

NSSF Market Indicator Category / Sub-Category List

Firearms & Ammunition		
Firearms		
	Rimfire Handguns	
	Centerfire Handguns	
	Single Shot Shotgun	
	Pump Shotgun	
	Side By Side Shotgun	
	Over/Under Shotgun	
	Automatic Shotgun	
	Single Shot Centerfire Rifle	
	Bolt Action Centerfire Rifle	
	Semi Automatic Centerfire Rifle	
	Lever Action Centerfire Rifle	
	Single Shot Rimfire Rifle	
	Bolt Action Rimfire Rifle	
	Semi Automatic Rimfire Rifle	
	Lever Action Rimfire Rifle	
Black powder		
	Pistol	
	Rifle	
	Other	
Airguns		
	BB Rifles	
	BB Pistols	
	Pellet Rifles	
	Pellet Pistols	
	CO2 Airgun Accessories	
Ammunition		
	Handgun	
	Centerfire Rifle	
	Rimfire	
	Shotshell (Lead)	
	Shotshell (Non-toxic)	
	Remanufactured	
	Airgun/Paintball	
	Slugs	
	Black Powder	
	Ammo. Components	
Paintball		
	Markers	
	Paints	
	Eye Protection	
	Protective Equipment	
	Accessories	

NSSF Market Indicator Category / Sub-Category List

Hunting Accessories		
Decoys		
	Turkey	
	Waterfowl	
	Other	
Reloading		
	Tools/Presses	
	Accessories	
	Other	
Tree Stands		
	Ladders	
	Hang-on	
	Climbing	
	Accessories	
Electronics		
	GPS	
	FRS/GMR/2-way	
	Other	
	AM/FM Players	
Misc. Hunting Products		
	Hearing/Eye Protection	
	Holsters/Cases/Grips	
	Personal Safety Protection	
	Accessories	
	Cleaning Kits	
	Scents/Cover-ups	
	Hand/Foot Warmers	
	Targets	
	Slingshots	
	Gun Accessories	
Calls		
	Turkey	
	Waterfowl	
	Deer	
	Other	
Blinds / Traps / Other		
	Blinds	
	Traps	
	Other	
Optics		
Scopes		
	Rifle	
	Pistol/Shotgun	
	Spotting	

NSSF Market Indicator Category / Sub-Category List

Night Vision		
	Rifle	
	Pistol/Shotgun	
	Spotting	
Range Finders		
	Rifle	
	Pistol/Shotgun	
	Spotting	
Laser Sights		
	Rifle	
	Pistol/Shotgun	
	Spotting	
Accessories		
	Rings	
	Covers	
	Other	
Binoculars		
Outerwear		
Hunting / Shooting		
	Camouflage	
	Gloves	
	Jackets	
	Parkas	
	Raingear	
	Vests	
	Thermals	