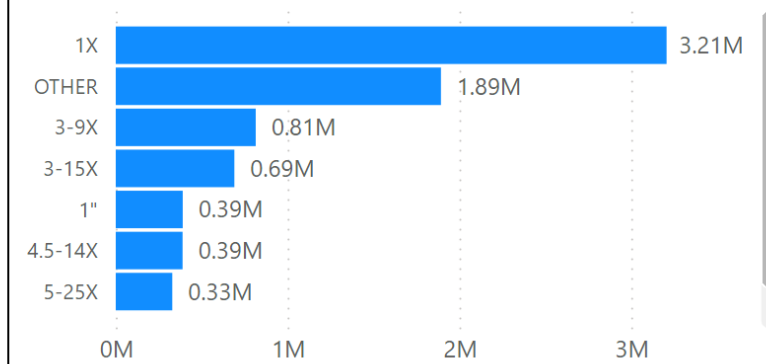
YOY ANALYSIS (USD)



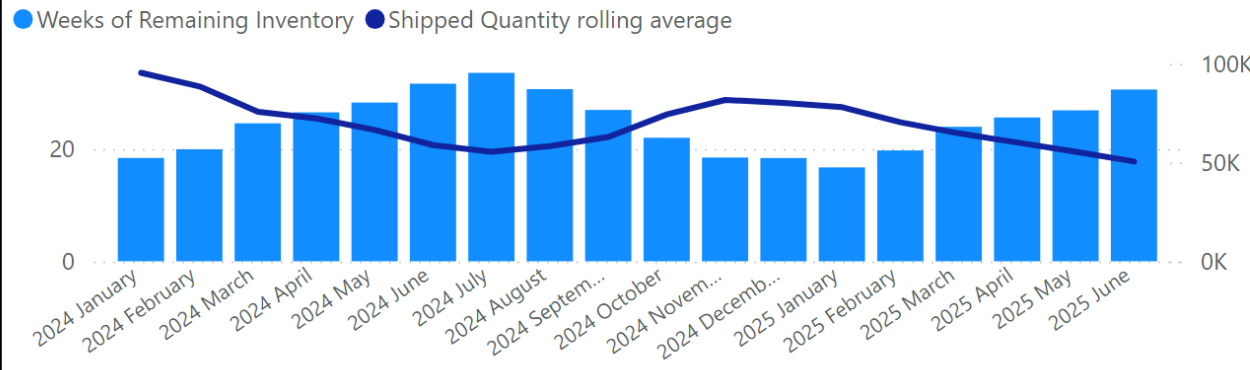
TOP SUBCATEGORIES (USD)



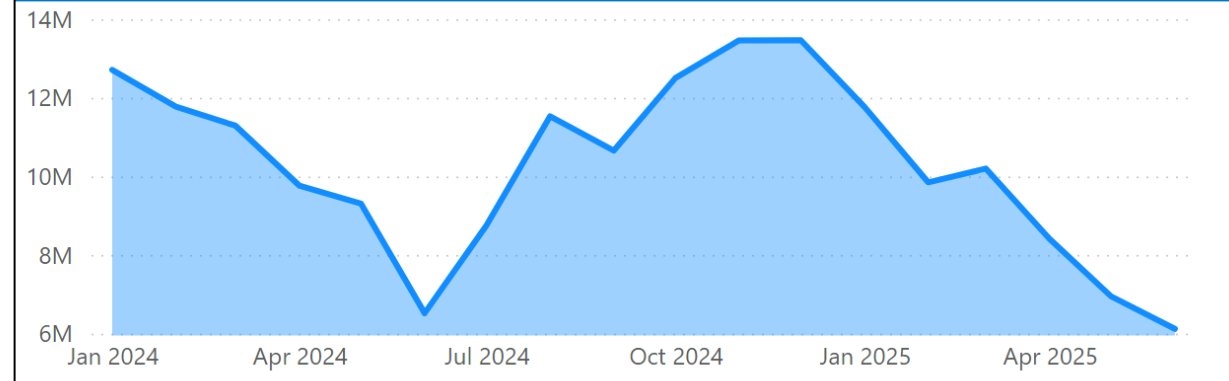
TOP 7 CALIBERS (USD)



