

NASGW™

SCOPE

2025 Q3
QUARTERLY REPORT

2025 Q3: Market Insights and Trends

Analysis by Tom Hopper - NASGW Sr. Data Analyst

It's tough being a consumer. We are resilient, as our needs and often wants strain bank accounts. In today's market, "Economic Warriors" are rising from the uncertainty brought on by tariffs, rising prices, and government shutdown. These warriors are opting for daily needs versus new cars, toys, etc. 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. Q3 2025 NICS checks are -5.3% compared to Q3 2024. Year-to-date, NICS are down -4% to 2024, one of the best years since COVID-19. NICS, by definition, is the 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 were below the prior year in 16 of 21 months. As retail traffic and sales suffer, the entire supply chain is affected. NICS is down -5% YTD, while firearm shipments are down -17%. Used guns are meeting the inventory needs for many retailers, limiting their need for reorders.

FIREARMS:

Market uncertainty continues to influence 2025. Tariffs, expected price increases, and government layoffs are affecting consumer and retailer spending choices.

Handgun shipments were down -19% to Q3 2024. Semiautomatic handguns are the largest firearms segment at 82% of all handgun shipments. Revolvers are down to 2024. Handgun inventory weeks of supply declined in late Q3 2025. The rolling 13-week average shipments leveled off. Overall, handgun shipments remained flat.

The decline in rifle shipments shifted as Q3 2025 started. While down -24% to Q3 2024, the trend improved. Bolt Action has the top share of rifles at 38% of shipments and the best performance to 2024 (-9%). Seasonality and hunting season helped Bolt-action shipments. Rimfire and Lever-Action rifles hold 2nd & 3rd shares, respectively. Bolt, Lever, and Rimfire represent 85% of rifle shipments. Lever-Action weeks of supply are increasing while average weekly shipments are slowing.

MSR shipments dropped -46%, to Q3 2024. The rolling 13-week average shipments have improved in September 2025. Weeks of supply levels are slowly dropping. Current WOS are approximately 12 WOS due to steady retail inventory control.

Shotgun shipments are -22% to Q3 2024. The rolling 13-week average shipments decline through Q2 2025. The inventory weeks of supply dropped in late Q3 2025. Tactical shotguns fell by -33% to 2024, while field guns only fell by -2%. YTD 2025, pump-action shipments are up compared to 2024. Seasonality and end use are helping drive shotguns. End users are more interested in recreational use compared to tactical use.

AMMUNITION:

Overall, ammunition shipments were down -28% Q3 2025 vs. Q3 2024 (-42% Q2). Inventory WOS are elevated as the average 13-week shipments slow. Caution: top sellers may experience out-of-stock situations. Review inventory levels to decide the quality of the assortment. Centerfire ammunition keeps the dominant share of the category. Centerfire pistols and rifles were shipped at 53%-47%. Centerfire rifle shipments are down due to higher retail inventories and slow consumer purchasing. Top calibers, 223 Rem/5.56 NATO & 9 MM, continue to drive half of all ammunition shipments. Average weekly shipments of Centerfire ammo leveled off in late Q3 2025. Shotshell showed the only seasonal increase. The violent peak for Dove season and the pending hunting season encouraged retailers to build inventory levels. This aligns well with the improved performance in field shotguns.

OPTICS:

Overall, optics shipments are -17% compared to Q3 2024. Optics continue to follow the seasonality profile. Rifle scopes and reflex sights drive 61% of optics shipment dollars in Q3 2025. Inventory weeks of supply drop as Average Weekly Shipments improve. Optics shipments had steady growth through Q3 2025. The rolling 13-week average shipments for observation improved through Q3 2025. Inventory weeks of supply are dropping. Rifle scopes are down -27% to Q3 2024. Inventory WOS is high at +20 WOS. Reflex sights are -29% to Q3 2024, with inventory weeks of supply building. The rolling 13-week average shipments are declining through Q3 2025.

GENERAL MARKET:

Market uncertainty is affecting consumer spending. Discretionary income is caught between needs and wants. Tariffs, their expected impact, inflation, and government shutdowns are slowing consumer spending. Consumers are watching their wallets, avoiding unnecessary purchases.

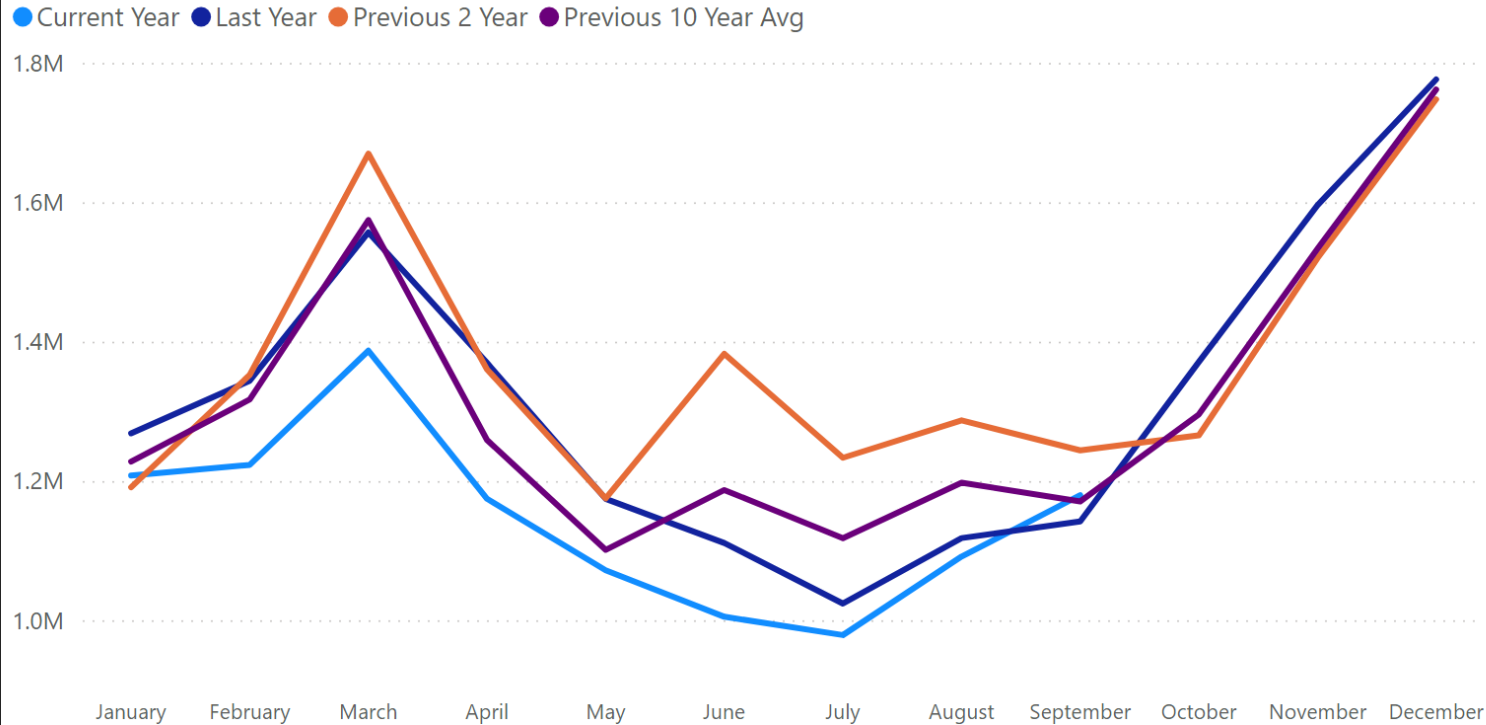
Consumers, Economic Warrior, battle uncertainty with budgets and control. Market uncertainty will diminish over time, and consumers will respond. Until that time, be cautious. The retail landscape is constantly changing. Let us track those changes and plan accordingly.

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 in Q3-2025 are -5.3% lower than in Q3-2024.
 - NICS checks have been down YoY for 16 of the last 21 months.
- Q3 shipments are down -24% from Q3 2024.
 - -17% YTD through Q3 and declining.

YTD SALES

342M

PREVIOUS YTD SALES

450M

3 YEAR AVG YTD SALES

452M

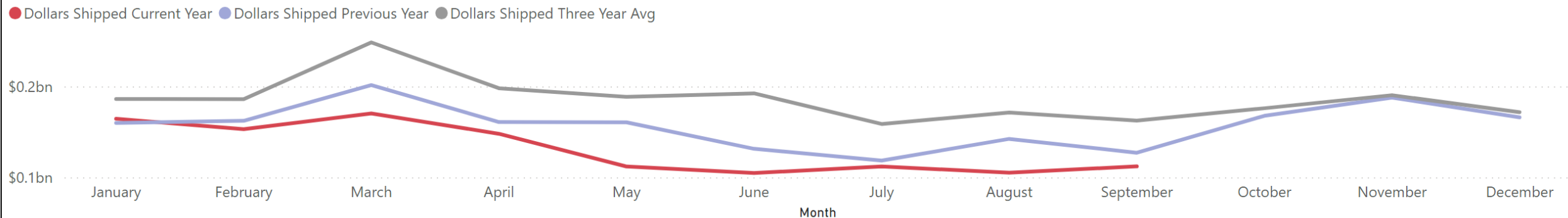
% CHANGE FROM PREVIOUS YEAR

-23.93%

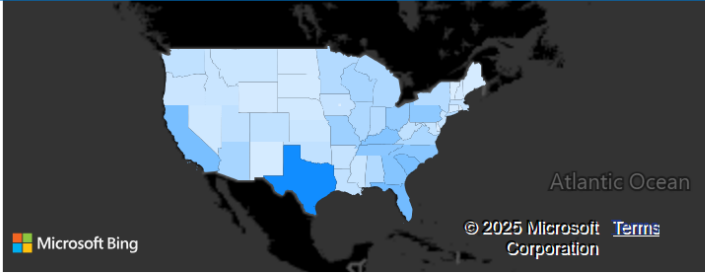
% CHANGE FROM 3 YEAR AVG

-24.24%

FIREARMS SHIPMENT TREND



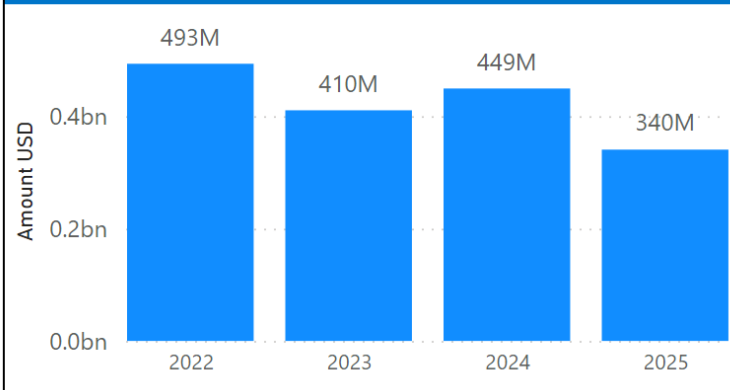
SHIPPED AMOUNT (USD) HEAT MAP



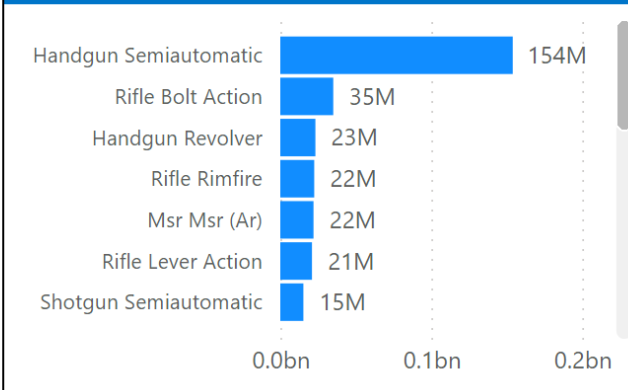
TAKEAWAYS:

- Q3-2025 -24% to Q3-2024.
- Handgun share jumped, indicating the least negative YoY impact.
- 45% of all firearm shipments are semi-automatic handguns.
- 13-week average shipping levels off through Q3-2025.
- 2025 shipments increase slightly towards the end of Q3-2025.

