Q2 2026 Shooting Sports

Retail sales and inventory executive snapshot

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About the Report

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About This Report

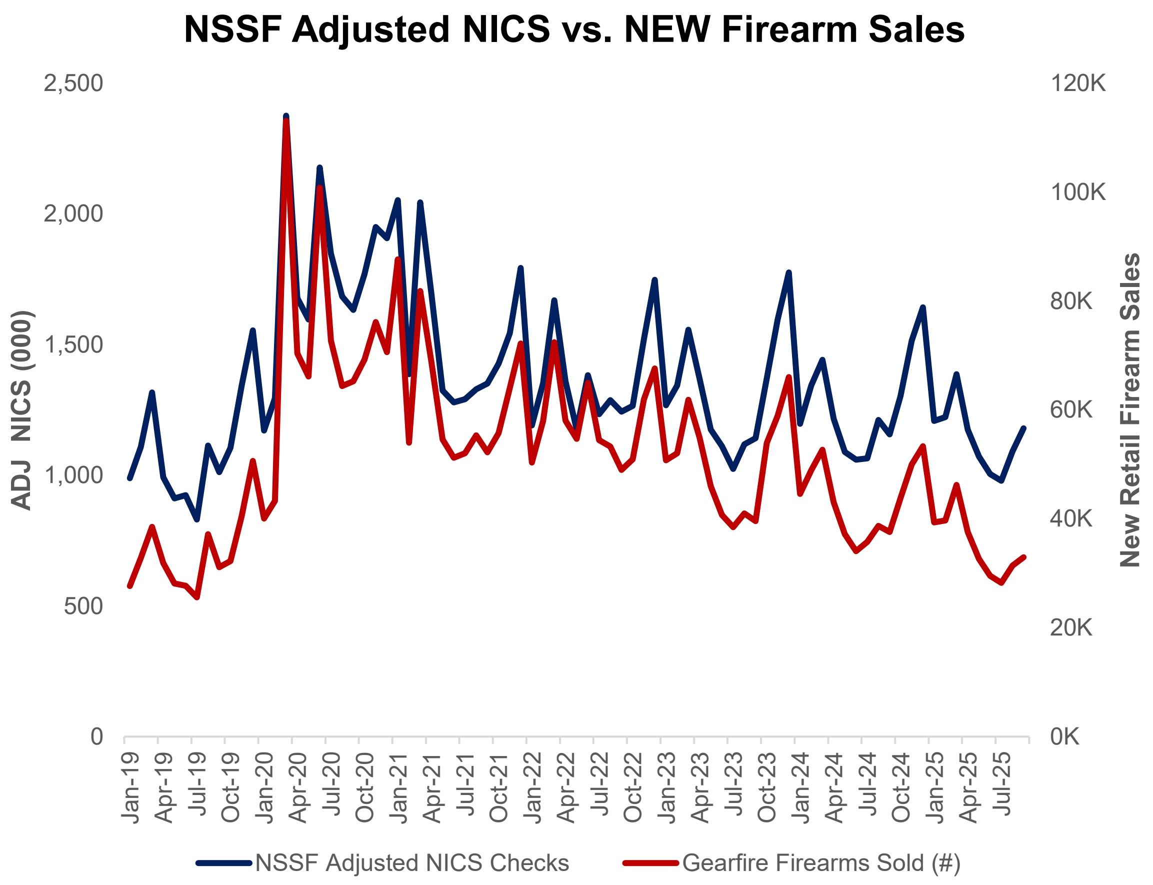
Report Objectives

- **Goal of the Report:** Provide a clear, data-driven view of retail activity to help the shooting sports industry make smarter, more informed decisions based on what's actually happening at the **retail level**.

- **Why We Produce This Report:** We're tired of seeing the industry rely only on NICS checks and internal reports to make strategic decisions. We believe better data leads to better decisions, and a healthier, more resilient shooting sports industry. This report highlights high-level retail trends, but RetailBI goes far deeper. With data down to the UPC level, it's designed for problem solving, strategic planning, and smarter decisions across your business. When you're ready to move beyond surface-level trends, we're here to help.

- **How to Read the Report:** The metrics are consistent across the sections and represent sales, inventory and pricing trends related to the header of the slide. We used unique graphs where appropriate and added more detail in the commentary to highlight interesting insights.

Statistically Significant Data



Over 2,000 Retailers Reporting data from ecommerce and POS systems through automated data feeds. New firearm sales reported from our data feed has a 90% correlation with adjusted NICS and makes up 3-5% of adjusted NICS checks

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Data Scope & Methodology

- **Statistically Significant Dealer Network:** Our dataset covers a nationwide network of over 2,000 dealers, pulling from both brick-and-mortar point-of-sale systems and e-commerce platforms. All insights in this report are based on actual retail sales and inventory data. For more detail, see the “About the Data” section.
- **Selective Data Utilization:** To ensure accurate analysis, this report uses carefully selected subsets of our broader dataset. Sales trends over time are based on **same-store sales**—drawing only from retailers that have consistently reported data since 2023. This approach provides a clean, undistorted view of true market performance and growth trends.
- **Point of Sale Inventory Analysis:** We delve into inventory trends by analyzing data from month-end point of sale inventory levels, concentrating on a group of around 402 dealers to monitor average inventory movement and stocking patterns.
- **Data Integrity Measures:** Rigorous data validation protocols are in place to ensure accuracy, with cross-references and consistency checks standard across all data points.