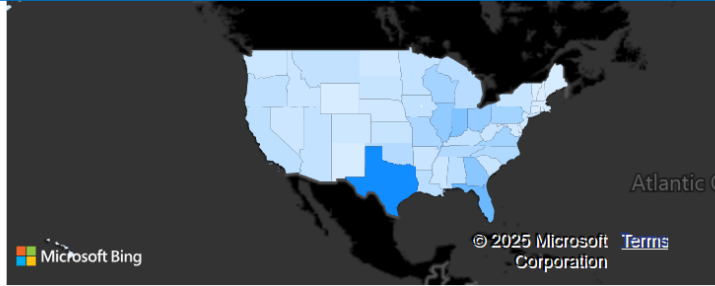
SHIPPED QUANTITY 3 MONTH ROLLING AVERAGE



SHIPMENTS OVER TIME (USD)



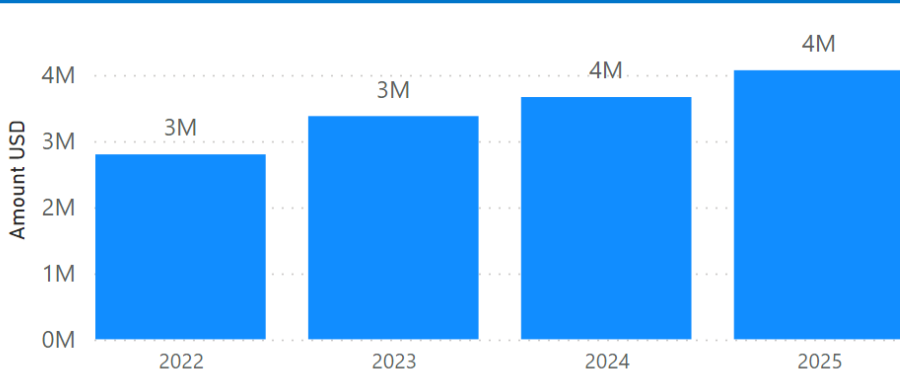
SHIPPED AMOUNT (USD) HEAT MAP



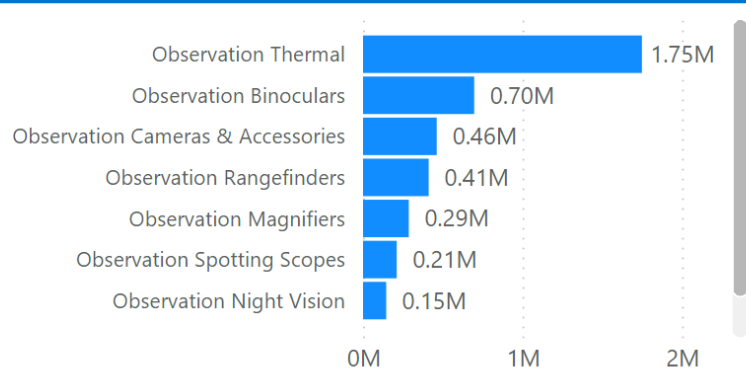
TAKEAWAYS:

- Shipments are up +5% compared to Q2-2024.
- 44% Thermal, 12% Binoculars.
- WOS is slowly increasing through Q2-2025 as the 13-week average shipping slows.
- Overall shipping is decreasing through Q2-2025.