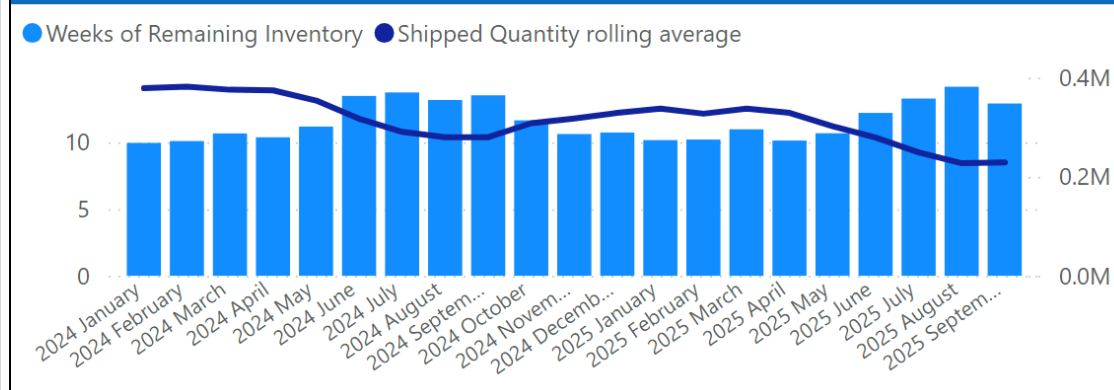
YOY ANALYSIS (USD)



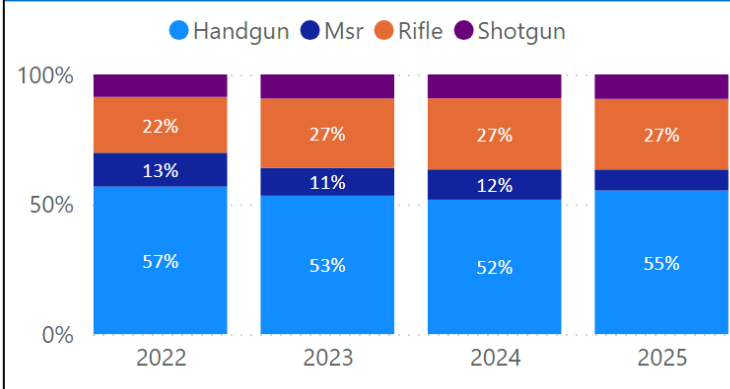
TOP 7 SUBCATEGORIES (USD)



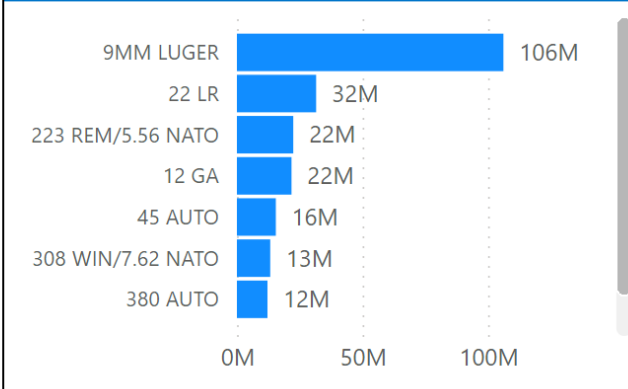
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



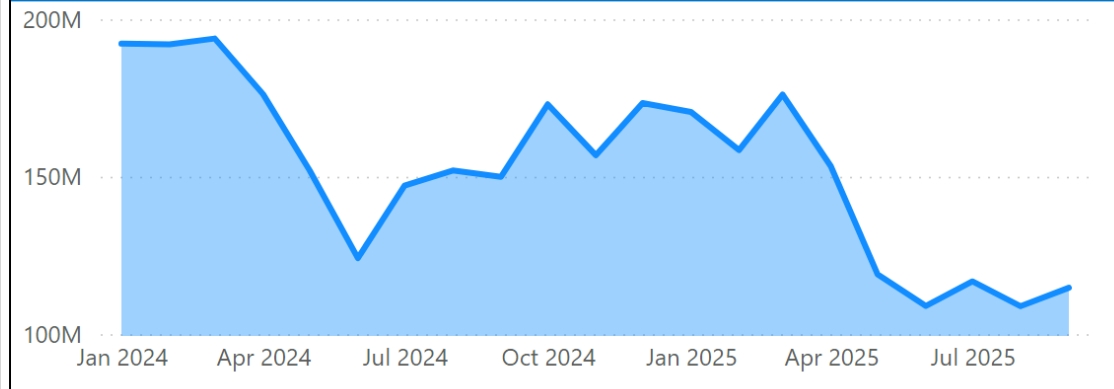
MARKET SHARE BY CATEGORY (USD)



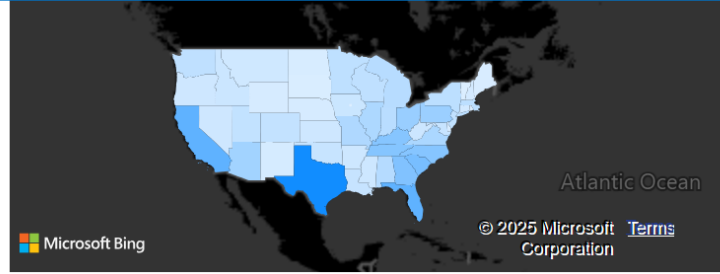
TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



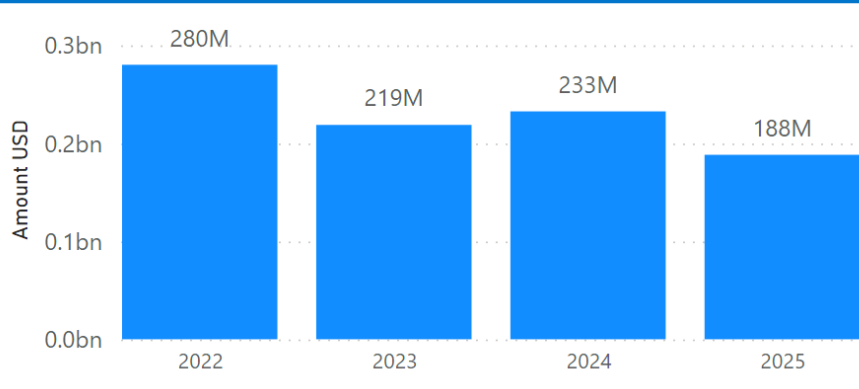
SHIPPED AMOUNT (USD) HEAT MAP



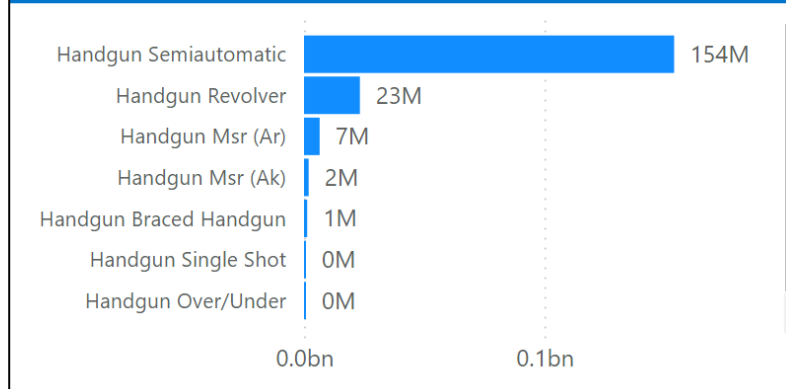
TAKEAWAYS:

- Q3-2025 -19% to Q3-2024.
- 82% of all handgun shipments are semi-automatic handguns.
- 13-week average shipping stabilizes through Q3-2025.
- 2025 shipments increased through Q3-2025.

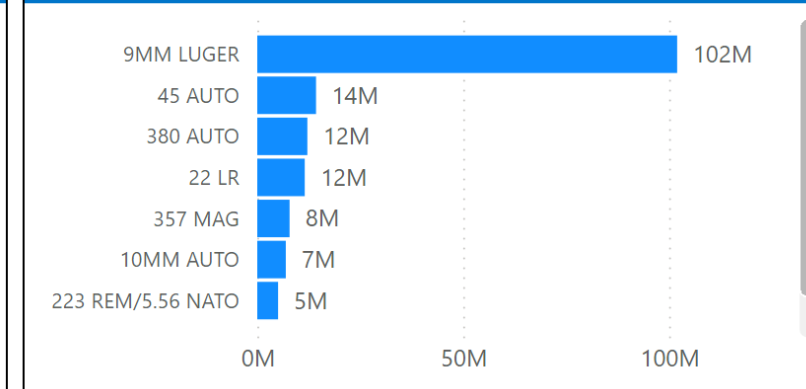
YOY ANALYSIS (USD)



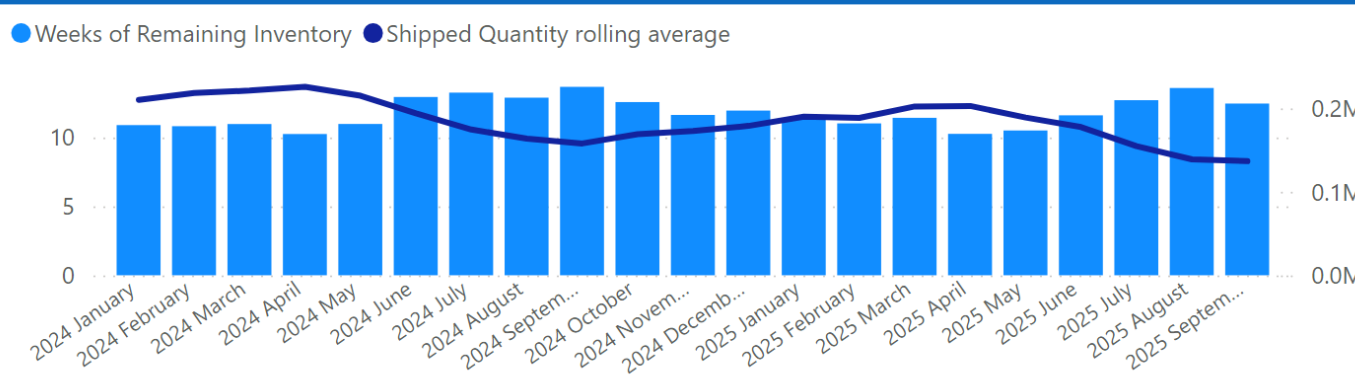
TOP 7 SUBCATEGORIES (USD)



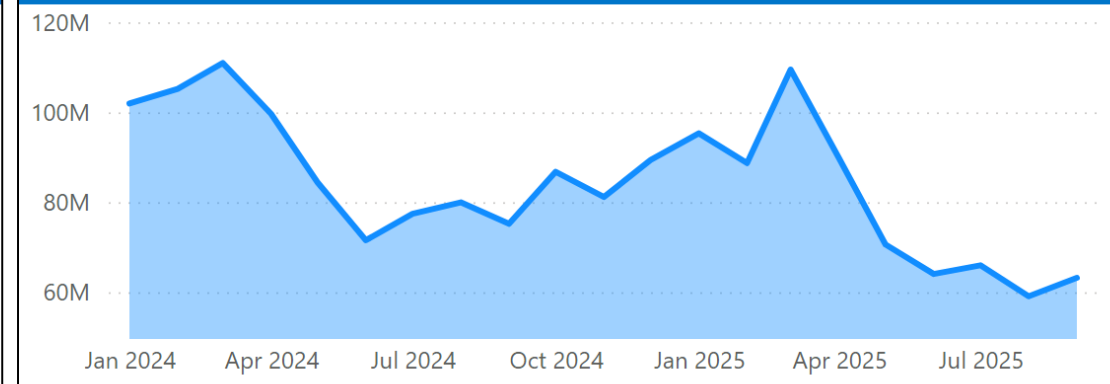
TOP 7 CALIBERS (USD)



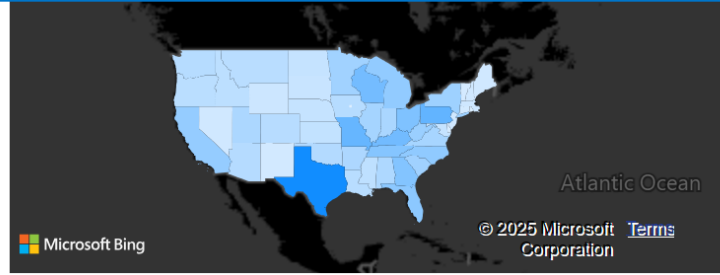
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



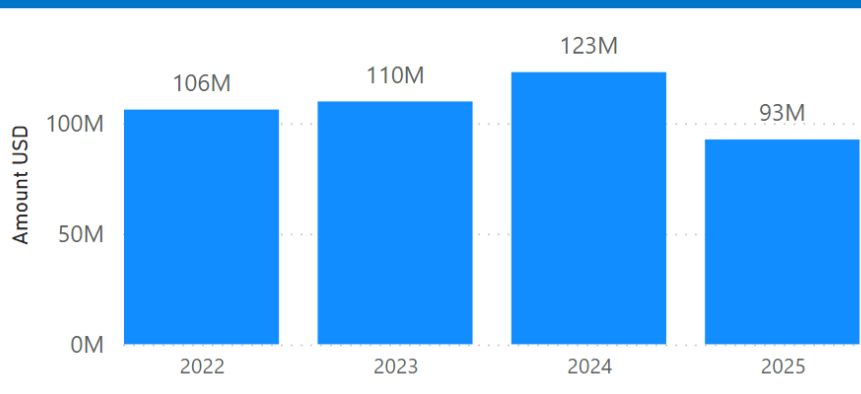
SHIPPED AMOUNT (USD) HEAT MAP



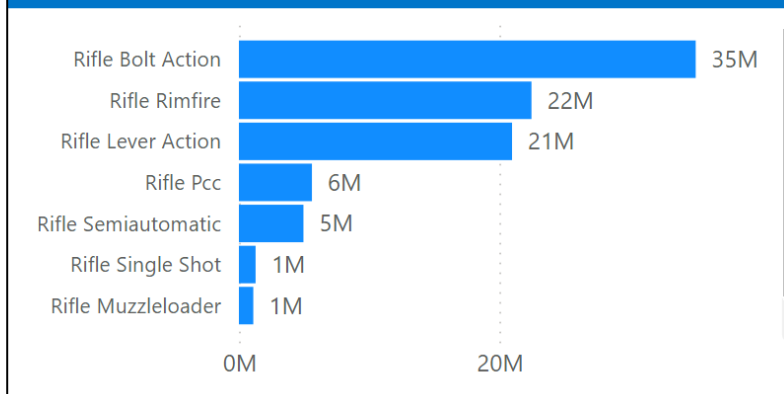
TAKEAWAYS:

- Q3-2025 -24% to Q3-2024.
- 38% of rifle shipments are bolt-action, 23% lever-action, and 24% rimfire.
- 20% of rifle shipments are 22 LR.
- 13-week average shipping improves through Q3-2025, causing inventory WOS to decline.
- 2025 shipments declined through Q3-2025..