Retailer Sales & Inventory Trends

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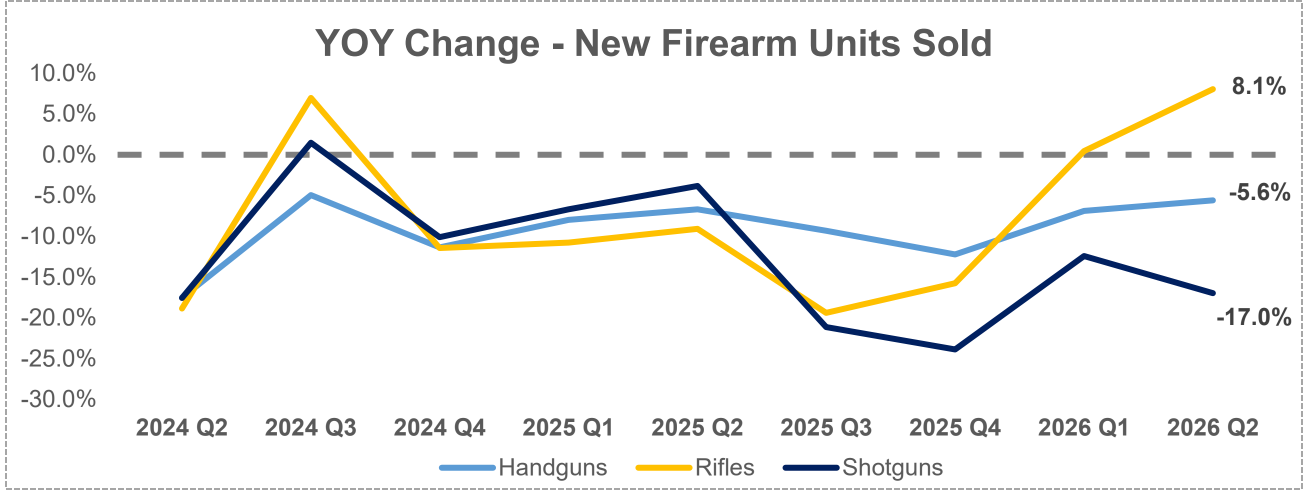
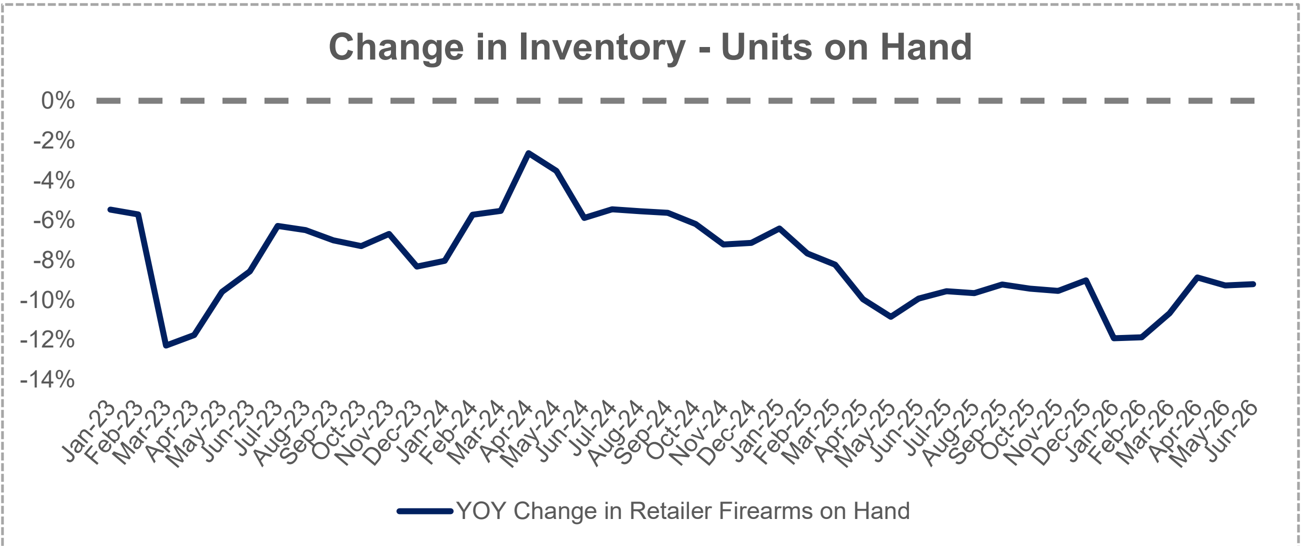
New Retail **Firearms**





SALES (#)
YOY CHANGE
-3.8%

SALES ($)
YOY CHANGE
+4.5%

INVENTORY
YOY CHANGE
-9.2%

AVG PRICE
YOY CHANGE
+8.7%

Total firearm unit sales **declined 3.8%** against a year ago, while revenue **grew 4.5%** as the average firearm sold for **8.7% more**, turning lower unit volume into higher dollars.

Results split sharply by category: rifles **grew 8.1%**, handguns **fell 5.6%**, and shotguns **dropped 17.0%** — the widest gap between the strongest and weakest firearms category in the report. Demand is also concentrating at the top of the price ladder, where the highest-priced handguns and rifles grew while entry-level models fell the hardest.

Inventory stayed lean: dealers cut firearm stock **9.2%**, with reductions in every category — rifles **down 12.3%**, shotguns **down 9.4%**, and handguns **down 7.7%**. Stock came down faster than sales for both handguns and rifles.

On background checks: NSSF-adjusted firearm NICS rose 5.3% year over year nationally, but nearly all of that gain came from Virginia, where adjusted checks more than doubled (up 138.9%) on a broad surge across firearm types, consistent with buyers acting ahead of the anticipated July 1 firearm restrictions. Excluding Virginia, national adjusted checks were essentially flat (up 0.5%), much closer to our same-store unit trend and a reminder that NICS can be skewed by single-state regulatory events.

