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U.S. firearms sales July 2021: Slowed down or sped up?

(GREENVILLE, SC, USA & HALIFAX, NS, CANADA) – *Small Arms Analytics & Forecasting* (SAAF) estimates July 2021 U.S. firearms unit sales at a little under 1.4 million units, a year-over-year decrease of about 600,000 firearms, a 34.4% drop relative to July 2020.

Detailed data by firearms type and state are available for purchase at <https://SmallArmsAnalytics.com/shop/>.

SAAF's firearms unit sales estimates are based on raw data taken from the FBI's National Instant Criminal Background Check System (NICS), adjusted for checks unlikely to be related to end-user firearms sales. For example, in July the state of Kentucky conducted well over 300,000 total background checks whereas end-user unit sales likely amounted to about 22,000. Much but not all of the difference stems from routine firearms permit checks and rechecks rather than from sales-related checks. SAAF thus makes certain adjustments to the FBI's raw data based on retailer reports and other information.

SAAF Chief Economist Jurgen Brauer comments that "even though the July year-over-year headline number fell drastically, estimated unit sales of nearly 1.4 million in July 2021 increased by over 500,000 units when compared to the more 'normal' July 2019 data. Indeed, part from last year's extraordinary July number, the July 2021 number is the highest on record."

In separate news, SAAF announces that **average ammunition price-index data** at the manufacturer/importer level (not retail level) are now available on its website for purchase.

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ABOUT Small Arms Analytics & Forecasting

Small Arms Analytics & Forecasting (SAAF) is a research consultancy focusing on the business & economics of the global small arms and ammunition markets. Politically unaffiliated, SAAF is an independent, evidenced-based resource for industry, advocacy, research, and policymaking alike, as well as for financial analysts and members of the media. Among other services, SAAF produces forecasts of U.S. civilian firearms unit sales, nationwide and for most states. Small Arms AnalyticsSM and Small Arms Analytics & ForecastingSM are legally protected Service Marks of Small Arms Analytics & Forecasting. (Contact sales@SmallArmsAnalytics.com for sales and other information.)