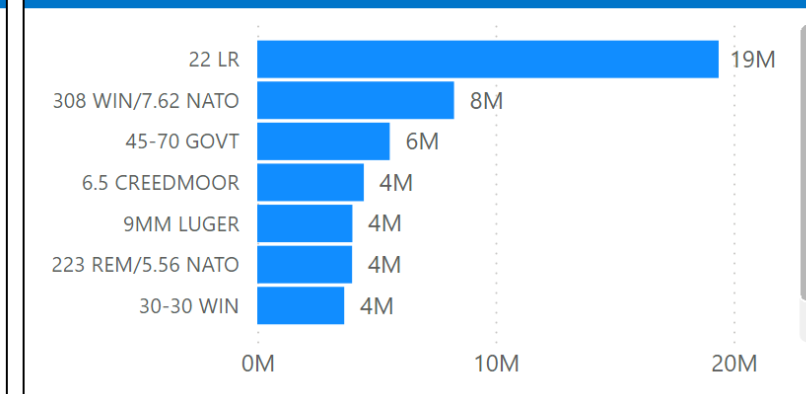
YOY ANALYSIS (USD)



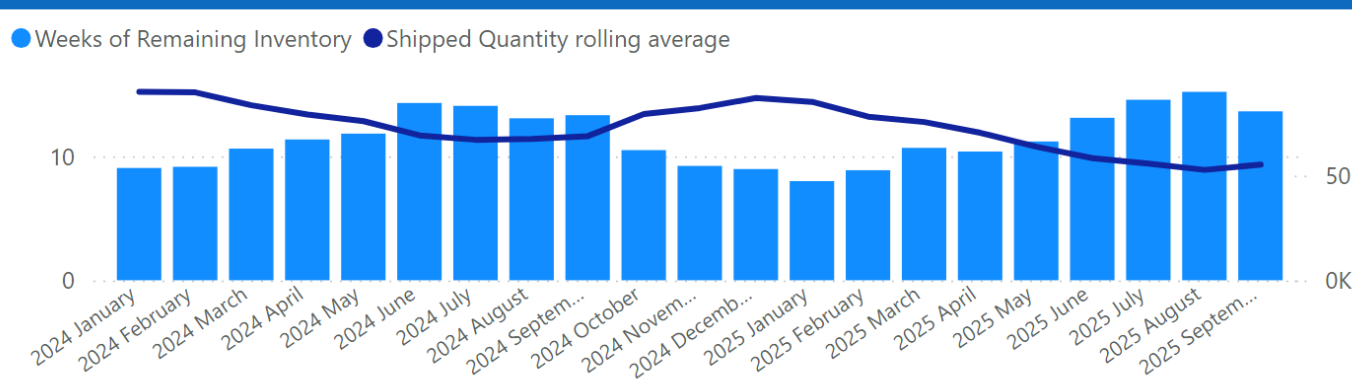
TOP 7 SUBCATEGORIES (USD)



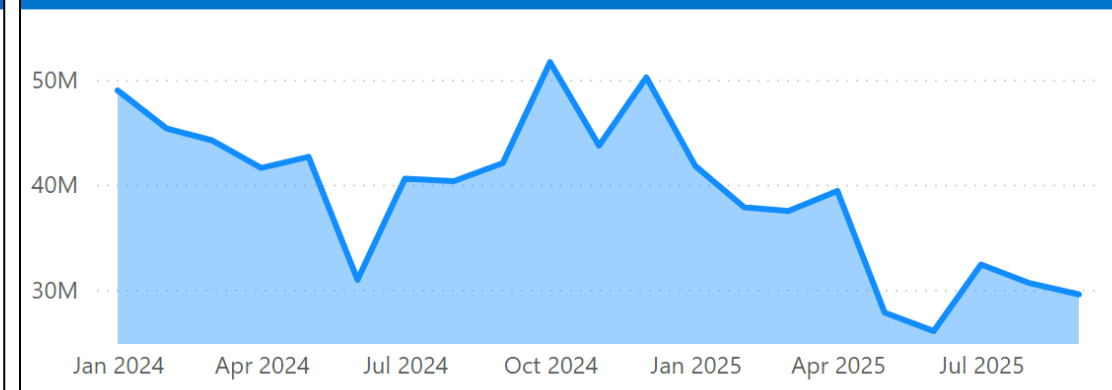
TOP 7 CALIBERS (USD)



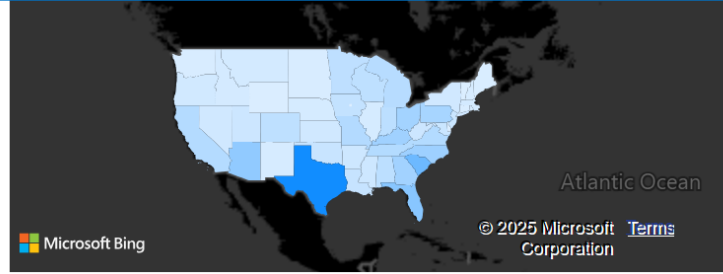
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



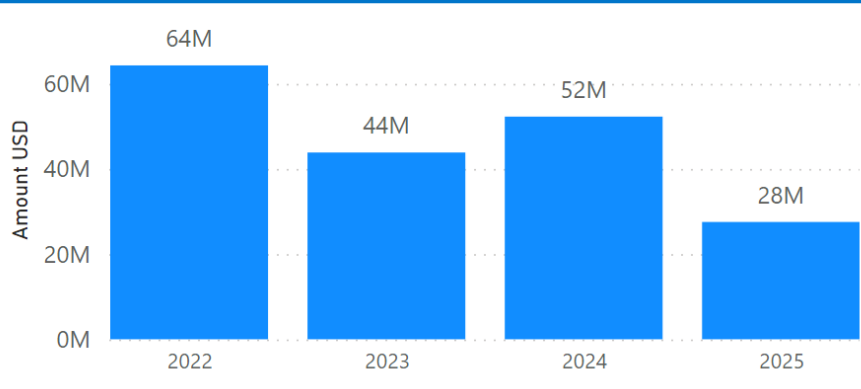
SHIPPED AMOUNT (USD) HEAT MAP



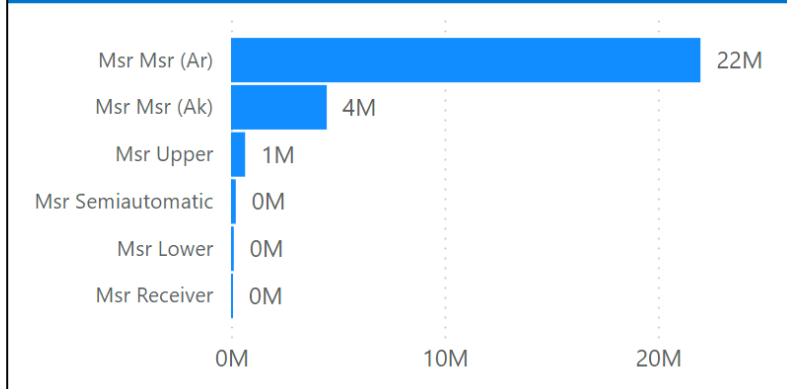
TAKEAWAYS:

- Q3-2025 -46% to Q3-2024.
- 46% of MSR shipments are .223 Rem / 5.56 NATO.
- 79% of MSR shipments are AR in Q3-2025.
- 2025 shipments declined through Q3-2025.

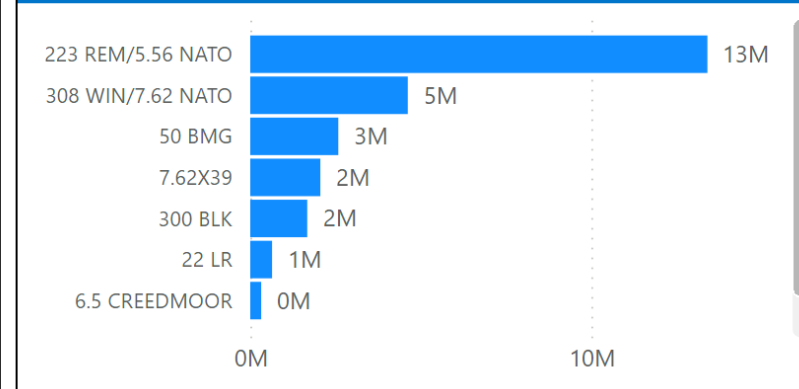
YOY ANALYSIS (USD)



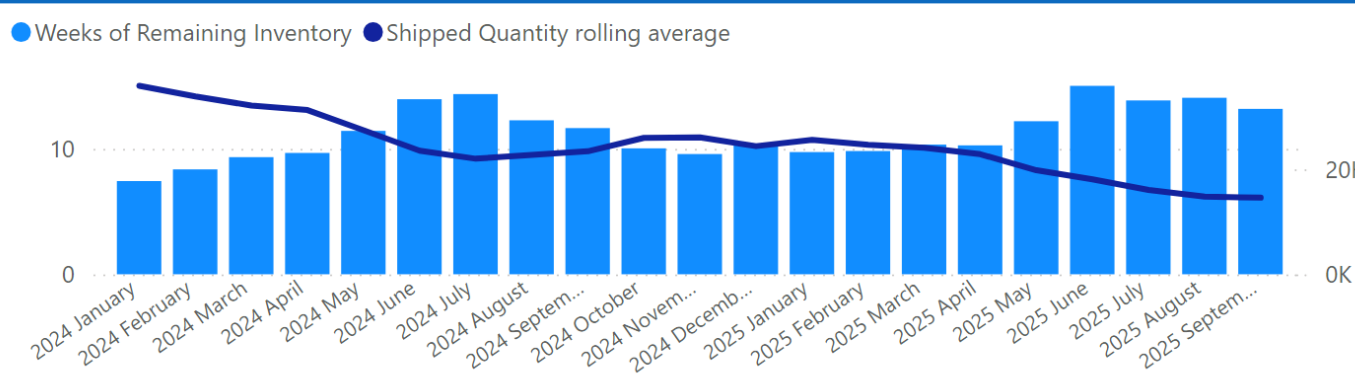
TOP 7 SUBCATEGORIES (USD)



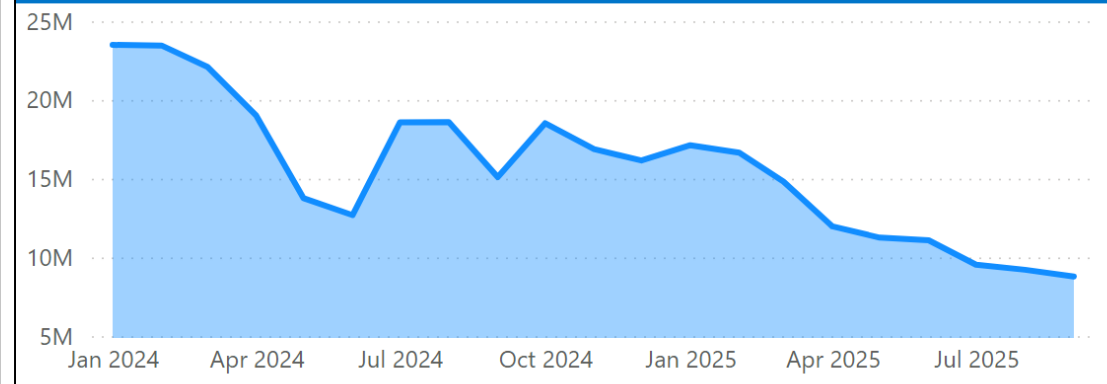
TOP 7 CALIBERS (USD)



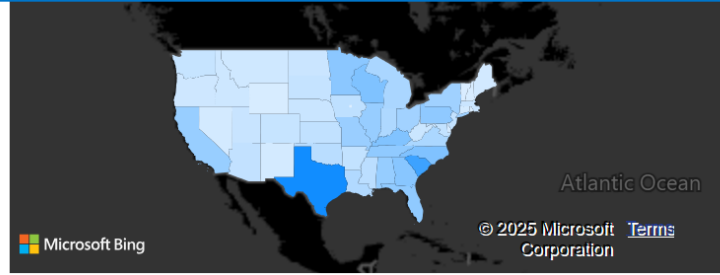
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



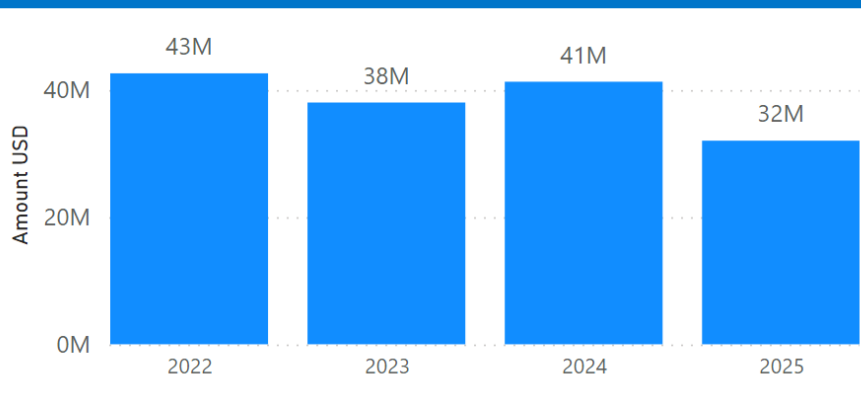
SHIPPED AMOUNT (USD) HEAT MAP



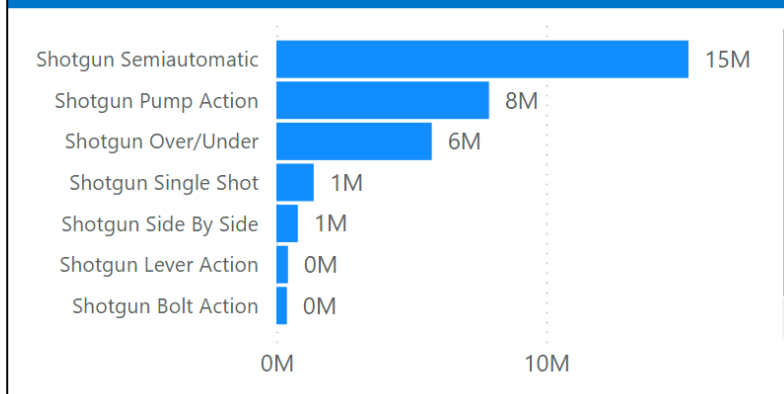
TAKEAWAYS:

- Q3-2025 -22% to Q3-2024.
- 47% of all shotgun shipments are semi-automatic, 25% pump-action, and 19% over/under.
- 69% of shotgun shipments are 12 GA.
- 13-week average shipping increases through Q3-2025.
- 2025 shipments increase through Q3-2025.