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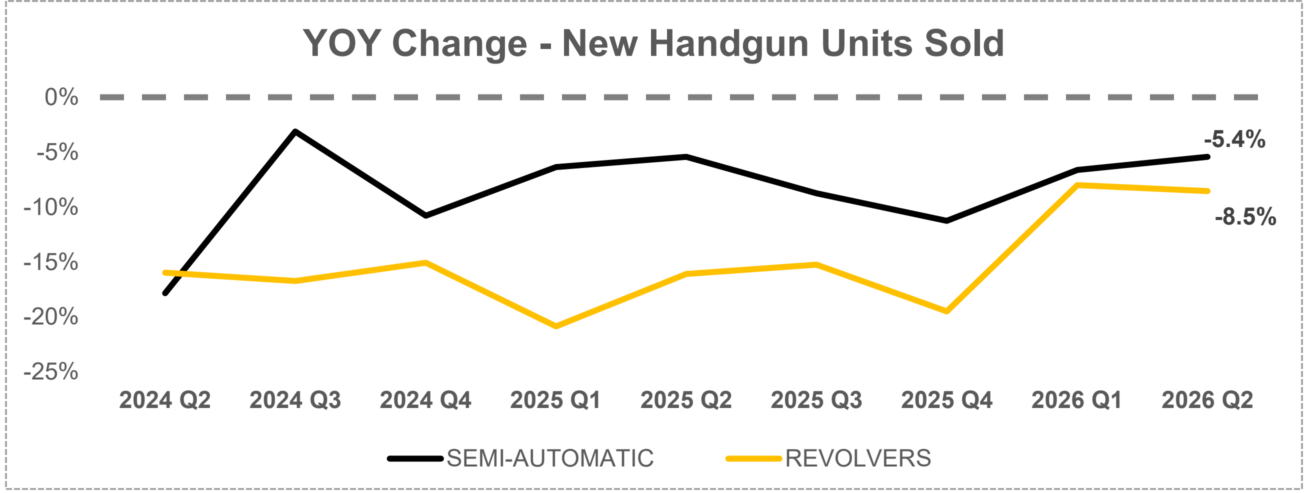
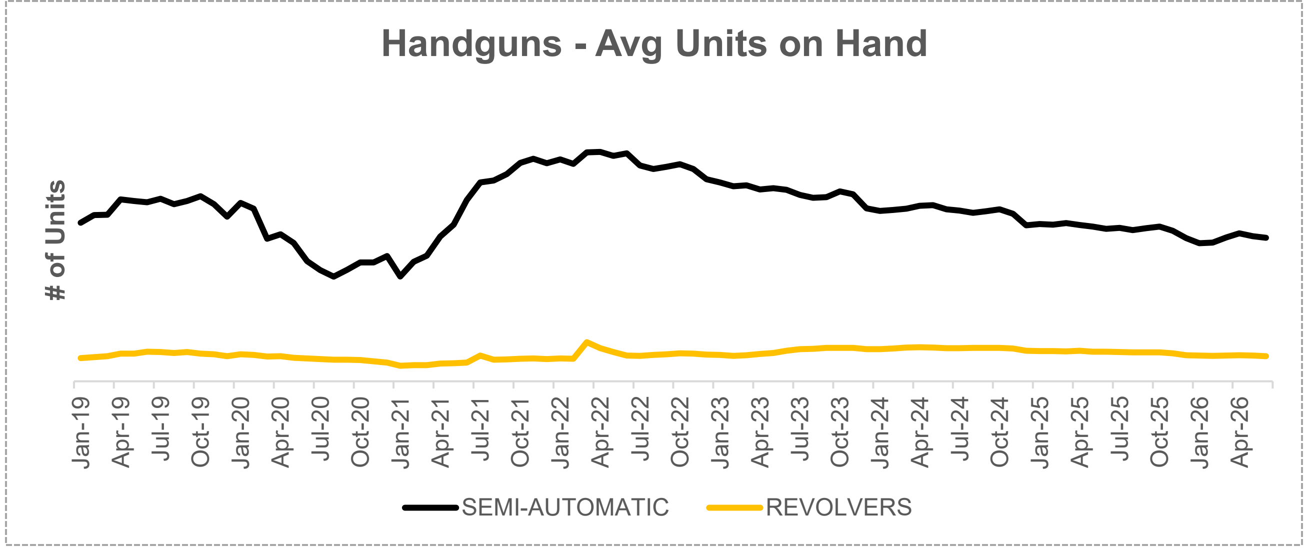
Note: Year Over Year (YOY) Change represents Same Store Sales for Q2 2026 vs. Q2 2025
Unit Growth Sample Size Includes 686 Dealers that have shared data since 2023 and have continued to share data through Q2 2026
Inventory Sample Size includes average inventory on hand for 402 Large Independent POS Retailers

Detail Available Drilling Down to the Brand, Model, and UPC level in RetailBI

New Retail **Handguns**





SALES (#)
YOY CHANGE
-5.6%

SALES ($)
YOY CHANGE
+2.3%

INVENTORY
YOY CHANGE
-7.7%

AVG PRICE
YOY CHANGE
+8.4%

Handgun revenue **grew 2.3%** even as units **fell 5.6%**. The average handgun sold for **8.4% more** than a year ago, and the reason is a clear shift up-market rather than any change between semi-autos and revolvers.

Sorted by price, the pattern is unmistakable: handguns priced $800 and up **grew 15.6%** — the only tier to grow — while guns under $300 **fell 19.7%** and the mid-tiers **fell about 11%**. Buyers still in the market are trading up to higher-end pistols. By action type, semi-autos **fell 5.4%** and revolvers **fell 8.5%**.

Dealers handled the two handgun types differently: they cut revolver inventory **15.2%**, far more than the **6.0%** trim on semi-autos, even though revolver sales fell only modestly more. The deeper cut to slower-selling revolvers points to tighter inventory management in that segment.

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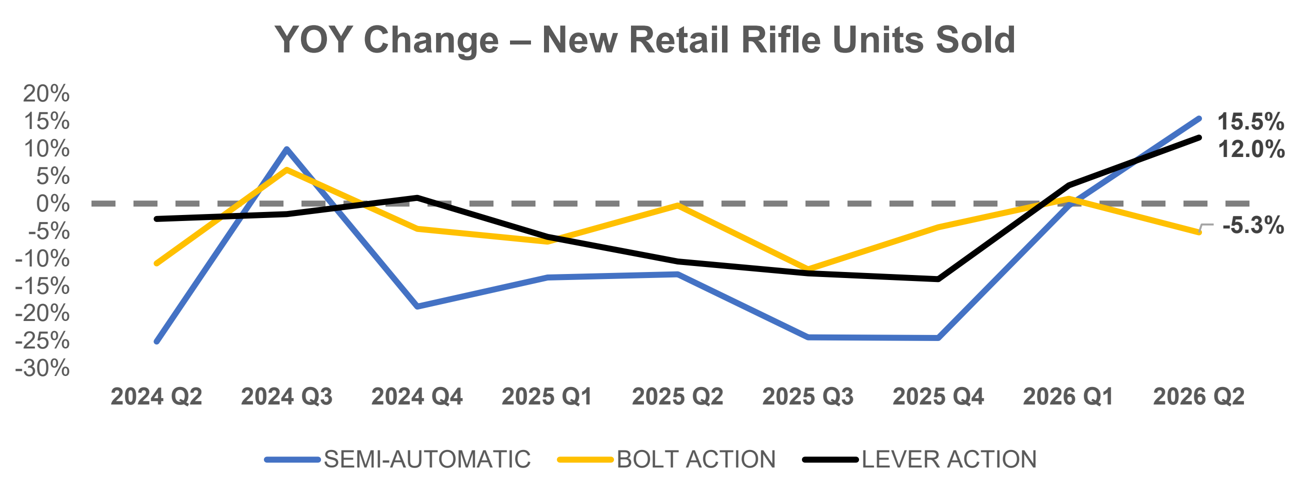
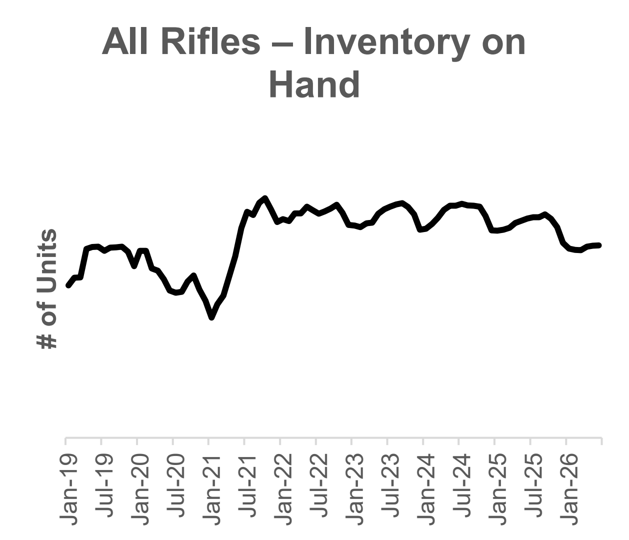
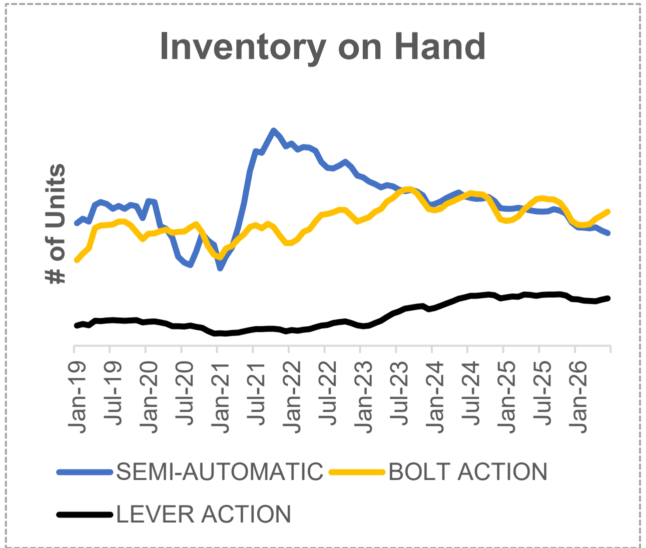
Unit Growth Sample Size Includes 686 Dealers that have shared data since 2023 and have continued to share data through Q2 2026
Inventory Sample Size includes average inventory on hand for 402 Large Independent POS Retailers
Inventory # of Units represents average number of units on hand in Retailers POS system at Month End

