

FIREARM AND AMMUNITION INDUSTRY

ECONOMIC IMPACT

REPORT | 2025



NSSF
The Firearm Industry
Trade Association

Who is the National Shooting Sports Foundation®?

The NSSF® is the trade association for the firearm, ammunition, hunting and recreational shooting sports industry. Formed in 1961, its mission is to promote, protect and preserve hunting and the shooting sports. NSSF's membership is composed of over 10,000 manufacturers, distributors, firearm retailers, shooting ranges, sportsmen's organizations and endemic media nationwide.

America's firearm and ammunition industry is a critical component of our nation's security, public safety, and economic well-being. For more than 200 years, the industry has made

products that have ensured our freedom, self-reliance, and our nation's sporting heritage. The firearm and ammunition industry is proud to provide the U.S. military and federal, state and

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local law enforcement agencies with the tools they need to carry out their vital national security

and public safety missions. Our industry is essential for law-abiding Americans to exercise their Second Amendment right for personal protection, home defense, and other lawful purposes. Without the industry, the right to keep and bear arms would be a mere illusion.

The firearm industry is committed to the safe, legal, and responsible ownership and use of firearms, and works to stop their criminal misuse. Through Real Solutions. Safer Communities.® NSSF leads the way in promoting responsible ownership, secure storage when not in use, and helping to keep guns out of the wrong hands.

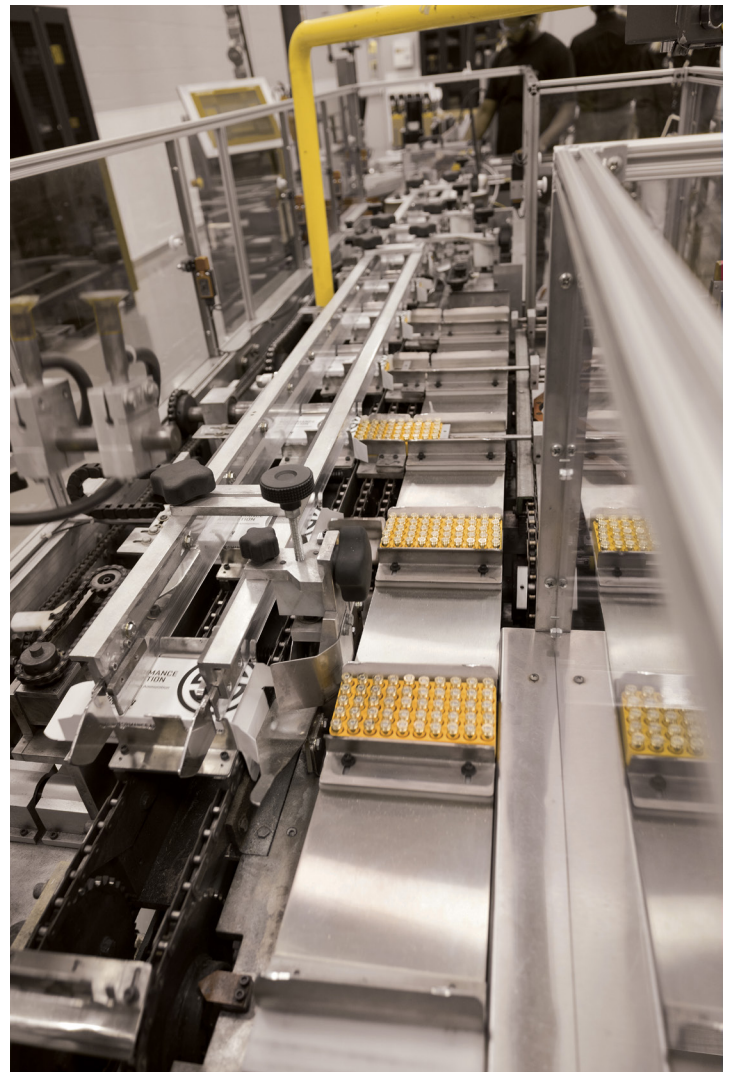
The Firearm and Ammunition Industry Economic Impact Report

This report details the significant economic impact the firearm and ammunition industry has on our economy, both nationally and at the state level. The economic growth America's firearm and ammunition industry has experienced in recent years has been nothing short of remarkable and has been driven by an unprecedented number of Americans choosing to exercise their fundamental right to keep and bear arms. This includes an estimated 3.9 million new gun owners in 2024.

The report also highlights the significant impact the firearm and ammunition industry has on wildlife conservation funding in America through its growing Pittman-Robertson excise tax contributions to the Wildlife Restoration Trust Fund, which exceeded \$886 million in 2024. Since 1937, the industry has paid nearly \$29 billion into the fund since its inception in 1937, when adjusted for inflation.

Regardless of economic conditions across the country, the industry is consistently growing and generates nearly 383,000 well-paying jobs. The industry is proud to be one of the bright spots in our economy.