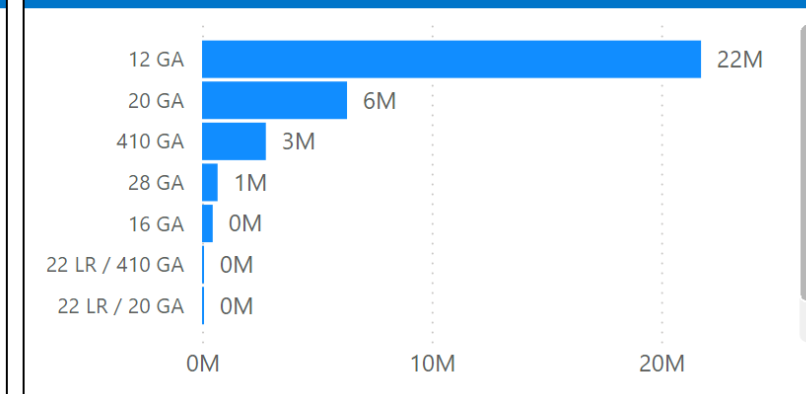
YOY ANALYSIS (USD)



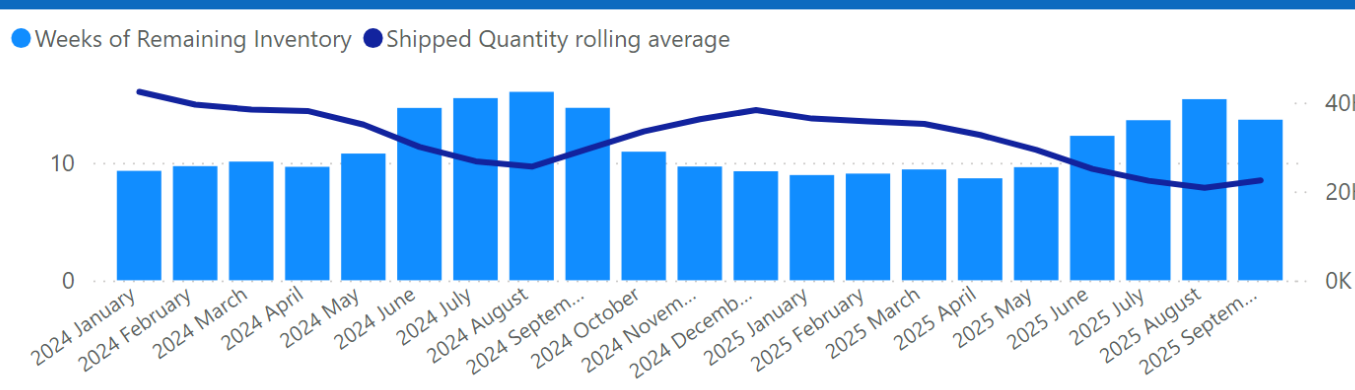
TOP 7 SUBCATEGORIES (USD)



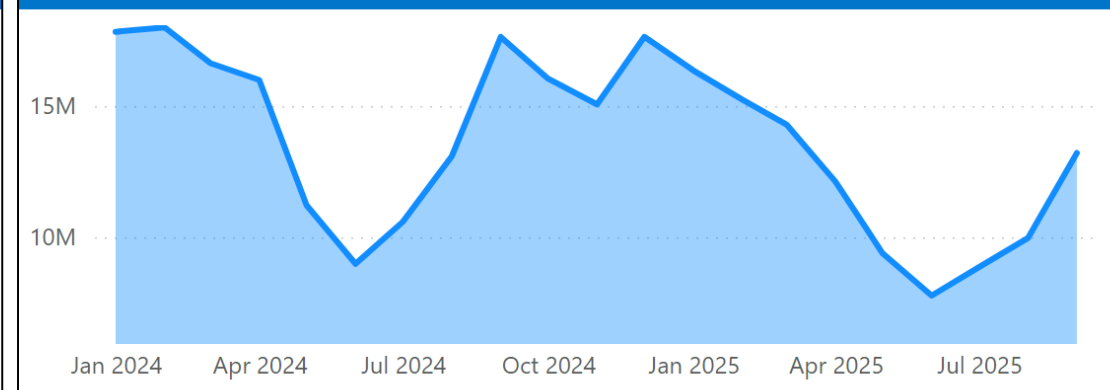
TOP 7 CALIBERS (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)

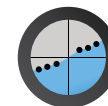


2025 Q3 Semi-automatic Handguns				
Rank	Brand	Subcategory	UPC	Description
1	GLOCK	Handgun Semiauto	764503046629	PX4350201FRMOS G43X, 9MM, 3.41" BBL, MOS, Fixed Sight, Front Rail, 10 rd
2	GLOCK	Handgun Semiauto	764503026911	PX1950703 G19X 9MM 4" on G17 Frame Coyote 2-19rd and 1-17rd
3	RUGER	Handgun Semiauto	736676037018	LCP Black 380 ACP Pistol - 6+1 Rounds 2.75" Barrel
4	CANIK	Handgun Semiauto	787450948723	CENTURY CANIK METE MC9 PRIME 9MM PISTOL 17RD
5	GLOCK	Handgun Semiauto	764503061912	GLOCK UX4350201FR G43X 9MM FS US 10R

Top 10 available in the Detailed SCOPE report.

2025 Q3 Handguns - Revolvers				
Rank	Brand	Subcategory	UPC	Description
1	COLT	Handgun Revolver	98289003461	CLT PYTHON 357MAG 4.25"BLUED WOOD GOLD GRIP 6R
2	RUGER	Handgun Revolver	736676055265	SUPER REDHAWK,22 HORNET, 9.5"" S/S 8 SHOT,ADJ.SIGHTS,HIVIZ
3	COLT	Handgun Revolver	98289003287	PYTHON-SP4WTS:Python SP4WTS, 357Mag, 4.25"Bbl., SS
4	COLT	Handgun Revolver	151550026774	COLT:CLT PYTHON 357MAG 4.25"BLUED ARMSMEAR
5	COLT	Handgun Revolver	98289003478	CLT PYTHON 357MAG 6"BLUED WOOD GOLD GRIP 6R

Top 10 available in the Detailed SCOPE report.



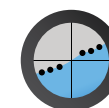
Want the Top 10? Get it in the Full Version.

2025 Q3 Semi-automatic Shotgun				
Rank	Brand	Subcategory	UPC	Description
1	BERETTA USA	Semiauto Shotgun	82442967646	A300:A300 UP 12GA 19.1in 7Rd BK
2	BERETTA USA	Semiauto Shotgun	82442959849	A300:BER J32CGII A300 ULTIMA PATROL 12 19.1 GRY
3	BROWNING	Semiauto Shotgun	23614858614	BRO A5 HUNTER 20GA 26"WALNUT
4	BROWNING	Semiauto Shotgun	23614858621	BRO A5 HUNTER 20GA 28"WALNUT
5	SDS	Semiauto Shotgun	723551440094	TBP 12:SDS TOKAREV TBP 12P 12G BULLPUP 18.5 FL CK 5RD

Top 10 available in the Detailed SCOPE report.

2025 Q3 Pump-action Shotgun				
Rank	Brand	Subcategory	UPC	Description
1	KELTEC	Pump Shotgun	640832003192	KSGBLK:*KELTEC 12GA PUMP BLACK
2	MOSSBERG	Pump Shotgun	49533310231	31023:MAVERICK 88, PUMP ACTION SHOTGUN, SECURITY, PLAIN, BEAD SIGHT
3	MOSSBERG	Pump Shotgun	49533310460	31046:MAVERICK 88, PUMP ACTION SHOTGUN, SECURITY, PLAIN, BEAD SIGHT
4	MOSSBERG	Pump Shotgun	49533310088	31008:MAVERICK 88, PUMP ACTION SHOTGUN, CRUISER, PLAIN BEAD SIGHT
5	MOSSBERG	Pump Shotgun	49533310149	MOSSBERG, PUMP ACTION SHOTGUN, COMBO, PLAIN, BEAD SIGHT, VENT RIB

Top 10 available in the Detailed SCOPE report.



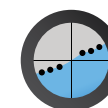
Want the Top 10? Get it in the Full Version.

2025 Q3 Bolt Action Rifle				
Rank	Brand	Subcategory	UPC	Description
1	RUGER	Bolt Rifle	736676469024	Ruger 46902 American Gen II, 308 Win 20", Grey Splatter Stock, Base, 3+1 Rnd
2	RUGER	Bolt Rifle	736676469178	RUG 46917 AMERICAN II 7MMPRC 20 GRY SPLAT
3	RUGER	Bolt Rifle	736676469314	RUG 46931 AMER PRED II 308 22 GRN SPLAT
4	RUGER	Bolt Rifle	736676469284	RUG 46928 AMER RNCH II 6.5CRD 16.10 FDE SPLAT
5	RUGER	Bolt Rifle	736676469291	RUG 46929 AMER RNCH II 308 16.10 FDE SPLAT

Top 10 available in the Detailed SCOPE report.

2025 Q3 Semi-automatic Rifle				
Rank	Brand	Subcategory	UPC	Description
1	BROWNING	Semiauto Rifle	23614439707	Browning 031047226 BAR Mark III, 30-06 22" Wood Stock 5Rd
2	RUGER	Semiauto Rifle	736676058952	RUGER MINI-14 TACTICAL RIFLE, 5.56 NATO 18.5"BRL,SIDE FOLDER 20RD
3	BROWNING	Semiauto Rifle	23614736790	31065218:BRO BAR MK 3 DBM 308WIN18" FLUTED WALNUT 10RD
4	RUGER	Semiauto Rifle	736676058020	5802:rifle autoloading ranch rifle
5	BROWNING	Semiauto Rifle	23614439721	31047229:*BRN BARMK3 300WM 24"" 4RD

Top 10 available in the Detailed SCOPE report.



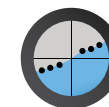
Want the Top 10? Get it in the Full Version.

2025 Q3 Lever Action Rifle				
Rank	Brand	Subcategory	UPC	Description
1	HENRY REPEATING ARMS	Lever Rifle	619835016799	HENRY SPIRIT OF THE CORPS EDT. 22S/L/LR 20" OCTAGON BARREL, 16 rnd
2	MARLIN FIREARMS COMPANY	Lever Rifle	736676709120	MARLIN:MAR 70912 1895 TRAPP ELG 45/70 5+1 16.17 SS/BLK
3	HENRY REPEATING ARMS	Lever Rifle	619835030009	HENRY REPEATING ARMS:HENRY H023-223 LEVER 223 SUPREME
4	MARLIN FIREARMS COMPANY	Lever Rifle	736676704781	70478:MAR 1895SBL 45-70 18.5"SS LAM PISTOL GRIP
5	HENRY REPEATING ARMS	Lever Rifle	619835030016	HENRY REPEATING ARMS:HENRY H023-300 LEVER 300BO SUPREME

Top 10 available in the Detailed SCOPE report.

2025 Q3 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	BARRETT FIREARMS	MSR	816715010025	13316:82A1 50BMG BLK 29"" 10+1 / FLUTED BARREL
3	DIAMOND BACK FIREARMS LLC	MSR	810035755406	DIA DB1717K005 223 16IN CRBN GAS BLOCK BLK
4	Ruger	MSR	736676056101	5610 SFAR 308 Win, 16.1" Bbl, Anodized Magpul Stock, M-LOK, MOE, 20+1 Rnd
5	SMITH & WESSON	MSR	22188894110	Top Secret until 2/27/2024

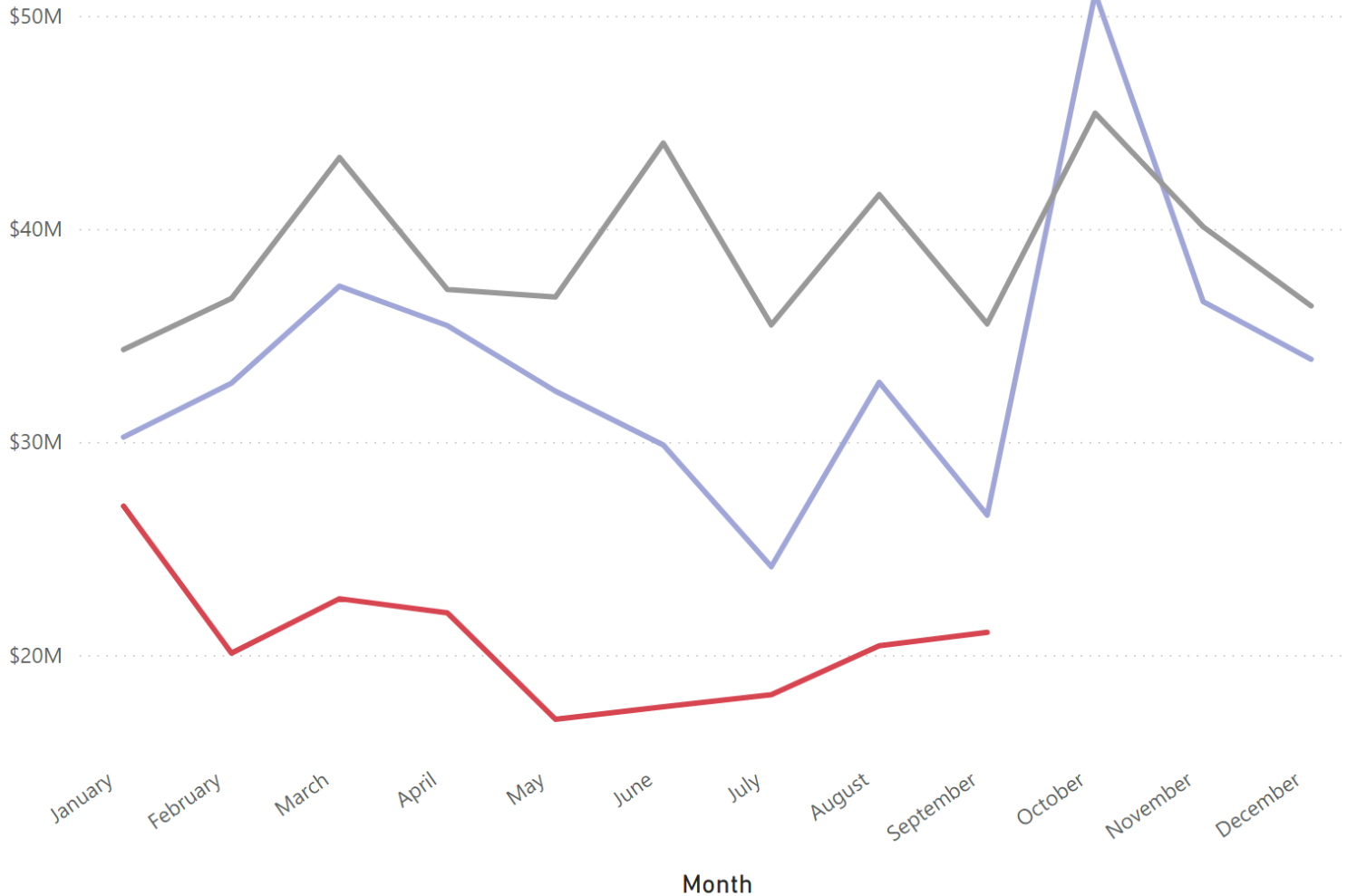
Top 10 available in the Detailed SCOPE report.