Detail Available Drilling Down to the Brand, Model, and UPC level in RetailBI

New Retail **Rifles**







SALES (#)
YOY CHANGE
+8.1%

SALES ($)
YOY CHANGE
+16.5%

INVENTORY
YOY CHANGE
-12.3%

AVG PRICE
YOY CHANGE
+7.8%

Rifles were the standout of the quarter: units **grew 8.1%** and revenue **climbed 16.5%**, the only firearms category to post unit growth.

Semi-autos led, **growing 15.5%** in units, with lever actions also **up 12.0%**; bolt actions **fell 5.3%**. As with handguns, the strength skewed high-end — rifles priced $1,000 and up **grew 22.2%** while those under $500 **fell 10.4%**. The average rifle sold for **7.8% more**.

The inventory picture stands out most: dealers cut rifle stock **12.3%** while units **grew 8.1%**, the widest gap between falling inventory and rising sales in the report. Semi-auto stock saw the deepest cut, **down 16.2%**.

On background checks: national long-gun NICS rose 7.1% year over year, and long-gun demand is rifle-led, in line with the rifle strength here. Roughly three-quarters of that national gain came from Virginia alone (up 152.6%); setting aside Virginia's regulation-driven spike, long-gun checks rose about 2%, a more representative read across our broad same-store base.

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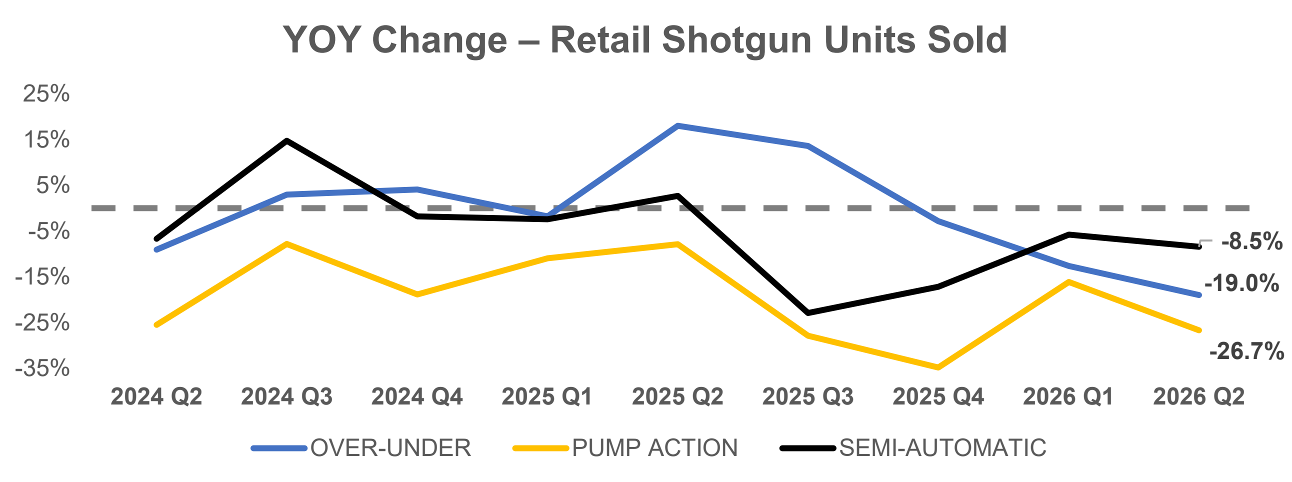
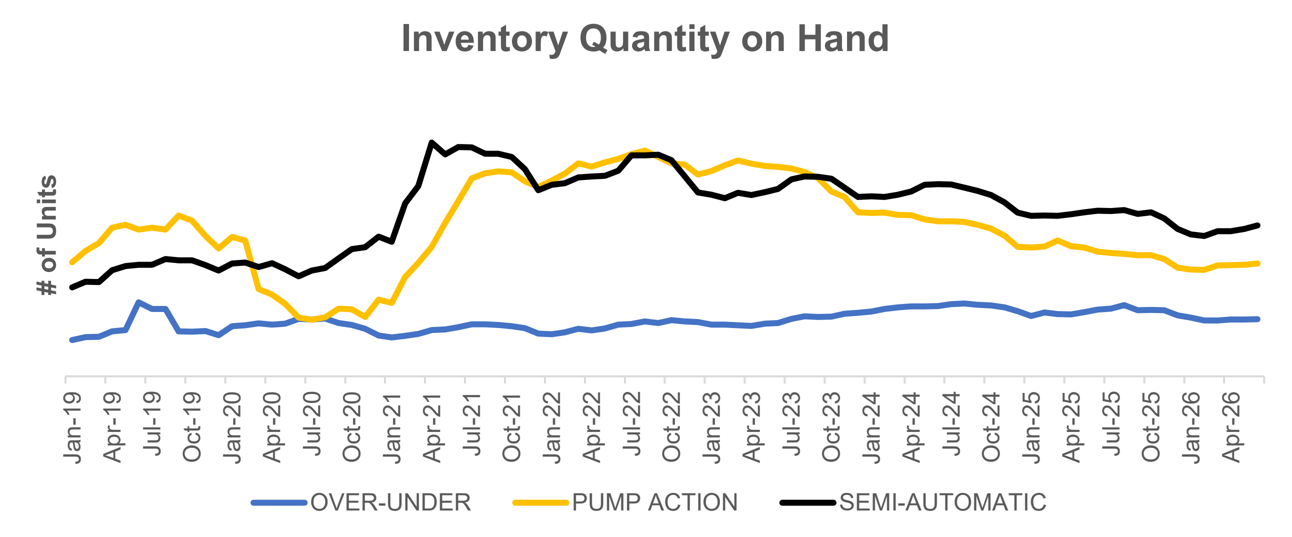
Note: Year Over Year (YOY) Change represents Same Store Sales for Q2 2026 vs. Q2 2025
Unit Growth Sample Size Includes 686 Dealers that have shared data since 2023 and have continued to share data through Q2 2026
Inventory Sample Size includes average inventory on hand for 402 Large Independent POS Retailers
Inventory # of Units represents average number of units on hand in Retailers POS system at Month End
Rifle Categories Include: Bolt Action, Semi-Automatic, Lever Action, Combos, Pump Action, Revolver and Single Shot