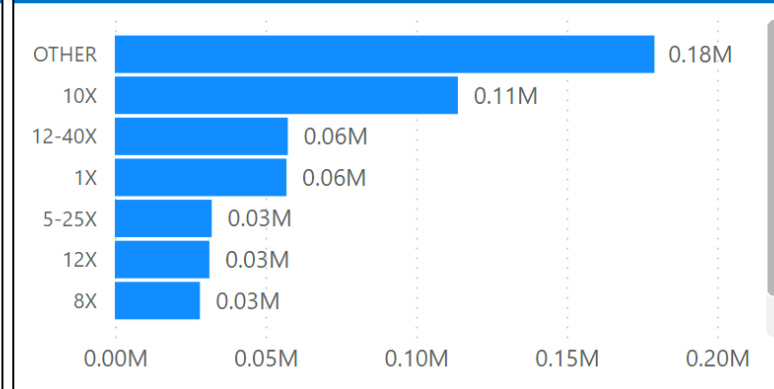
YOY ANALYSIS (USD)



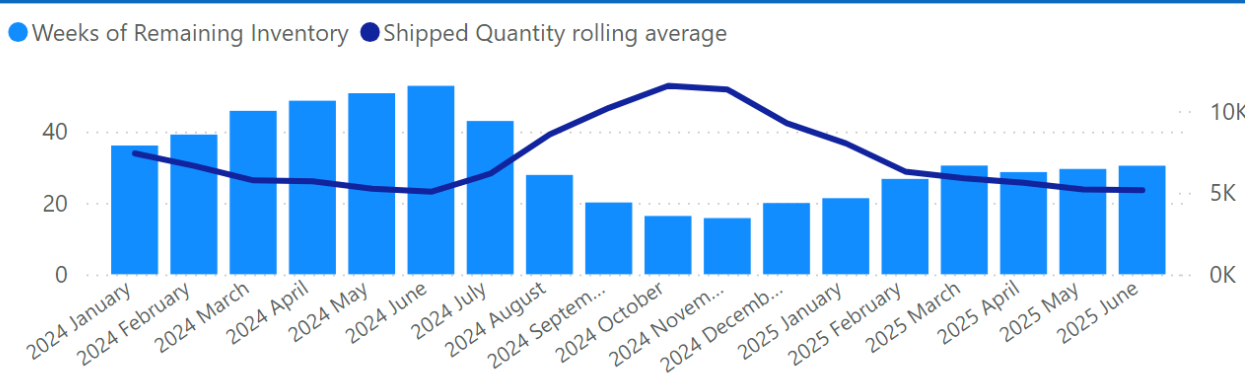
TOP SUBCATEGORIES (USD)



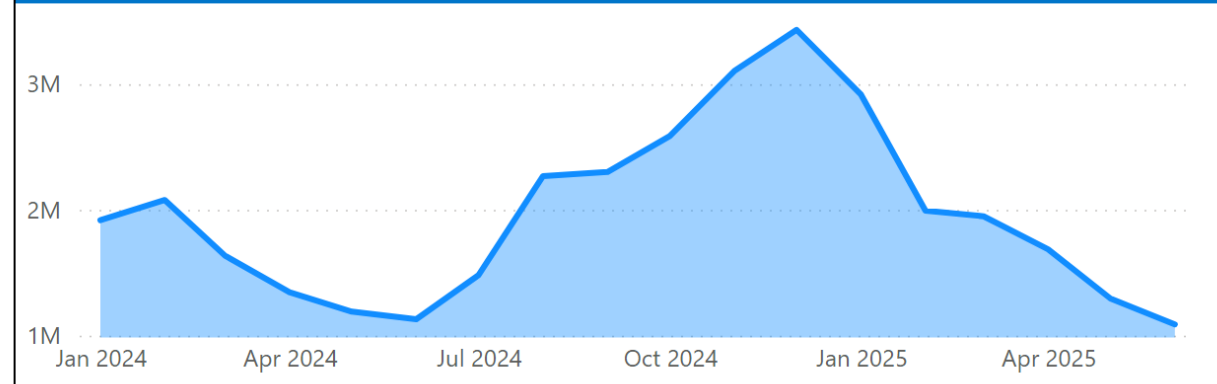
TOP 7 CALIBERS (USD)