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 -28% to Q3-2024 and -36% to the 3-year average.
- The shipment trend improves through Q3 2025
- Little indication of strong seasonal lift in Oct-Nov.

YTD SALES

62M

PREVIOUS YTD SALES

86M

3 YEAR AVG YTD SALES

96M

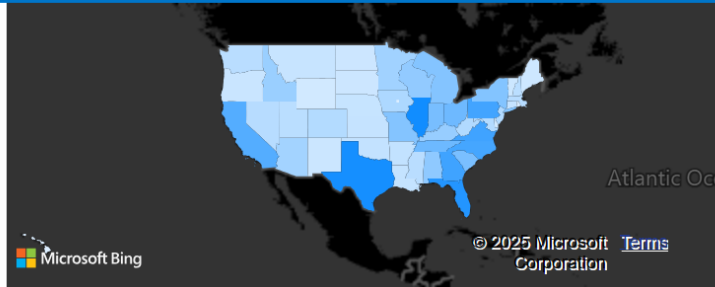
% CHANGE FROM PREVIOUS YEAR

-28.39%

% CHANGE FROM 3 YEAR AVG

-36.10%

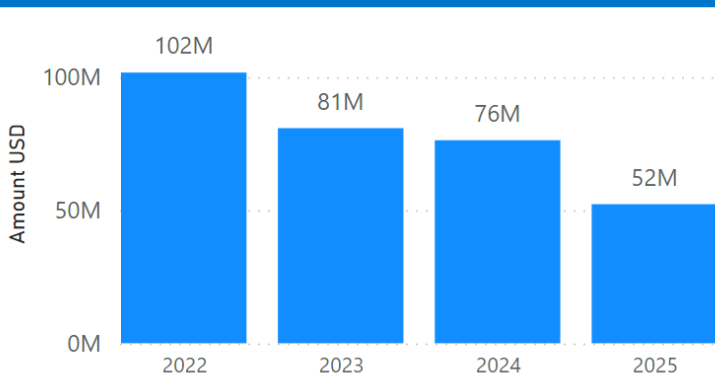
SHIPPED AMOUNT (USD) HEAT MAP



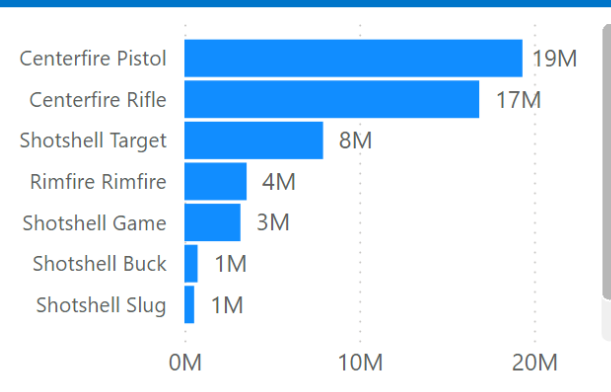
TAKEAWAYS:

- Shipments are down -32% compared to Q3-2024.
- Shotshell increased as a percent of the total product mix.
- Centerfire is the largest product segment at 69%.
- 13-week average shipping flat at end of Q3 2025.
- Overall shipping improves through Q3-2025.

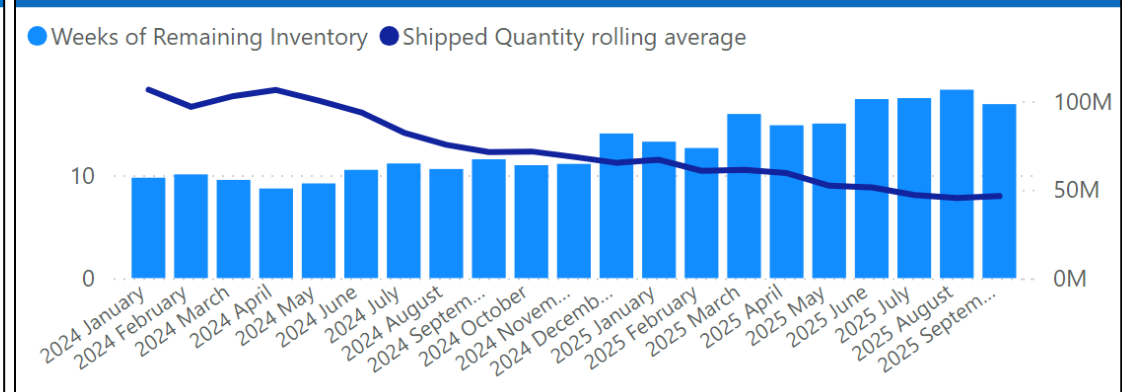
YOY ANALYSIS (USD)



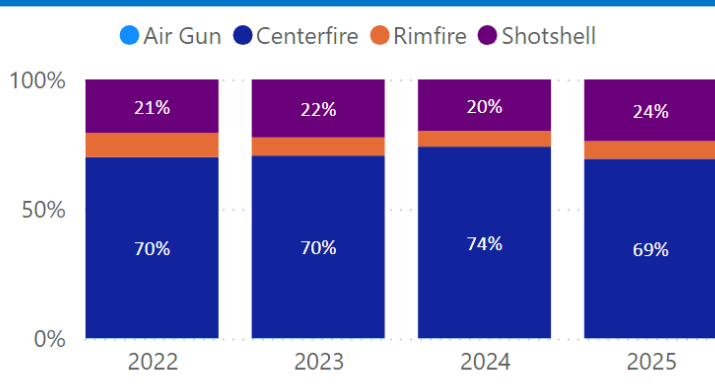
TOP 6 SUBCATEGORIES (USD)



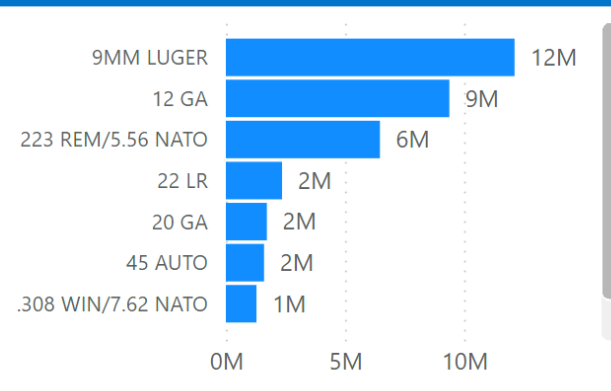
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



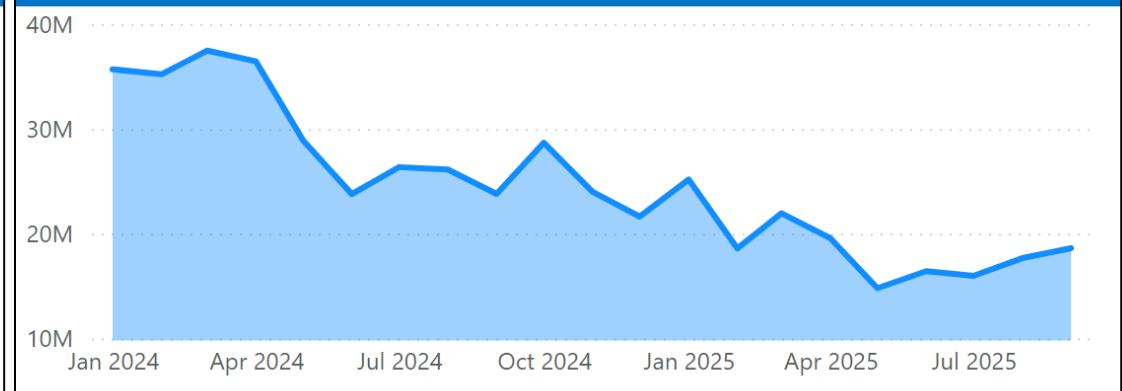
MARKET SHARE BY CATEGORY (USD)



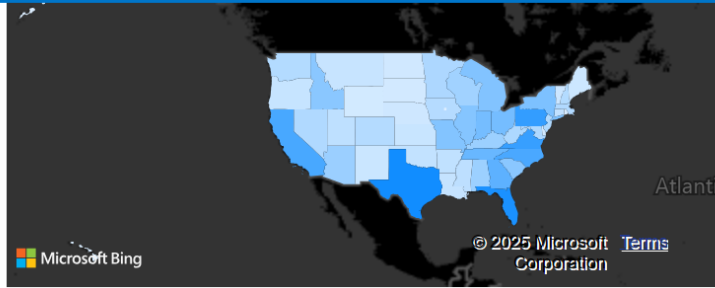
TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



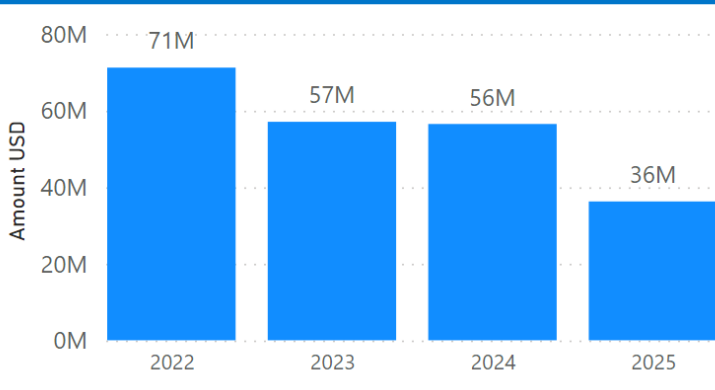
SHIPPED AMOUNT (USD) HEAT MAP



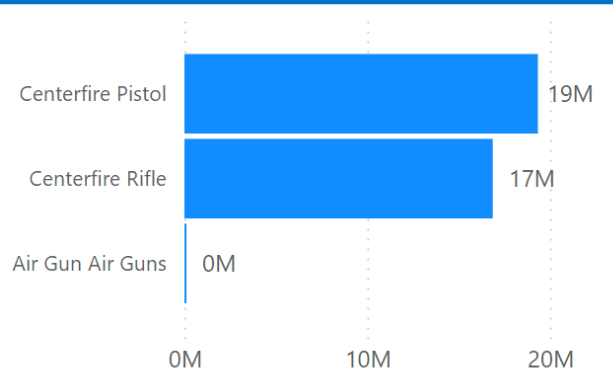
TAKEAWAYS:

- Shipments are down by -36% compared to Q3-2024.
- Pistol-Rifle share of centerfire 53-47%.
- 33% 9 mm, 17% .223 Rem/5.56 NATO.
- The 13-week average shipping has leveled off in Q3-2025.
- Overall shipping rebounds in Q3-2025.

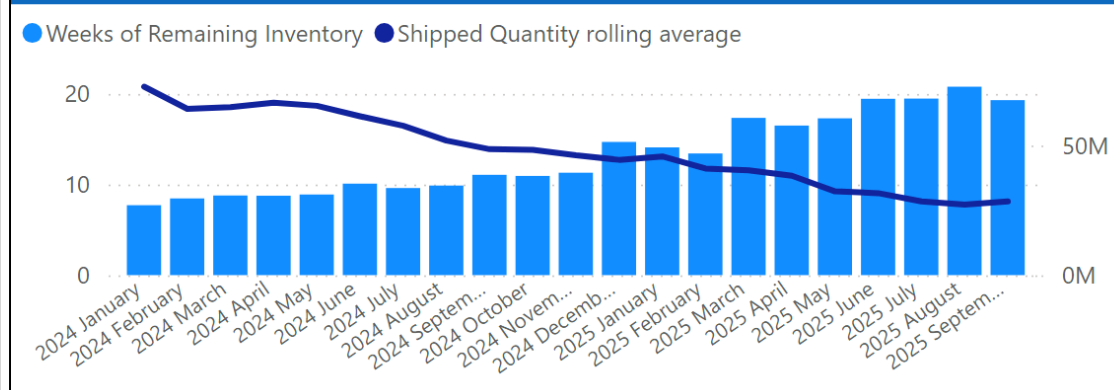
YOY ANALYSIS (USD)



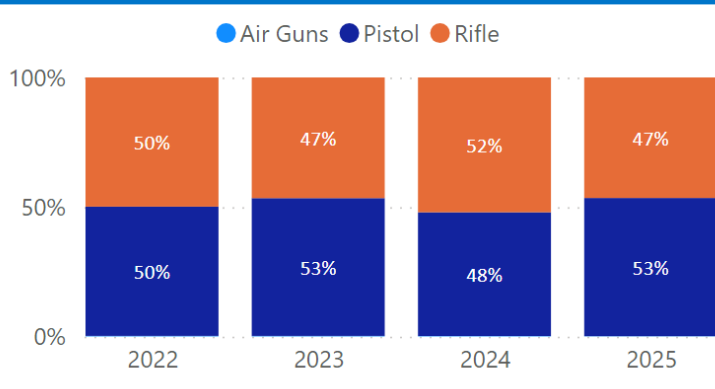
TOP 6 SUBCATEGORIES (USD)