Detail Available Drilling Down to the Brand, Model, and UPC level in RetailBI

New Retail **Shotguns**





SALES (#)
YOY CHANGE
-17.0%

SALES ($)
YOY CHANGE
-11.9%

INVENTORY
YOY CHANGE
-9.4%

AVG PRICE
YOY CHANGE
+6.2%

Shotguns were the weakest firearms category, with units **down 17.0%** and the only category with falling revenue, **down 11.9%**.

Shotguns saw no lift from the high end. Entry-level guns under $300 **fell 26.5%**, and even premium models over $900 **fell 10.1%**, the weakness was broad. By type, pump actions **dropped 26.7%** and slipped to about 42% of shotguns sold from 47%, while semi-autos held up better, **down 8.5%**, and are now the biggest seller. The average shotgun price still **rose 6.2%**, helped by the shift toward pricier semi-autos and by higher prices on individual guns.

Dealers cut the priciest, slowest-moving guns hardest: they trimmed over-under stock **14.2%**, the steepest reduction, while pump-action stock came down just **9.4%** against a **26.7%** sales drop. That leaves pump actions as the one area where inventory has not kept pace with the slowdown — a spot that may need markdowns to clear if sales do not recover.

Note: Year Over Year (YOY) Change represents Same Store Sales for Q2 2026 vs. Q2 2025
Unit Growth Sample Size Includes 686 Dealers that have shared data since 2023 and have continued to share data through Q2 2026
Inventory Sample Size includes average inventory on hand for 402 Large Independent POS Retailers
Inventory # of Units represents average number of units on hand in Retailers POS system at Month End
Shotgun Categories Include: Semi-Automatic, Pump Action, Over-Under, Lever Action, Side by Side, Bolt Action, and Single Shot

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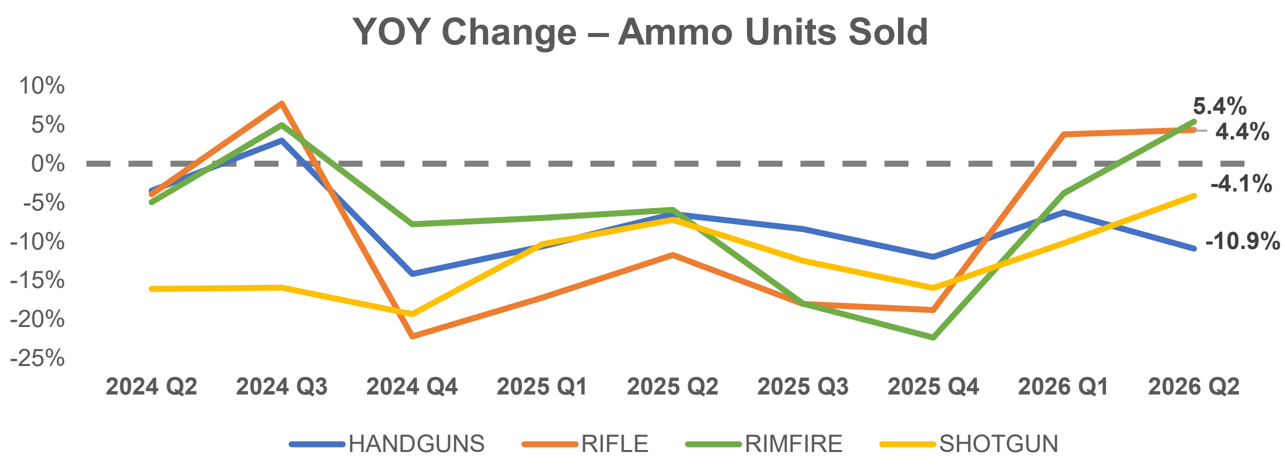
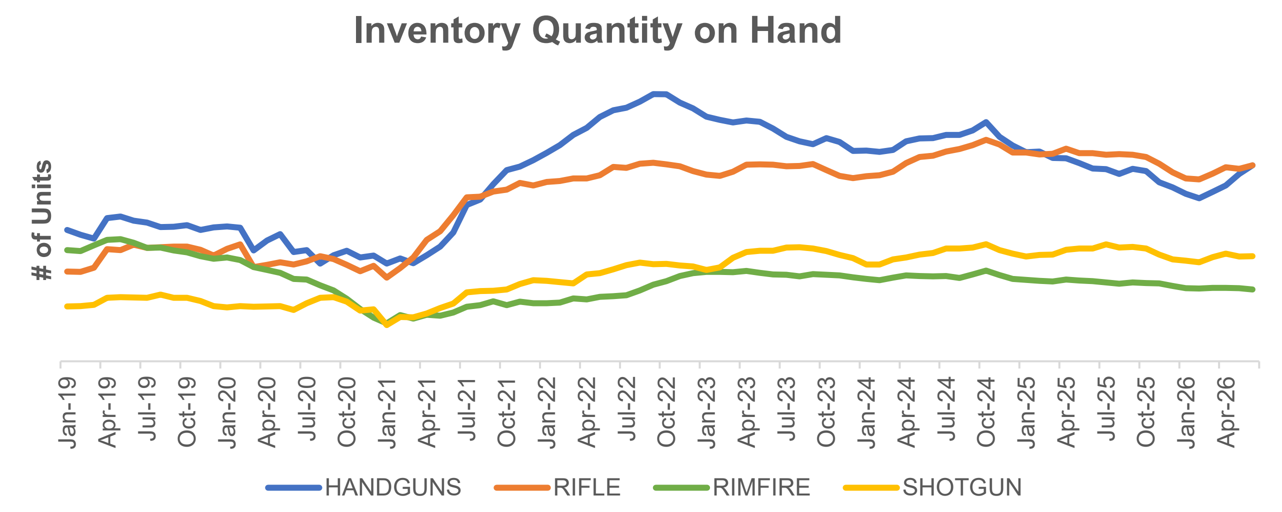
Detail Available Drilling Down to the Brand, Model, and UPC level in RetailBI