Take a look for yourself and see the impact we have nationally and on your state.



The Firearm Industry Creates Jobs in America

United States companies that manufacture, distribute, and sell firearms, ammunition, and supplies are an important part of the country's economy. Manufacturers of firearms, ammunition, and supplies, along with the companies that sell and distribute these products, provide well-paying jobs in America and pay significant amounts in tax to the state and Federal governments.

The Economic Impact of the Firearm and Ammunition Industry in the United States

	Direct	Supplier	Induced	Total
Jobs (FTE)	150,668	105,580	126,747	382,995
Wages	\$8,793,887,200	\$9,068,313,700	\$8,309,559,600	\$26,171,760,500
Economic Impact	\$34,093,661,900	\$30,639,848,900	\$26,921,073,200	\$91,654,584,000

The Firearm & Ammunition Industry is an Important Part of America's Economy

Companies in the United States that manufacture, distribute, and sell firearms, ammunition, and hunting equipment employ as many as 150,668 people in the country and generate an additional 232,327 jobs in supplier and ancillary industries. These include jobs in supplying goods and services to manufacturers, distributors, and retailers, and those that depend on sales to workers in the firearm and ammunition industry.¹

These are good jobs paying an average of \$68,300 in wages and benefits. And today, every job is important. The United States currently has an unemployment rate of 3.40 percent. This means that there are already 6,984,000 people trying to find jobs in the nation and collecting unemployment benefits.²

The Economic Benefit of the Industry Spreads Throughout the Country

Not only does the manufacture and sale of firearms and hunting supplies create good jobs in the United States, but the industry also contributes to the economy as a whole. In fact, in 2024 the firearm and ammunition industry was responsible for as much as \$91.65 billion in total economic activity in the country.

The broader economic impact flows throughout the economy, generating business for firms seemingly unrelated to firearms. Real people, with real jobs, working in industries as varied as banking, retail, accounting, metal working, even in printing, all depend on the firearm and ammunition industry for their livelihood.

The Country Also Benefits From the Taxes Paid By The Industry

Not only does the industry create jobs, it also generates sizeable tax revenues. In the United States, the industry and its employees pay over \$10.97 billion in taxes including property, income, and sales based levies.³ Of the \$941.8 million in excise tax paid to Pittman-Robertson Wildlife Restoration Fund in 2024, \$886 million came from firearms and ammunition.

Taxes Generated in The United States		
Tax Impact	Business Taxes	Excise Taxes
Federal Taxes	\$6,599,047,700	\$886,499,600
State Taxes	\$4,366,145,300	
Total Taxes	\$10,965,193,000	\$886,499,600



¹ John Dunham & Associates, December 2024. Direct impacts include those jobs in firearms and ammunition manufacturers, as well as companies that manufacture products such as ammunition holders and magazines, cases, decoys, game calls, holsters, hunting equipment, scopes, clay pigeons and targets. Direct impacts also include those resulting from the wholesale distribution and retailing of these products.

² The Bureau of Labor Statistics. Available online at: www.bls.gov/lau/home.htm. Data for December-24.

³ This is in addition to over \$886.50 million in federal excise taxes per Alcohol and Tobacco Tax and Trade Bureau.

STATE RANKINGS - 2024



Economic Output: Top Ten States

Total Economic Output, dollars
CA
TX
FL
IL
MN
AZ
TN
NY
PA
NH

Total Economic Output, per capita
NH
ID
AR
WY
MN
TN
ME
UT
AZ
NE

Growth in Economic Output
NH
MA
IA
VT
FL
NV
TN
ME
CO
AZ



Jobs: Top Ten States

Total Jobs, number
CA
TX
FL
PA
IL
MN
AZ
OH
TN
NY

Total Jobs, per capita
NH
WY
ID
ME
AR
UT
MN
MT
AZ
TN

Growth in Jobs
NH
MA
IA
TN
VT
WY
NE
FL
ME
AZ



Business Tax: Top Ten States

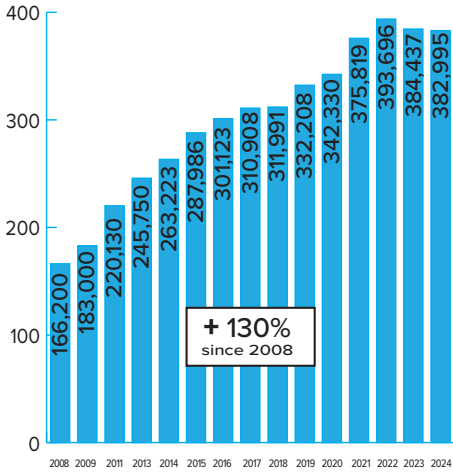
Business Taxes, number
CA
FL
TX
MN
IL
AZ
NY
PA
TN
NH