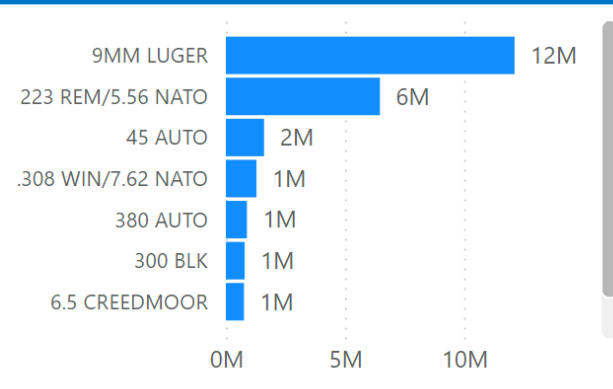
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



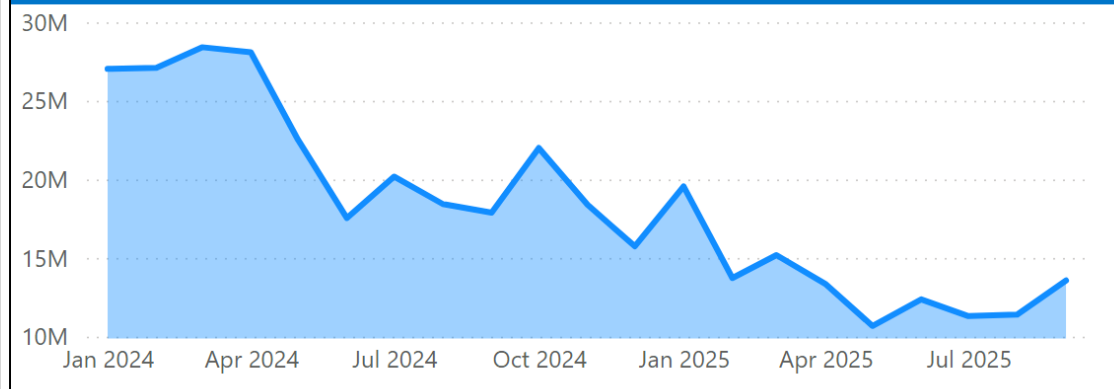
MARKET SHARE BY CATEGORY (USD)



TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)

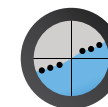


2025 Q3 Centerfire Pistol				
Rank	Manufacturer	Subcategory	UPC	Description
1	MAGTECH AMMUNITION	CF Pistol	754908114016	MAGTECH AMMO 9MM LUGER 115 GRAIN FMJ
2	BLAZER	CF Pistol	76683052001	5200:9MM 115GR FMJ BLAZER BRASS
3	BLAZER	CF Pistol	76683052018	5201:9MM 124GR FMJ BLAZER - BRASS
4	FIOCCHI AMMUNITION	CF Pistol	762344001623	FIOCCHI AMMO 9MM LUGER 115GR FMJ
5	CCI	CF Pistol	10076683052008	5200:9MM 115GR FMJ BLAZER BRASS

Top 10 available in the Detailed SCOPE report.

2025 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	741569060080	PMC AMMO .223 REM., 55 GR. FMJ-BT
3	FEDERAL	CF Rifle	50029465093483	AE223N:223 REM 62GR FMJ
4	PMC AMMUNITION INC	CF Rifle	741569010122	PMC AMMO 5.56 NATO 62 GR. FMJ BT LAP
5	PMC AMMUNITION INC	CF Rifle	741569060288	PMC AMMO .308 WIN., 147 GR. FMJ-BT

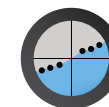
Top 10 available in the Detailed SCOPE report.



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

2025 Q3 Rimfire				
Rank	Manufacturer	Subcategory	UPC	Description
1	CCI	Rimfire	76683000309	30:22 LR HS MINI MAG AMMO
2	HORNADY MFG CO	Rimfire	90255831702	83170:AMMO 17 HMR 17 GR V-MAX®
3	CCI	Rimfire	76683000354	35:22 LR STD VELOCITY AMMO-INT'L
4	WINCHESTER AMMUNITION	Rimfire	20892103085	S17W20:AMMO WIN 17 WIN SUPER MAG 20GR PLST TI
5	CCI	Rimfire	76683000316	31:22 LR HP MINI MAG AMMO

Top 10 available in the Detailed SCOPE report.



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

2025 Q3 Shotgun - Target/Game Loads

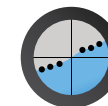
Rank	Manufacturer	Subcategory	UPC	Description
1	WINCHESTER AMMUNITION	Shotshell	20892014077	AAHA127:WIN AMMO AA TARGET 12GA. 2.75" 1250FPS. 1-1/8OZ. #7.5 25-PACK
2	WINCHESTER AMMUNITION	Shotshell	20892004429	AAI28:WIN SHELLS 12GA 2 3/4 2 3/4
3	CHALLENGER	Shotshell	773622400083	CHALLENGER FIRST CLASS 12GA 2 3/4DR. 1
4	CHALLENGER	Shotshell	773622400182	CHALLENGER FIRST CLASS 12GA 2 3/4DR. 1
5	CHALLENGER	Shotshell	773622410075	12 GAUGE 2-3/4" 1 OZ #7.5 SHOT 250/CASE

Top 10 available in the Detailed SCOPE report.

2025 Q3 Shotgun - Slug / Buckshot

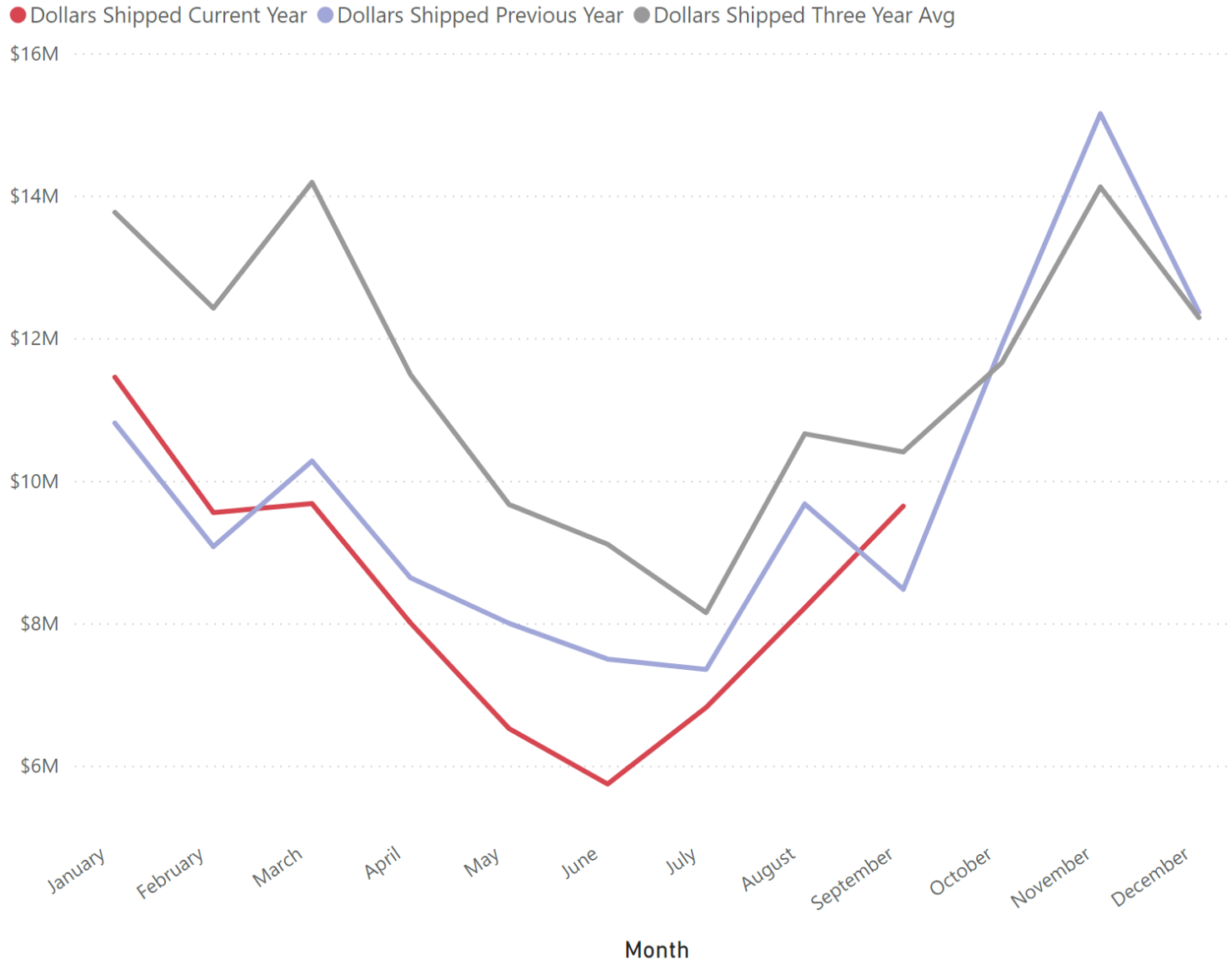
Rank	Manufacturer	Subcategory	UPC	Description
1	CLEVER	Shotshell	800198236218	EXPRESS BUCKSHOT 12 GAUGE 2-3/4" 9 PELLET #00 250 CASE
2	FIOCCHI AMMUNITION	Shotshell	762344713212	FIOCCHI HOME DEFENSE 12GA 2.75 IN 1 BK 9 PELLET 25RDS (10 BOXES PER CASE)
3	REMINGTON	Shotshell	47700507002	20498 SABOT SLUG 20 3"
4	REMINGTON	Shotshell	47700333502	REM AMMO PREMIER ACCUTIP SLUG 12GA. 2.75" 1850FPS. 385GR.
5	WINCHESTER AMMUNITION	Shotshell	20892025288	Winchester XB1200VP25 Super-X Buckshot 12 Ga, 2 3/4", 00 Buck, 25 Rnd

Top 10 available in the Detailed SCOPE report.



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

OPTICS SHIPMENT TREND



TAKEAWAYS:

- -17% to Q3-2024
- -11% to 3-year average

YTD SALES

25M

PREVIOUS YTD SALES

31M

3 YEAR AVG YTD SALES

28M

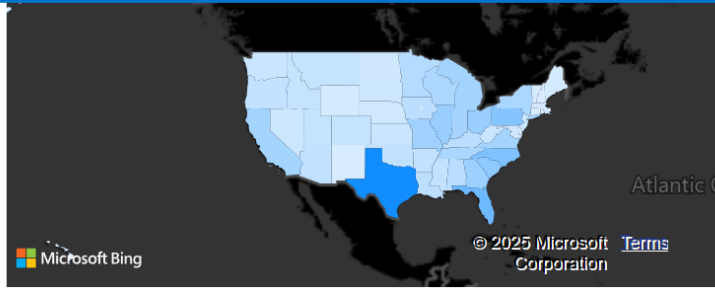
% CHANGE FROM PREVIOUS YEAR

-17.20%

% CHANGE FROM 3 YEAR AVG

-10.88%

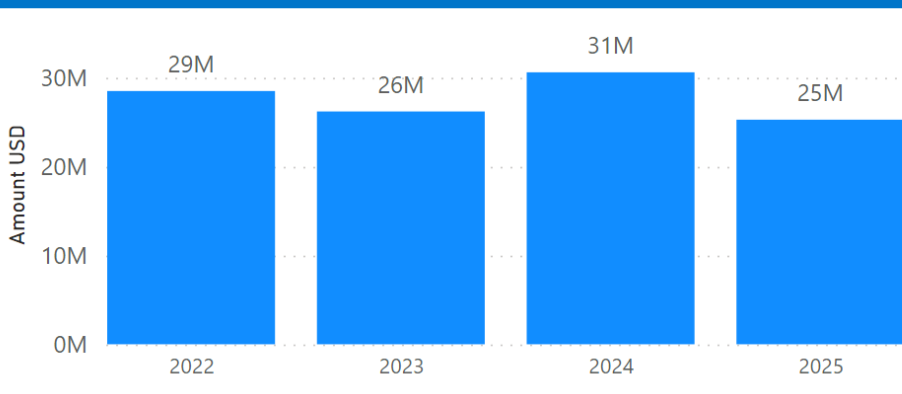
SHIPPED AMOUNT (USD) HEAT MAP



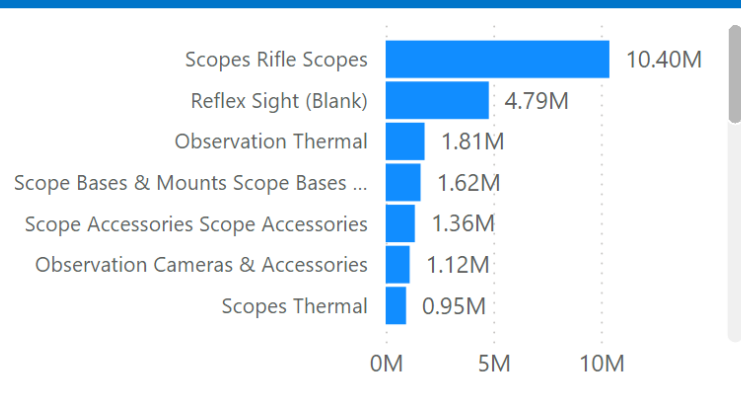
TAKEAWAYS:

- Shipments are down -19% compared to Q3-2024.
- 42% Rifle Scopes, 19% Reflex Sights.
- 13-week average shipping is increasing through Q3.
- WOS high at +20 WOS.
- Overall shipping increases through Q3-2025.