Retail Ammo





SALES (#)
YOY CHANGE
-4.8%

SALES ($)
YOY CHANGE
-1.8%

INVENTORY
YOY CHANGE
-4.2%

AVG PRICE
YOY CHANGE
+3.2%

Ammunition units **declined 4.8%** with revenue **down 1.8%**, but underneath it was a split market: rifle ammo **grew 4.4%** and rimfire **grew 5.4%**, offset by a **10.9% drop** in handgun ammo — still the biggest seller at about half of packages. (Covers handgun, rifle, shotgun, and rimfire.)

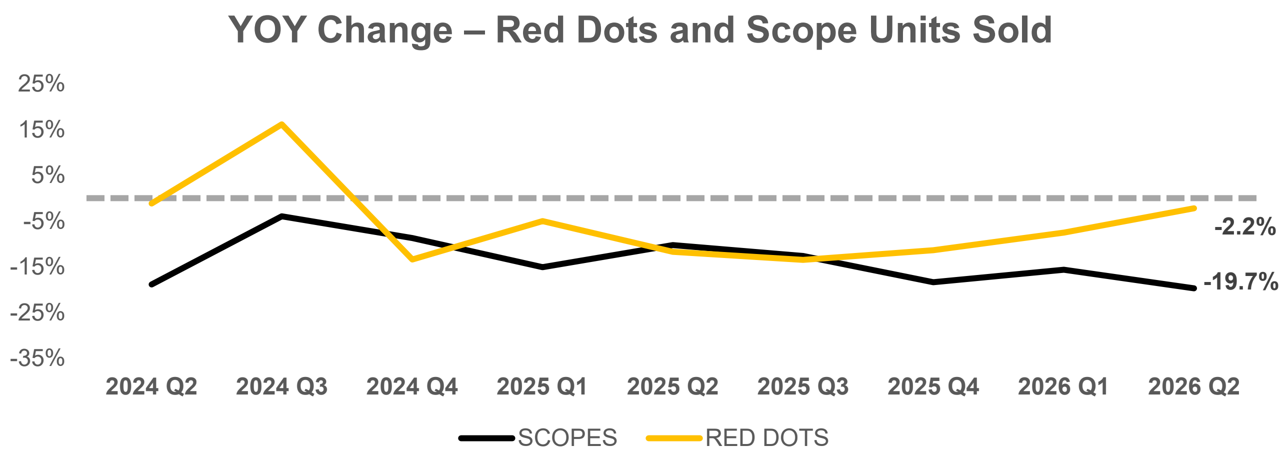
The average price per package **rose 3.2%**, broad-based across types — rimfire **up 6.0%** and handgun ammo **up 4.6%** even though handgun-ammo volume fell the most. Firmer pricing, not a shift toward pricier types, was the key driver.

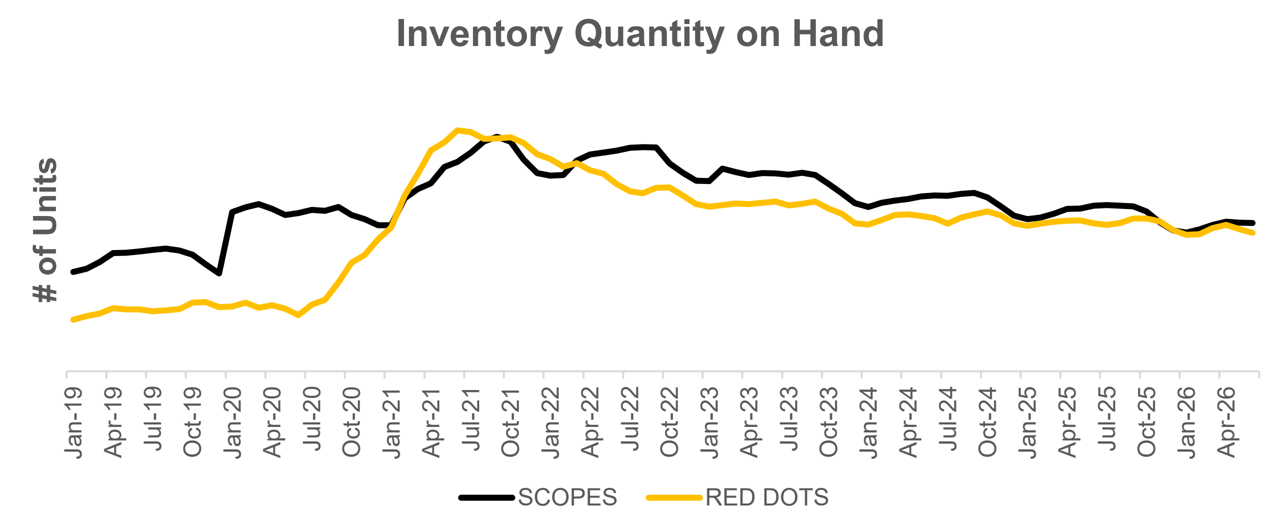
Ammo had the closest match between inventory and sales of any department: dealers cut stock **4.2%** against a **4.8%** sales drop. The moves diverge by type, though: handgun-ammo stock **rose 1.6%** even as its sales **fell 10.9%**, while rimfire stock was cut **10.2%** despite units **growing 5.4%**.