Business Taxes, per capita
NH
ID
MN
WY
AR
ME
UT
AZ
CT
TN

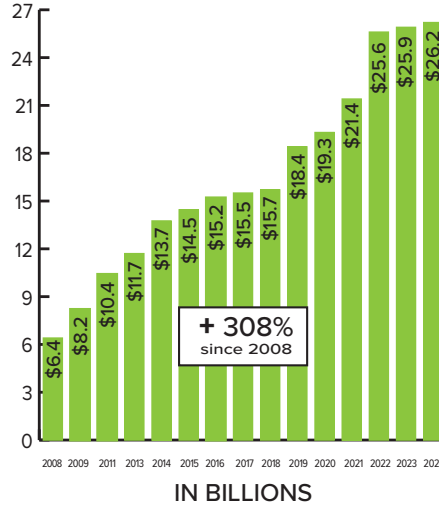
Growth in Business Taxes
MA
NH
IA
VT
FL
TN
NE
ME
WY
AZ

WHAT A GROWING INDUSTRY LOOKS LIKE...

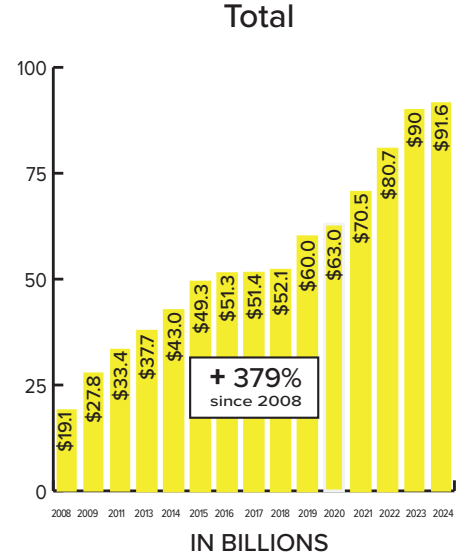
JOBS



WAGES

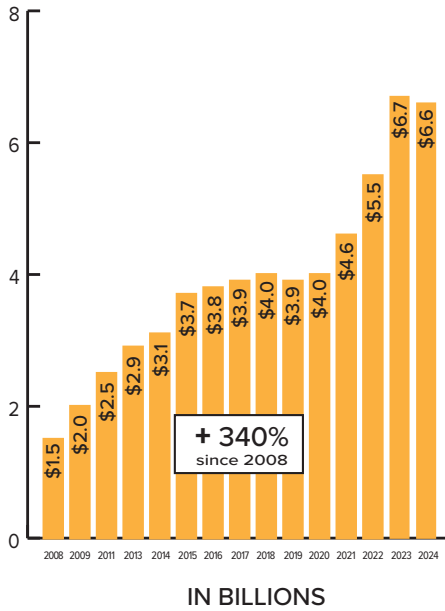


ECONOMIC IMPACT

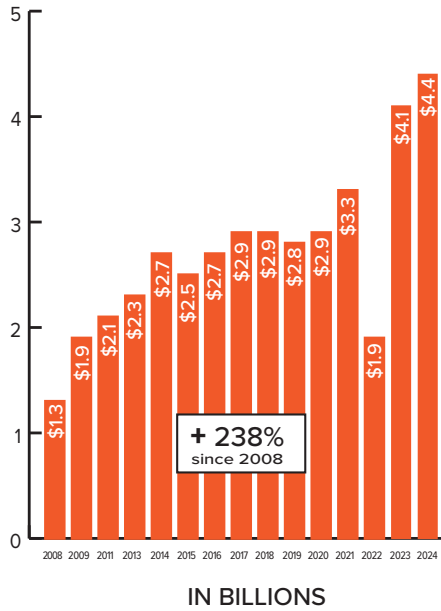


TAXES GENERATED

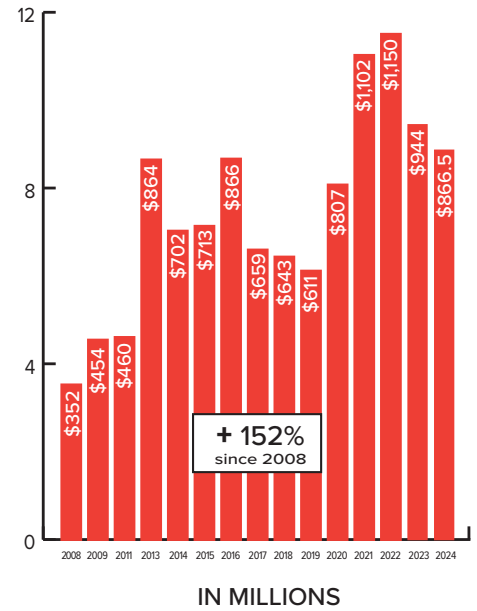
Business Taxes Federal



Business Taxes State



Excise Taxes



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