Gun & Ammunition Manufacturing

Description: Brief Excerpt from Industry Overview Chapter:

Companies in this industry manufacture small arms and ammunition. Major companies include Colt, National Presto, Remington Outdoor, Smith & Wesson, and Vista Outdoor (all based in the US), as well as Beretta (Italy), FN Herstal (Belgium), Glock (Austria), Heckler & Koch (Germany), Izhmash (Russia), Norinco (China), and Taurus (Brazil).

International trade of small arms, parts, accessories, and ammunition involving leading exporters and importers is estimated to be worth about $5.8 billion, according to Small Arms Survey. The US is the largest importer and exporter of small arms. Other major exporters include Germany, Italy, Brazil, and Switzerland; the UK, Canada, Germany, and Australia are among the leading importers.

The US gun and ammunition manufacturing industry includes about 400 companies with combined annual revenue of about $10 billion.

Competitive Landscape

Demand is driven partly by hunters, gun enthusiasts, and weapon upgrades by police departments. The profitability of individual companies is closely linked to marketing. Large companies have economies of scale in purchasing. Small companies can compete effectively by producing premium-priced high-quality or decorative guns. The industry is highly concentrated.

Products, Operations & Technology

Firearms and accessories account for about 60% of industry revenue; ammunition accounts for about 40%. The US industry produces about 9 million guns per year: about 50% are pistols and revolvers; about 40% are rifles, and about 10% are shotguns and other firearms. Within a category, a company may make guns of different caliber and style.
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