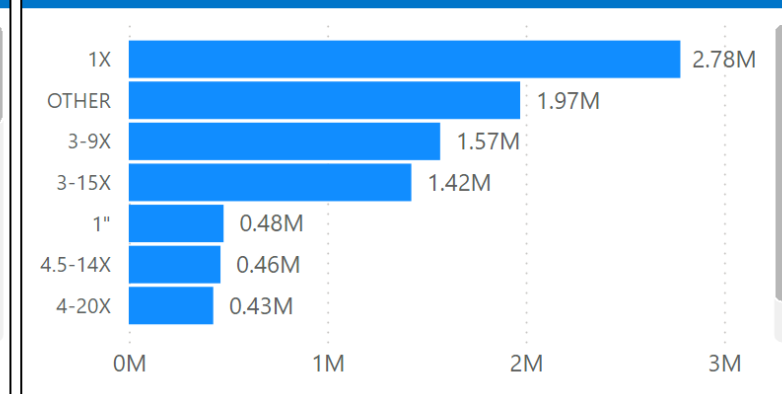
YOY ANALYSIS (USD)



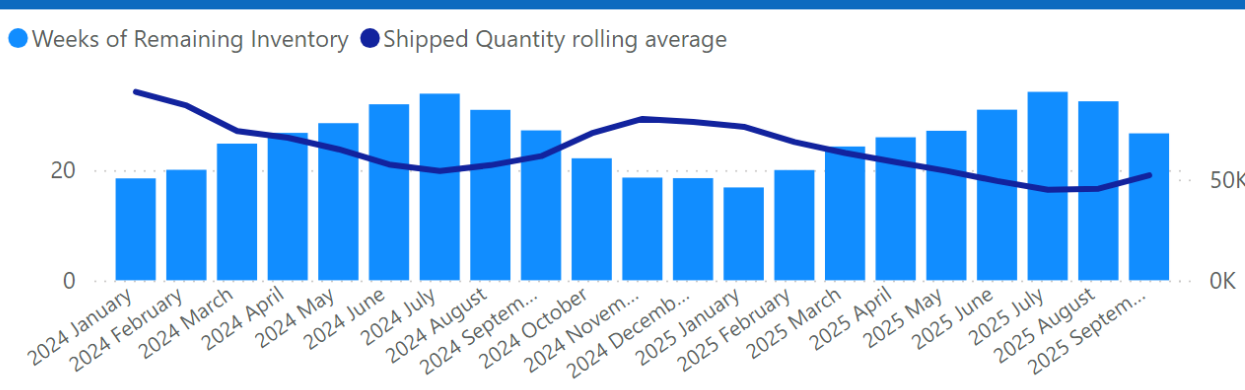
TOP SUBCATEGORIES (USD)



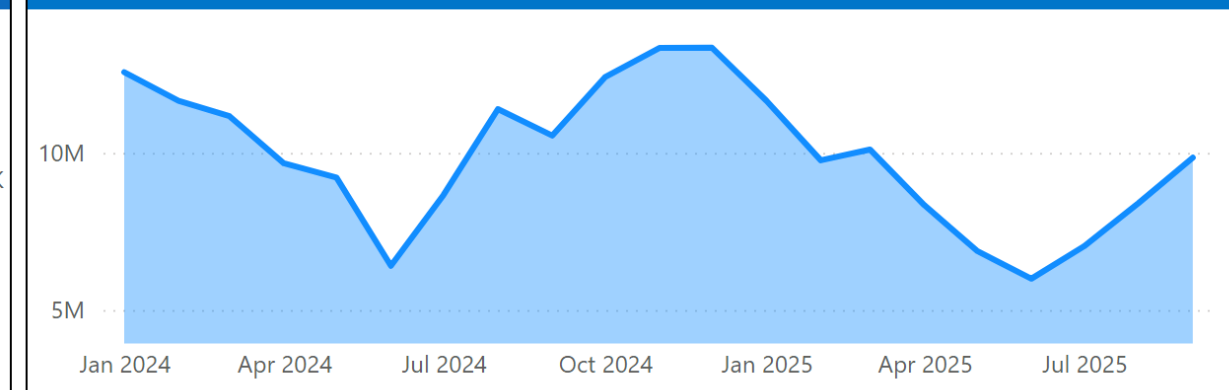
TOP 7 CALIBERS (USD)



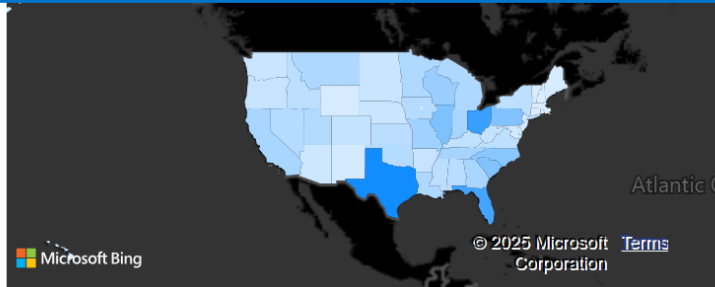
SHIPPED QUANTITY 3 MONTH ROLLING AVERAGE



SHIPMENTS OVER TIME (USD)



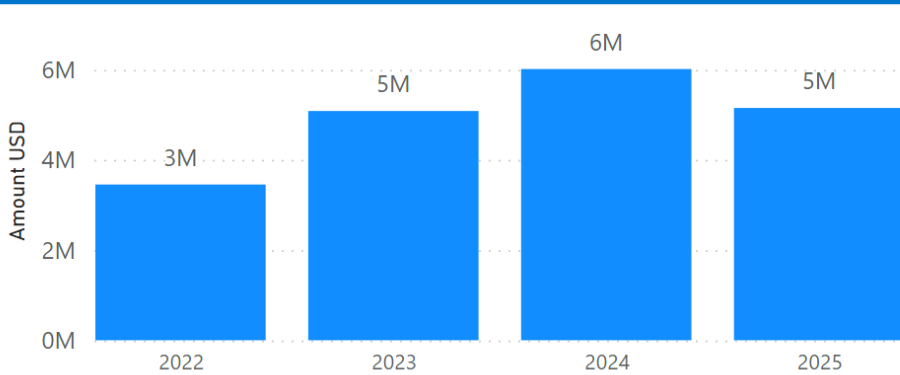
SHIPPED AMOUNT (USD) HEAT MAP



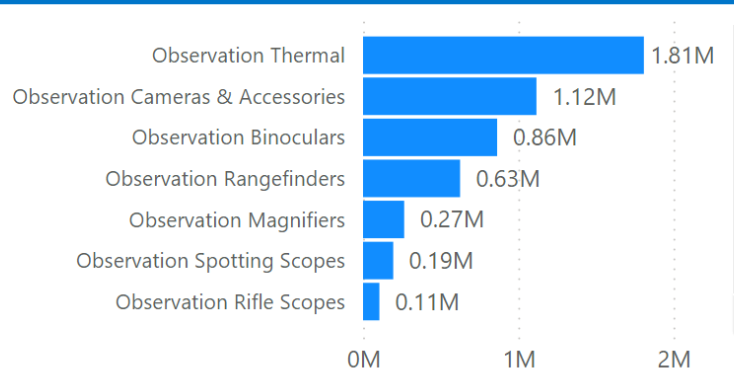
TAKEAWAYS:

- Shipments are down -17% compared to Q3 2024.
- 36% Thermal, 23% Cameras.
- WOS are declining through Q3-2025 as the 13-week average shipping improves.
- Overall shipping is increasing through Q3-2025.

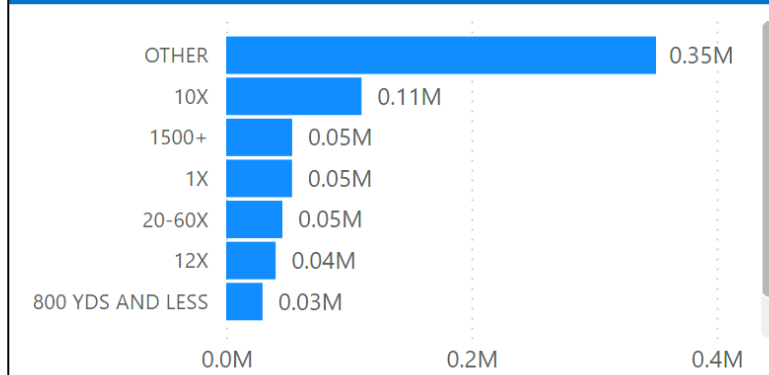
YOY ANALYSIS (USD)



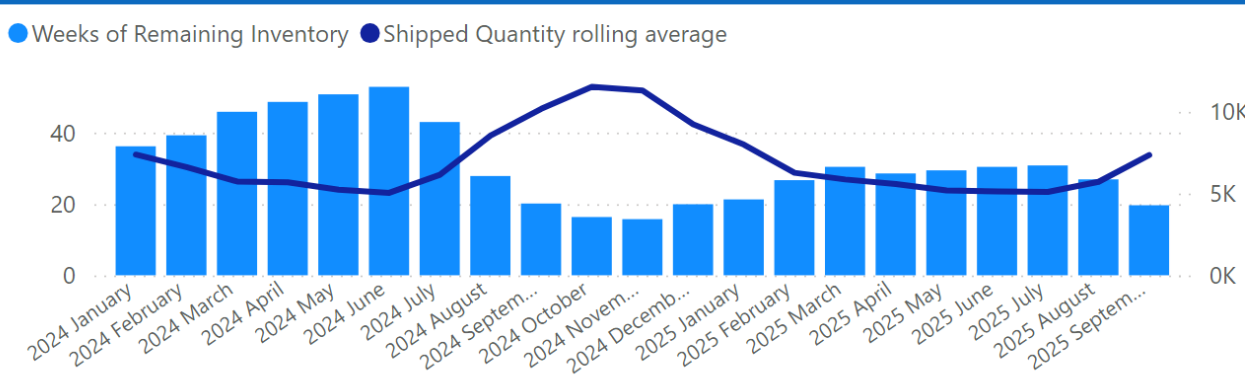
TOP SUBCATEGORIES (USD)



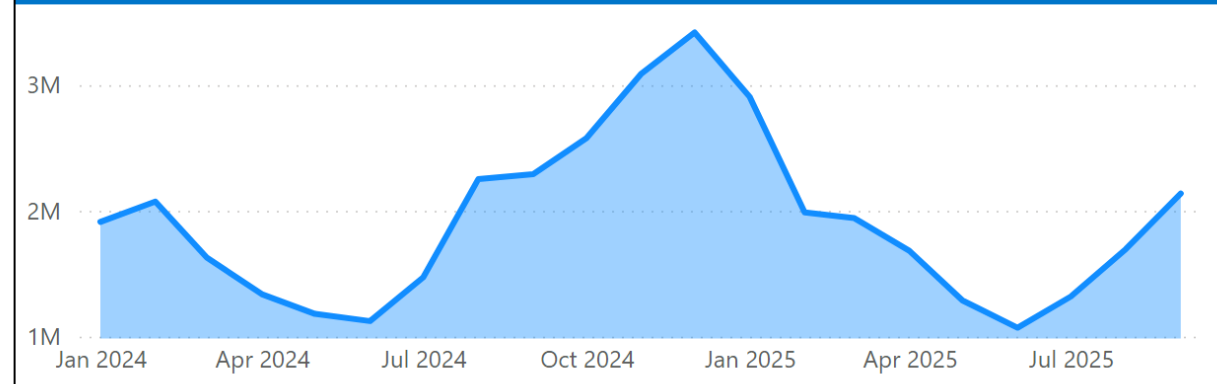
TOP 7 CALIBERS (USD)



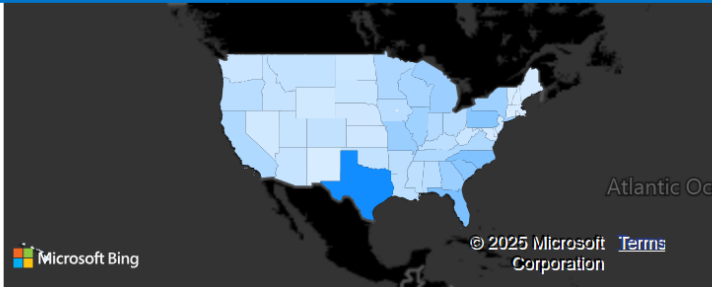
SHIPPED QUANTITY 3 MONTH ROLLING AVERAGE



SHIPMENTS OVER TIME (USD)



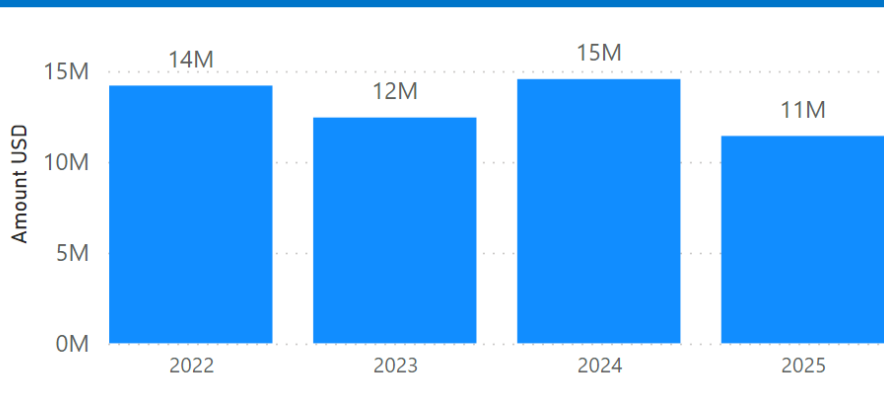
SHIPPED AMOUNT (USD) HEAT MAP



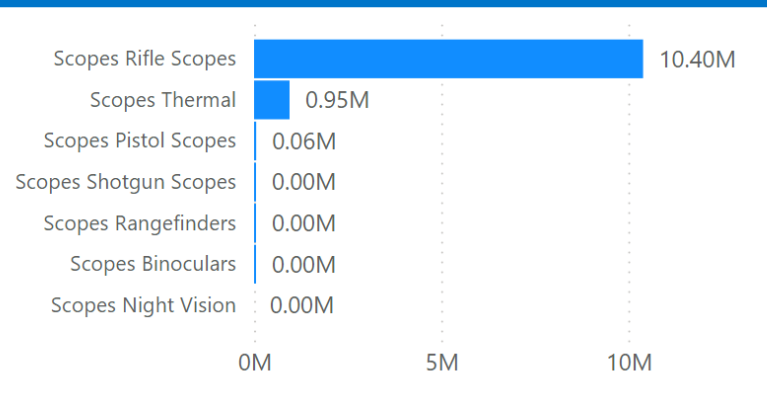
TAKEAWAYS:

- Shipments are down -27% compared to Q3 2024.
- 13-week average shipping improving through Q3-2025.
- Inventory WOS is declining, but is still high.
- Inventory productivity is improving slowly.
- Overall shipments increasing through Q3-2025.