Note: Year Over Year (YOY) Change represents Same Store Sales for Q2 2026 vs. Q2 2025
Unit Growth Sample Size Includes 686 Dealers that have shared data since 2023 and have continued to share data through Q2 2026
Inventory Sample Size includes average inventory on hand for 402 Large Independent POS Retailers
Unit growth refers to the number of packages sold (indicated by UPC - not the number of rounds sold)
Ammo Categories Include: Handgun, Rifle, Shotgun, Rimfire (Bulk, Slugs, and Blanks excluded)

Detail Available Drilling Down to the Brand, Model, and UPC level in RetailBI

Optics – Scopes & Red Dots (Retail)





SALES (#)
YOY CHANGE
-6.4%

SALES ($)
YOY CHANGE
-5.5%

INVENTORY
YOY CHANGE
-8.7%

AVG PRICE
YOY CHANGE
+1.0%

Weapon-mounted optics units **fell 6.4%** and revenue **fell 5.5%**, a steeper decline than overall firearms units sold which **declined 3.8%**. Optics sell largely as an add-on to a new firearm purchase, so their demand moves with the firearm market, a bit softer than the platform this quarter.

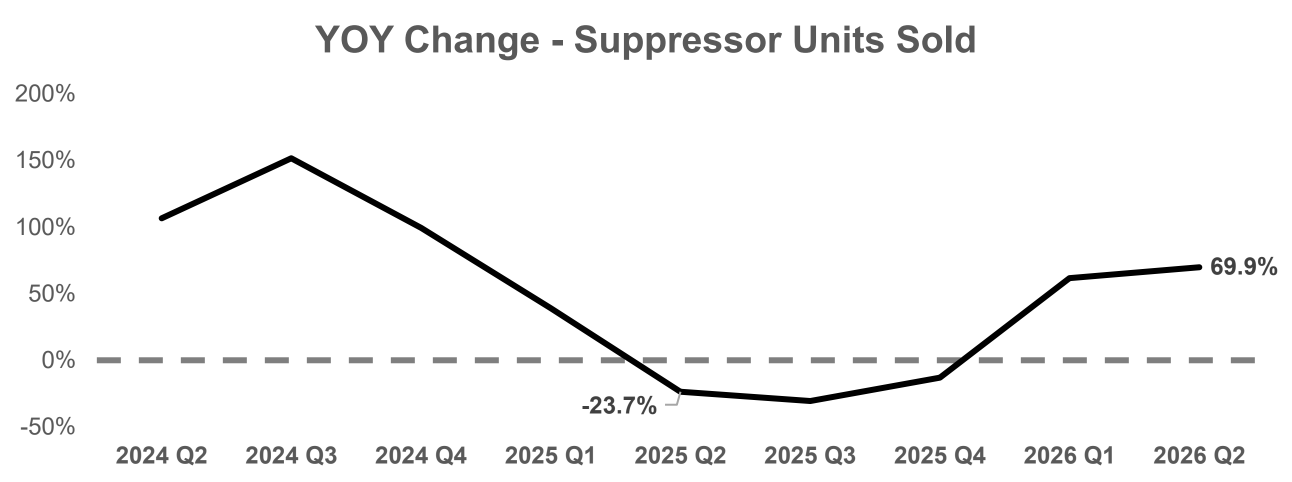
The sales decline was almost all in scopes, where units **fell 19.7%**, while red dot units were nearly flat, **down 2.2%**. Red dots now make up about 79% of the two categories.

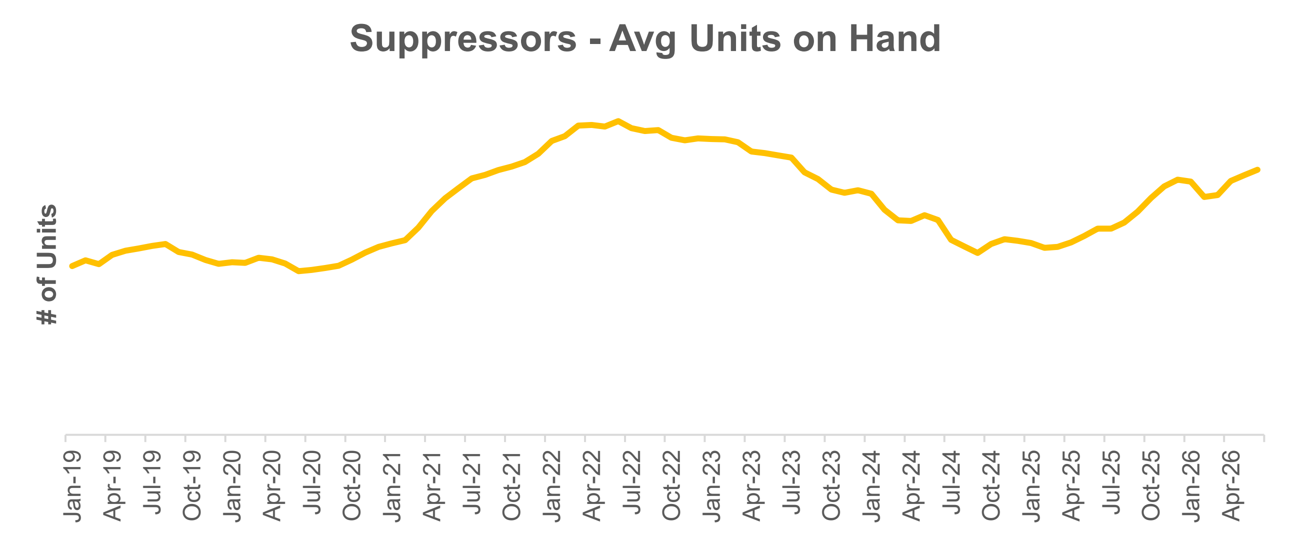
Dealers cut optics stock **8.7%**, a deeper reduction than the **6.4%** sales decline. Scopes were cut **10.5%** versus **6.6%** for red dots, with dealers pulling back hardest on the slower-selling scopes.

Note: Year Over Year (YOY) Change represents Same Store Sales for Q2 2026 vs. Q2 2025
Unit Growth Sample Size Includes 686 Dealers that have shared data since 2023 and have continued to share data through Q2 2026
Inventory Sample Size includes average inventory on hand for 402 Large Independent POS Retailers
Optics Categories Included in Analysis: Scopes, Red Dots
Other Optics Categories Not Included: Binoculars, Monoculars, Night Vision, Thermal, Spotting Scopes, Optical Accessories (including mounts)

Detail Available Drilling Down to the Brand, Model, and UPC level in RetailBI

New Retail **Suppressors**





SALES (#)
YOY CHANGE
+69.9%

SALES ($)
YOY CHANGE
+57.1%

INVENTORY
YOY CHANGE
+28.5%

AVG PRICE
YOY CHANGE
-7.5%

Suppressor unit sales **surged 69.9%** with revenue **up 57.1%**, the strongest growth in the report. The elimination of the $200 federal tax stamp fee and reduced wait times has continued to drive consumer demand.