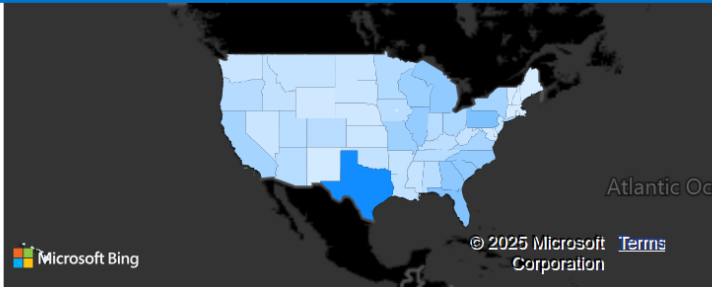
SHIPPED QUANTITY 3 MONTH ROLLING AVERAGE



SHIPMENTS OVER TIME (USD)



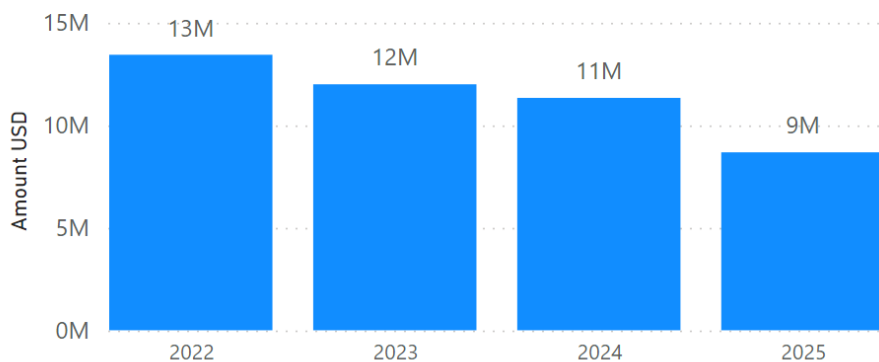
SHIPPED AMOUNT (USD) HEAT MAP



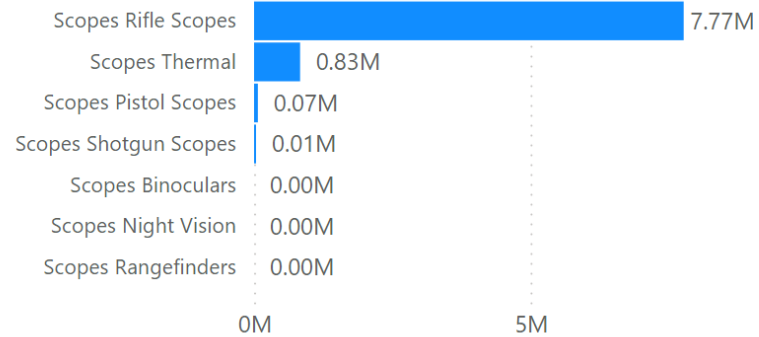
TAKEAWAYS:

- Shipments are down -18% compared to Q2-2024.
- 13-week average shipping declining through Q2-2025.
- Inventory WOS building. Inventory productivity is worsening.

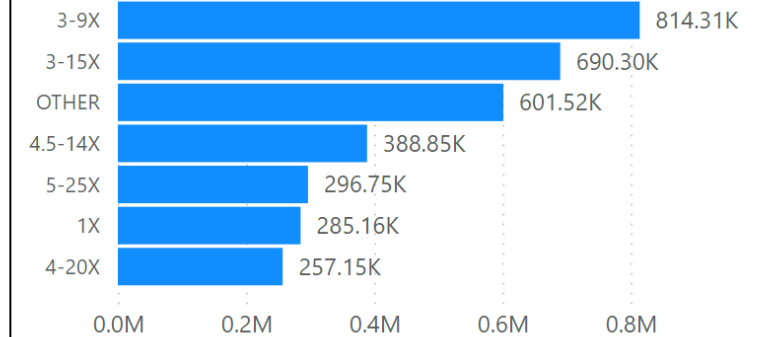
YOY ANALYSIS (USD)