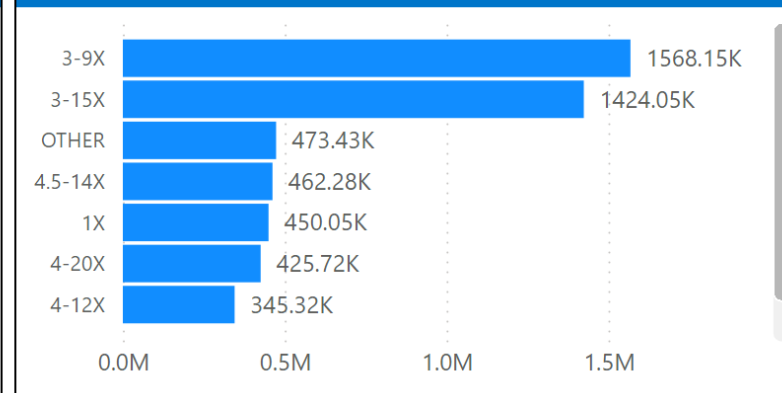
YOY ANALYSIS (USD)



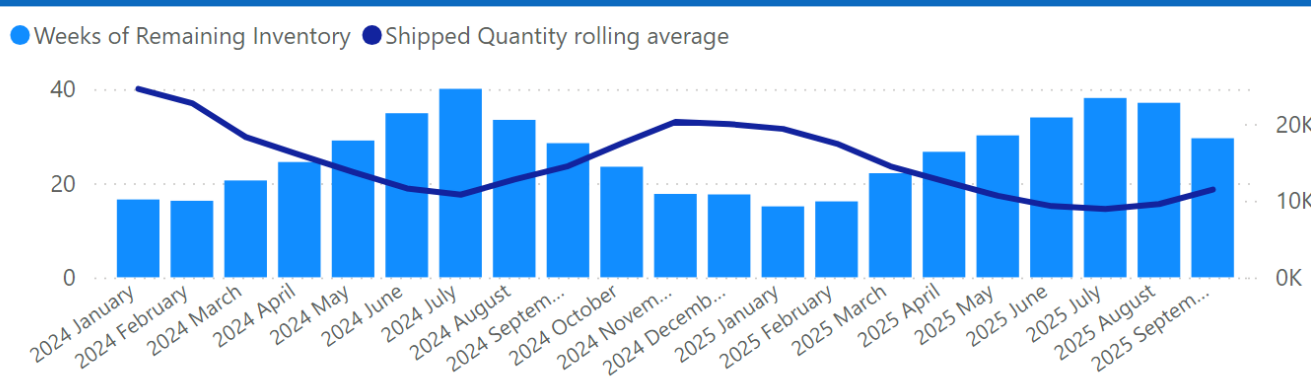
TOP SUBCATEGORIES (USD)



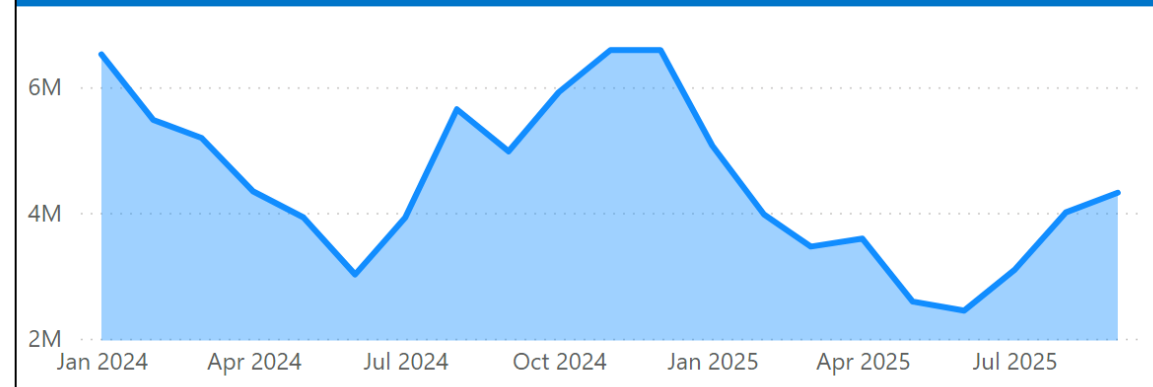
TOP 7 SIZING (USD)



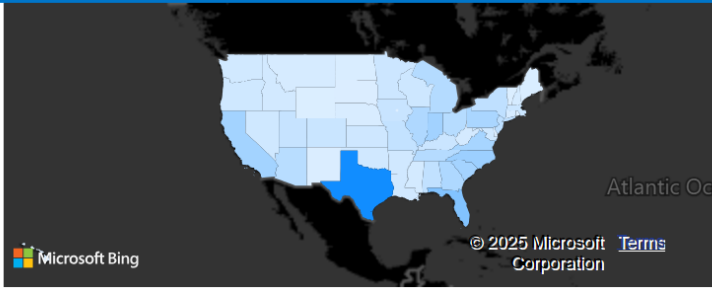
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



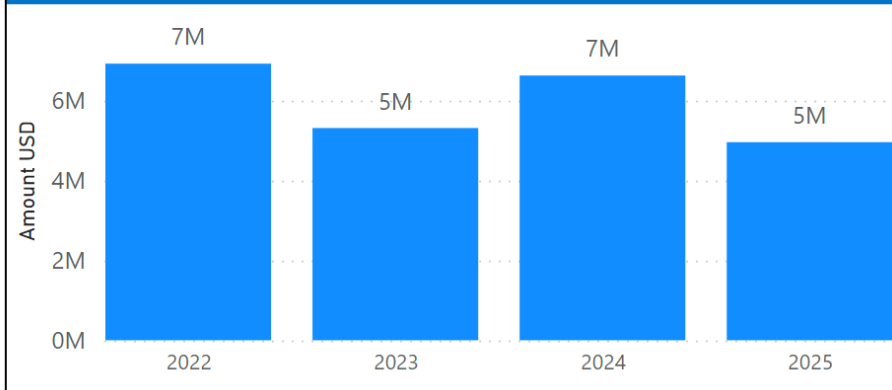
SHIPPED AMOUNT (USD) HEAT MAP



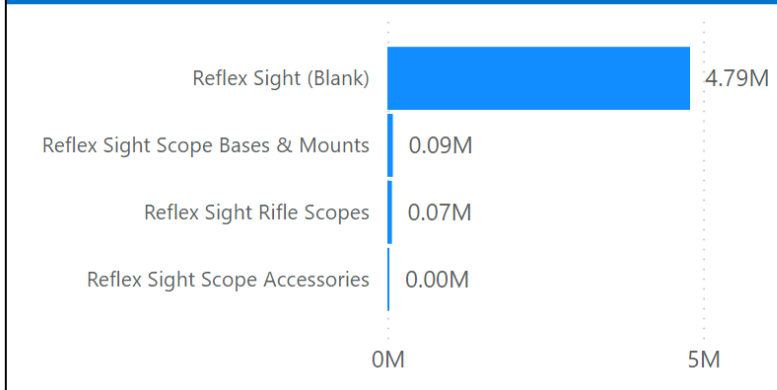
TAKEAWAYS:

- Shipments are -29% compared to Q3-2024.
- 13-week average shipping decreasing through Q3-2025.
- Inventory WOS is high.
- Overall shipping rebounds in late Q3-2025.

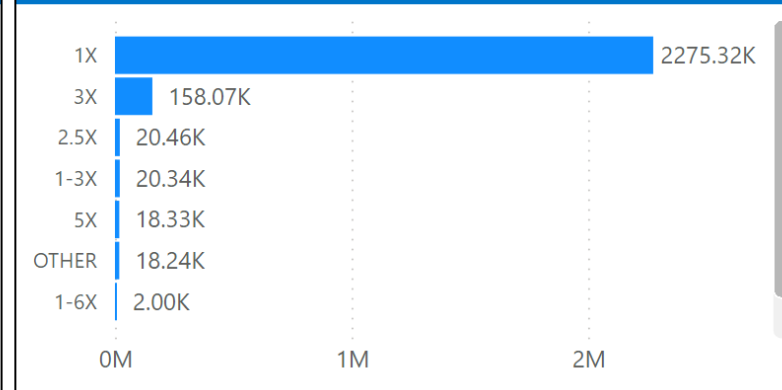
YOY ANALYSIS (USD)



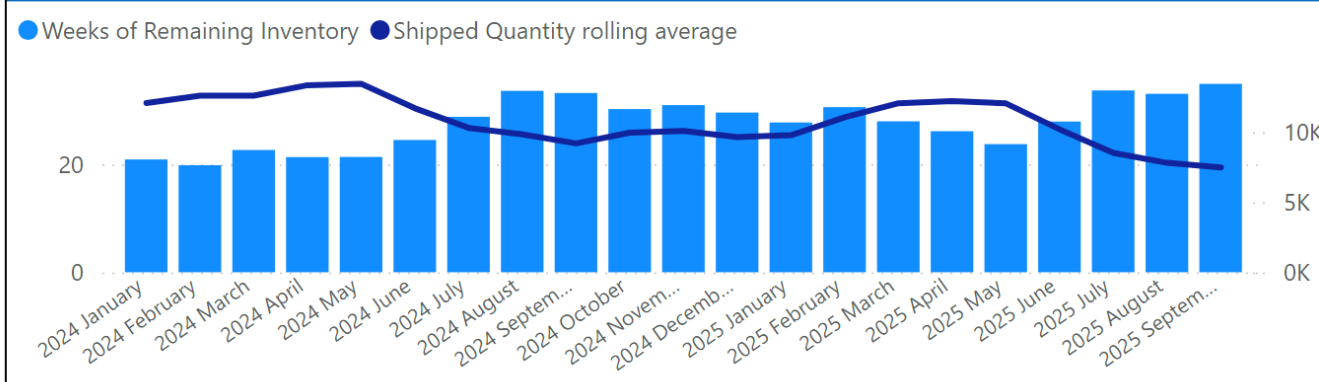
TOP SUBCATEGORIES (USD)



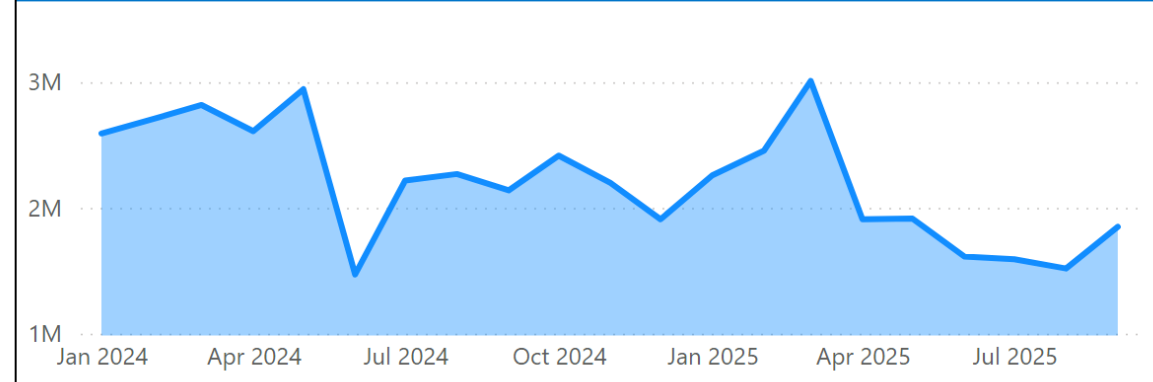
TOP 7 SIZING (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)

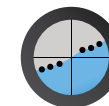


2025 Q3 Rifle Scopes				
Rank	Manufacturer	Subcategory	UPC	Description
1	LEUPOLD & STEVENS INC	Rifle Scopes	30317013851	VX-5HD 3-15x44mm (30mm) CDS-ZL2 Side Focus Matte Illum. FireDot Duplex
2	SIG SAUER INC	Rifle Scopes	798681651832	SOBM33001 Buckmasters Riflescope 3-9X40mm, 1", SFP BDC 0.25 Moa Adj, Black
3	LEUPOLD & STEVENS INC	Rifle Scopes	30317012861	171714:VX-5HD 3-15x44mm (30mm) CDS-ZL2 Side Focus Matte Duplex
4	SIG SAUER INC	Rifle Scopes	798681642502	SIG TANGO MSR 1-6X24300MM SFP BDC6
5	NIGHT FISION	Rifle Scopes	850067573005	NIGHT FISION:FMP13 Thermal Pistol

Top 10 available in the Detailed SCOPE report.

2025 Q3 Reflex Sights				
Rank	Manufacturer	Subcategory	UPC	Description
1	TRIJICON	Reflex Sight	719307619227	TRIJICON:TRJ RMR HD 55MOA CIR 3.25 DOT
2	TRIJICON	Reflex Sight	719307615786	2500002:Trijicon SRO [®] Sight Adjustable LED 2.5 MOA Red Dot
3	SIG SAUER INC	Reflex Sight	798681699742	SIG SAUER INC.:Romeo X Reflex Pistol
4	EOTECH	Reflex Sight	672294600336	EOTECH HWS EXPS3-0 68MOA RING SINGLE 1
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 Q3 Market Summary and Key Takeaways

- Analysis by Tom Hopper

2025 Q3- Sales Charts **Firearms**

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

2025 Q3 - Sales Charts **Ammunition**

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

2025 Q3 - 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!](#)

NASGWTM 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.