The average suppressor sold for **7.5% less**, the only category with falling prices, and the reason is where the growth came from: budget models under $500 **more than doubled, up 126.9%**, while premium models over $1,000 **grew a milder 17.8%**. New buyers are choosing affordable cans, pulling the average down. Dealers built inventory **28.5%**, the only department adding stock, but even that build trails the **69.9%** sales jump, so they are restocking to catch up with demand rather than getting ahead of it.

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Note: Year Over Year (YOY) Change represents Same Store Sales for Q2 2026 vs. Q2 2025
Unit Growth Sample Size Includes 320 Dealers that have shared data since 2023 and have continued to share data through Q2 2026
Inventory Sample Size includes average suppressor inventory on hand for 290 Large Independent POS Retailers
Inventory # of Units represents average number of units on hand in Retailers POS system at Month End

Detail Available Drilling Down to the Brand, Model, and UPC level in RetailBI

Bold Quote of the Quarter

“

The headline may be background checks. The real market is what consumers actually buy, what they pay, and what remains on dealers’ shelves.

Schedule a Demo:

calendly.com/kalebs

Dig Deeper Into the Data

How Manufacturers and Distributors are using RetailBI:

- Identify and monitor industry trends
- Analyze market share for very specific product segments
- Evaluate new product launches and retail performance
- Monitoring inventory trends to influence production decisions and discounts to optimize profitability
- Conduct competitive research down the Model and UPC levels

More About the Data

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Where The Data Comes From

ECOMMERCE

Turn-Key eCommerce with Streaming Inventory

- Gearfire eCommerce powers thousands of independent retailer websites with ability to stream inventory from 12 distributors and sales data available back to 2017.

AXIS POWERED BY GEARFIRE

Point of Sale and Retail Management

- Gearfire's AXIS POS platform supports brick-and-mortar retailers and ranges, with sales and inventory data dating back to 2017.
- 70% of NSSF 5-star ranges use Axis.

3rd Party Partners

Non-Gearfire eCommerce

- A new dataset added in Q1 2025 from one of the industry's largest online retailers, with historical sales data available back to 2022.

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PAYMENTS

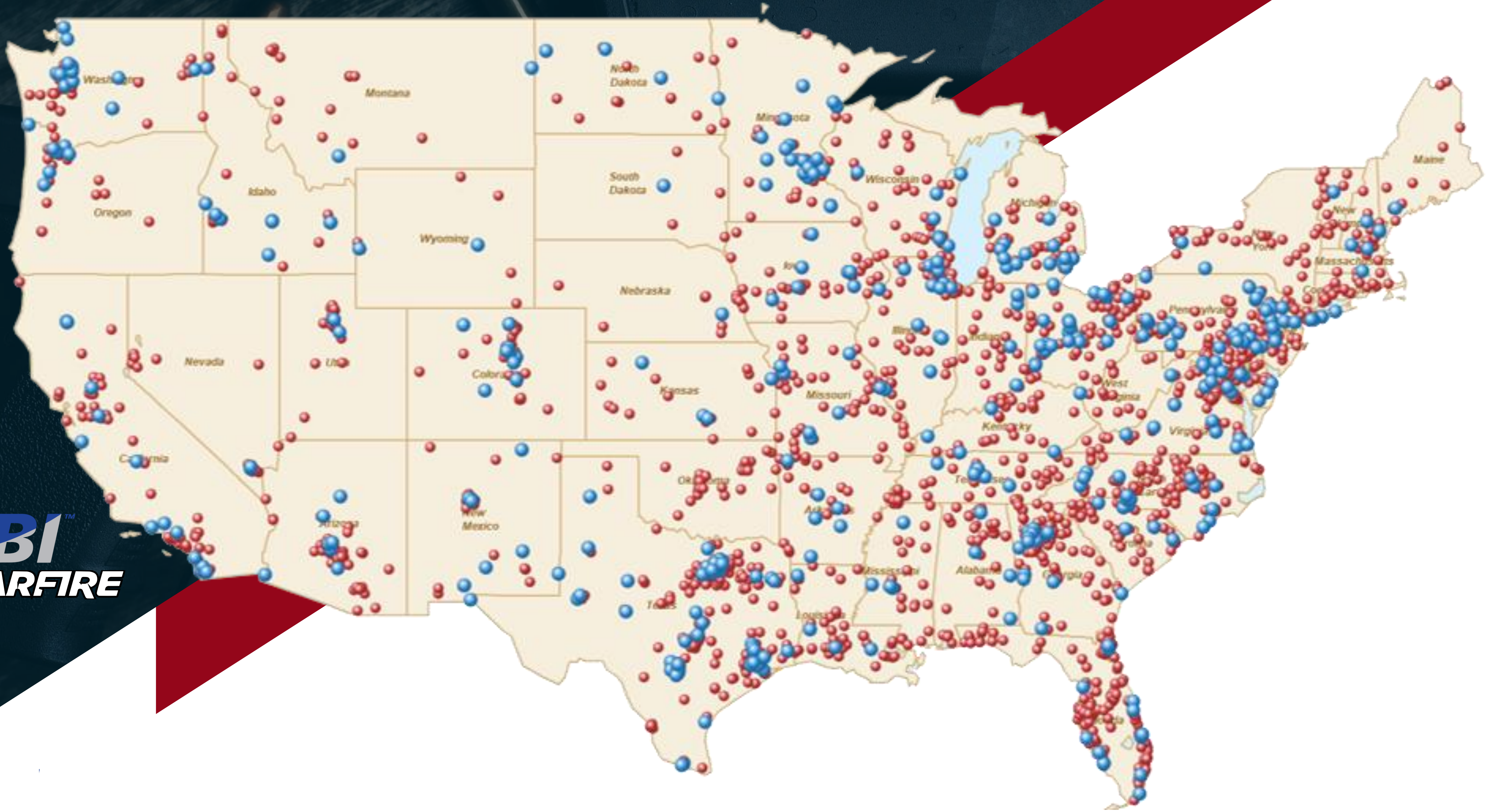
Merchant Services (Card Processing)

- Built for the shooting sports industry
- Process over **$1 Billion dollars** in annual transactions annually
- Potential to Save $10k+/mo in processing costs

ADVERTISING

- Display Ads across 2,000+ dealers websites
- 10M+ Monthly Impressions and 3+ Million Unique Visitors
- Detailed Ad performance tracking
- Manufacturer Buy Now Buttons Available

Dealer Map



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Schedule a Demo

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