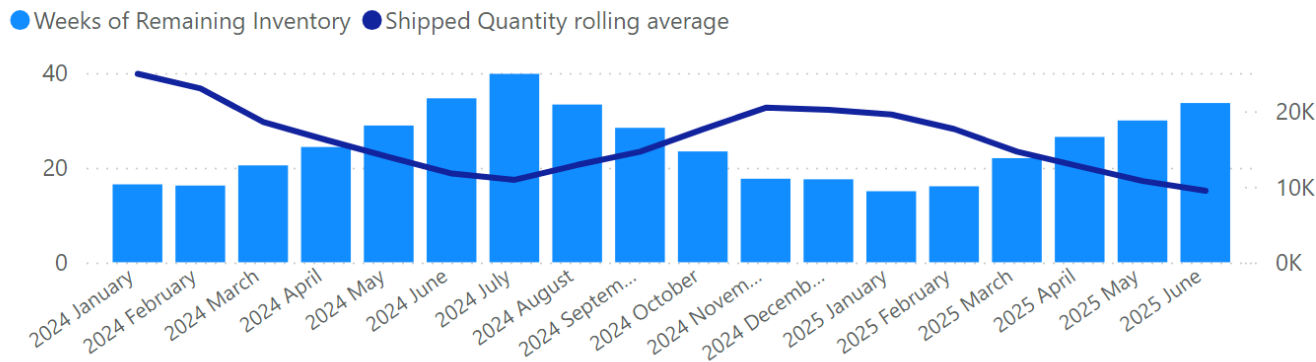
TOP SUBCATEGORIES (USD)



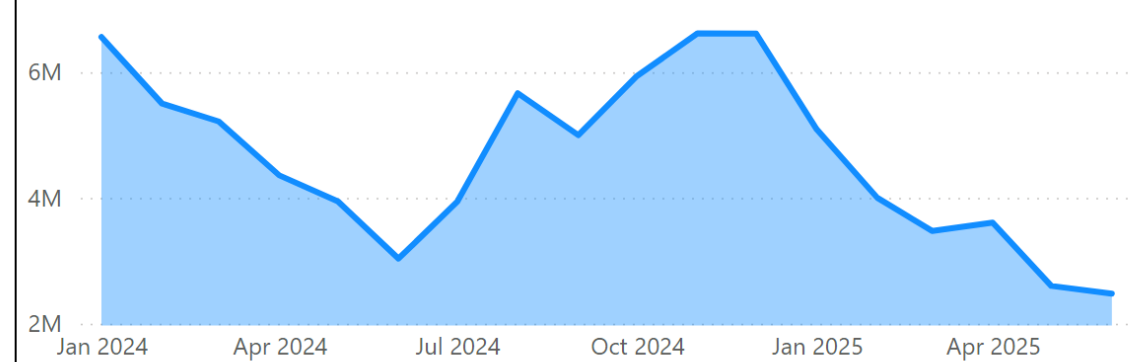
TOP 7 SIZING (USD)



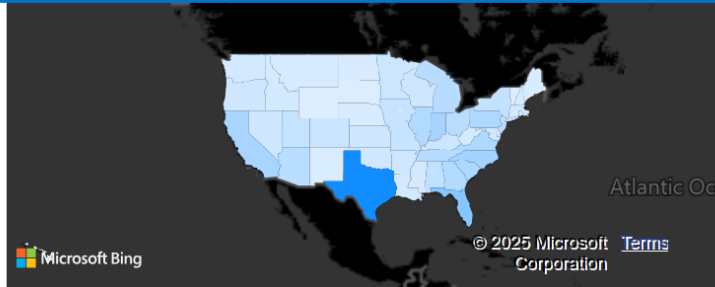
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



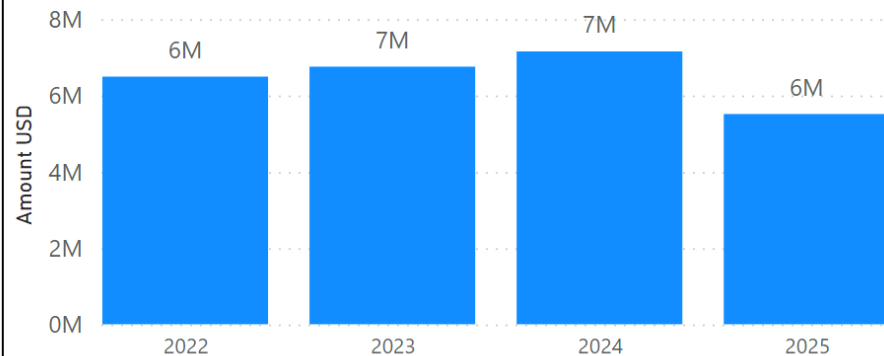
SHIPPED AMOUNT (USD) HEAT MAP



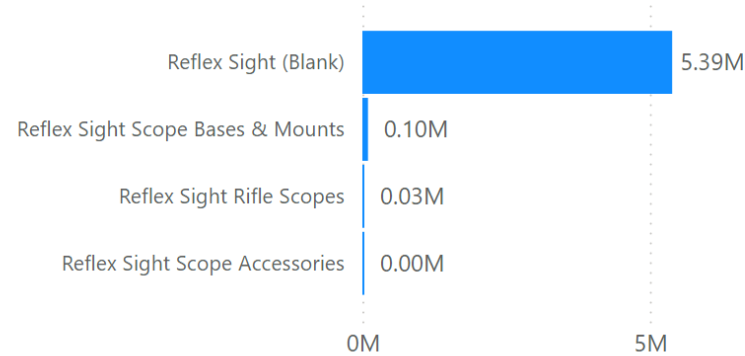
TAKEAWAYS:

- Shipments are -14% compared to Q2-2024.
- 13-week average shipping decreasing through Q2-2025.
- Inventory WOS is high.
- Overall shipping is falling through Q2-2025.

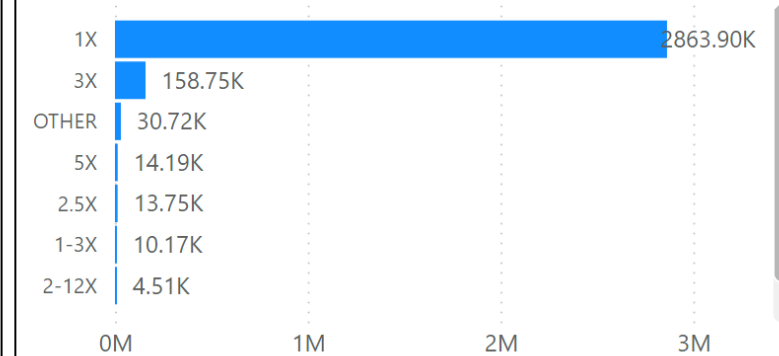
YOY ANALYSIS (USD)



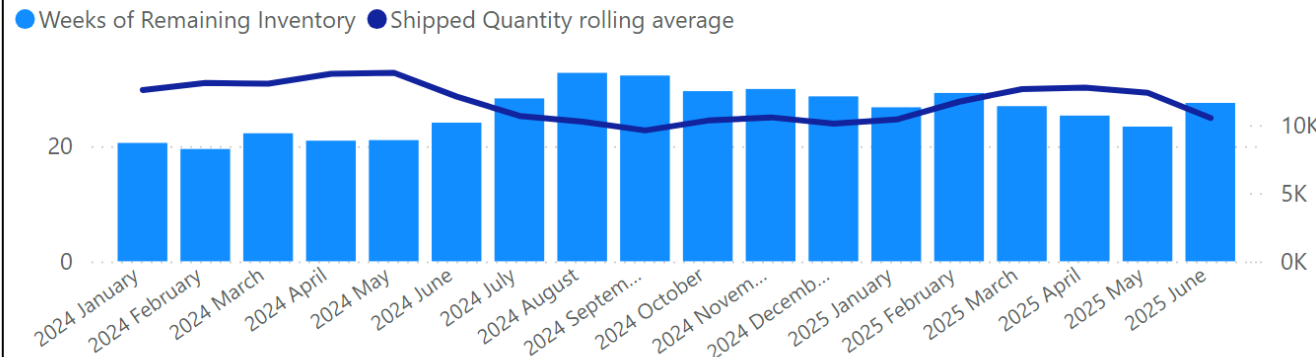
TOP SUBCATEGORIES (USD)



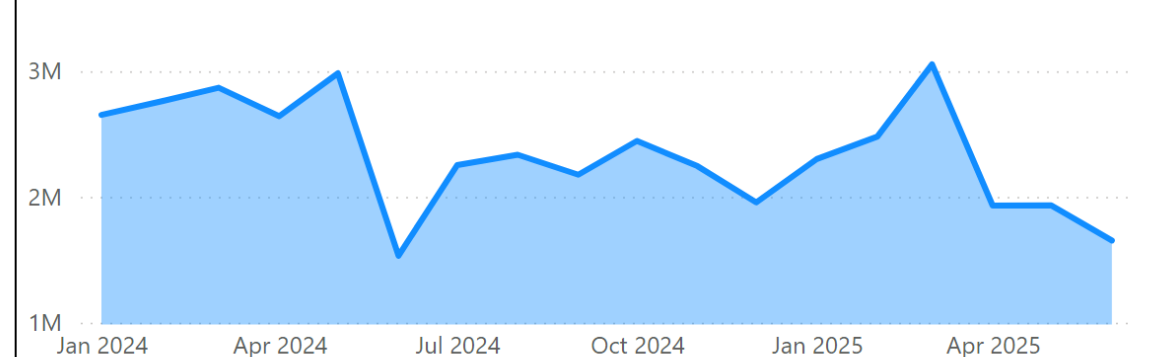
TOP 7 SIZING (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)

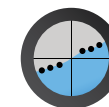


2025 Q2 Rifle Scopes				
Rank	Manufacturer	Subcategory	UPC	Description
1	SIG SAUER INC	Rifle Scopes	798681642502	SIG TANGO MSR 1-6X24300MM SFP BDC6
2	LEUPOLD & STEVENS INC	Rifle Scopes	30317013851	X-5HD 3-15x44mm (30mm) CDS-ZL2 Side Focus Matte Illum. FireDot Duplex
3	SIG SAUER INC	Rifle Scopes	798681675616	TANGO MSR 1-6X24 30MM COYOTE
4	LEUPOLD & STEVENS INC	Rifle Scopes	30317029784	Leupold 181307 VX-Freedom Rifle Scope 3-9x40mm (1 inch) Hunt-Plex
5	SIG SAUER INC	Rifle Scopes	798681616541	SIG SORIPI01 ROMEO1 PRO 6MOA BLK

Top 10 available in the Detailed SCOPE report.

2025 Q2 Reflex Sights				
Rank	Manufacturer	Subcategory	UPC	Description
1	EO TECH	Reflex Sight	672294512653	EOTECH HWS 512 68MOA RING SINGLE 1MOA
2	TRIJICON	Reflex Sight	719307619227	TRIJICON:TRJ RMR HD 55MOA CIR 3.25 DOT
3	LEUPOLD & STEVENS INC	Reflex Sight	30317005856	119688:DeltaPoint Pro Reflex Sight Matte 2.5 MOA Dot
4	CENTURY INTERNATIONAL ARMS	Reflex Sight	787450786547	MECANIK MO1 MINI RED DOT
5	SIG SAUER INC	Reflex Sight	798681694600	SIG SAUER INC.:SIG RED DOT ROMEO 5 GEN II 2MOA RED DOT 1X20MM BLACK

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 Q2 Market Summary and Key Takeaways

- Analysis by Tom Hopper

2025 Q2- Sales Charts **Firearms**

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

2025 Q2 - Sales Charts **Ammunition**

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

2025 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™

SCOPE

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.

Limitation on Use: SCOPE Reports is provided by the National Association of Sporting Goods Wholesalers (NASGW) for exclusive internal use of the entity that purchased the report.

Disclaimer: Data in the SCOPE Report is a sample of the market and is not intended to represent all sales across the shooting sports industry. NASGW is not responsible for how the information is used.

Copyright: SCOPE Reports, and the data within, is owned by the National Association of Sporting Goods Wholesalers (NASGW). Any reproduction or repurposing of this data without the express written consent of NASGW is strictly prohibited.

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