



CANADIAN SPORTING ARMS AND AMMUNITION ASSOCIATION

Canadian market overview

The hunting and sport shooting market in Canada

hunting

- 1.3 million Canadians participate in hunting
- consumer spending on hunting totaled \$5.9 billion in 2018
- hunting generated a \$4.1 billion contribution to Canada's GDP in 2018
- hunting supported 33,000 jobs and generated nearly \$2 billion in labour income in 2018

sport shooting

- 1.4 million Canadians participate in sport shooting
- consumer spending on sport shooting totaled \$2.6 billion in 2018
- sport shooting generated a \$1.8 billion contribution to Canada's GDP in 2018
- sport shooting supported 14,000 jobs and generated \$868 million in labour income in 2018

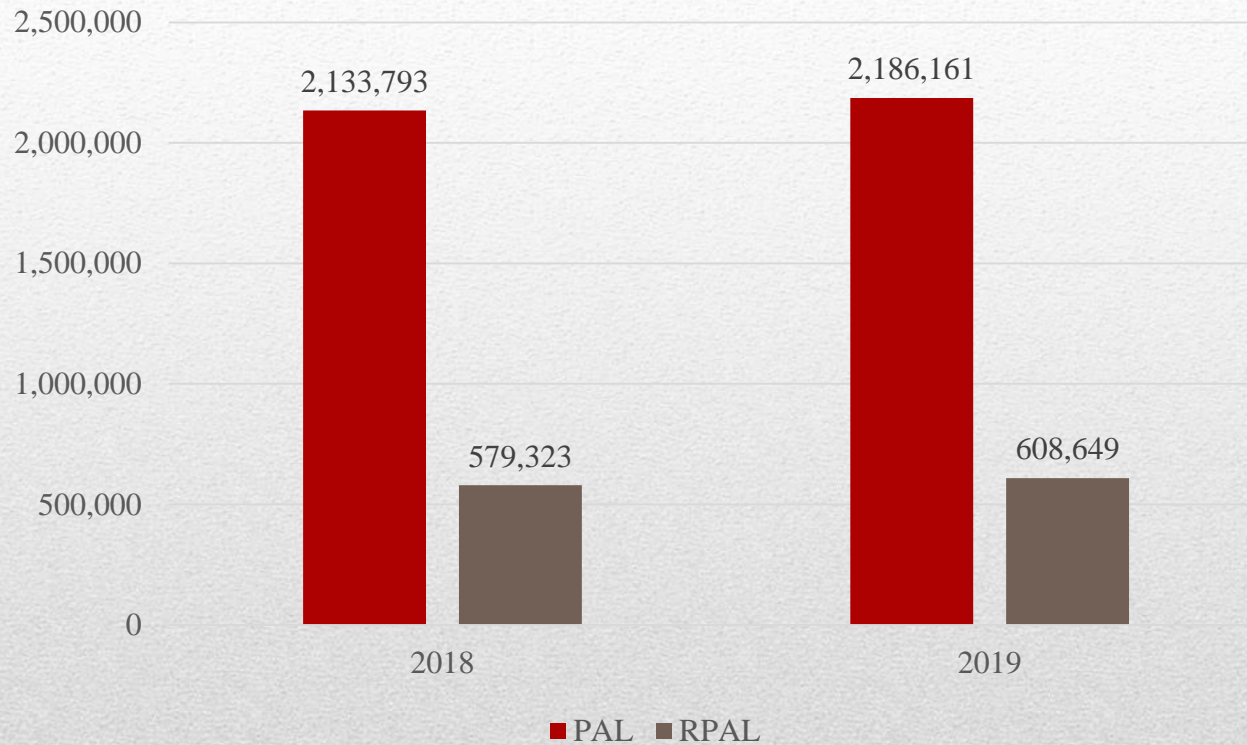
economics

Province/Territory	Spending (\$millions)	GDP at Market Prices (\$millions)	Employment full time equivalent	Labour Income (\$ millions)	Provincial Tax Revenues (\$ millions)
Ontario	\$2,666	\$1,920	15,030	\$935	\$454
Quebec	\$1,865	\$1,450	13,250	\$706	\$386
Alberta	\$1,022	\$764	5,064	\$380	\$114
British Columbia	\$1,048	\$756	6,173	\$375	\$171
Saskatchewan	\$322	\$192	1,506	\$84	\$42
New Brunswick	\$344	\$183	1,757	\$82	\$54
Manitoba	\$329	\$192	1,613	\$84	\$49
Nova Scotia	\$346	\$180	1,658	\$73	\$51
Newfoundland & Labrador	\$284	\$135	903	\$56	\$40
North West Territories	\$123	\$52	282	\$25	\$7.6
Nunavut	\$66	\$20	71	\$8.3	\$3.4
Yukon	\$32	\$11.4	83	\$5.9	\$1.6
PEI	\$14.6	\$13.2	132	\$5.7	\$3.4
Total	\$8,462	\$5,869	47,522	\$2,820	\$1,377

economics

For Hunting and Sport Shooting

Firearms Licences in Canada

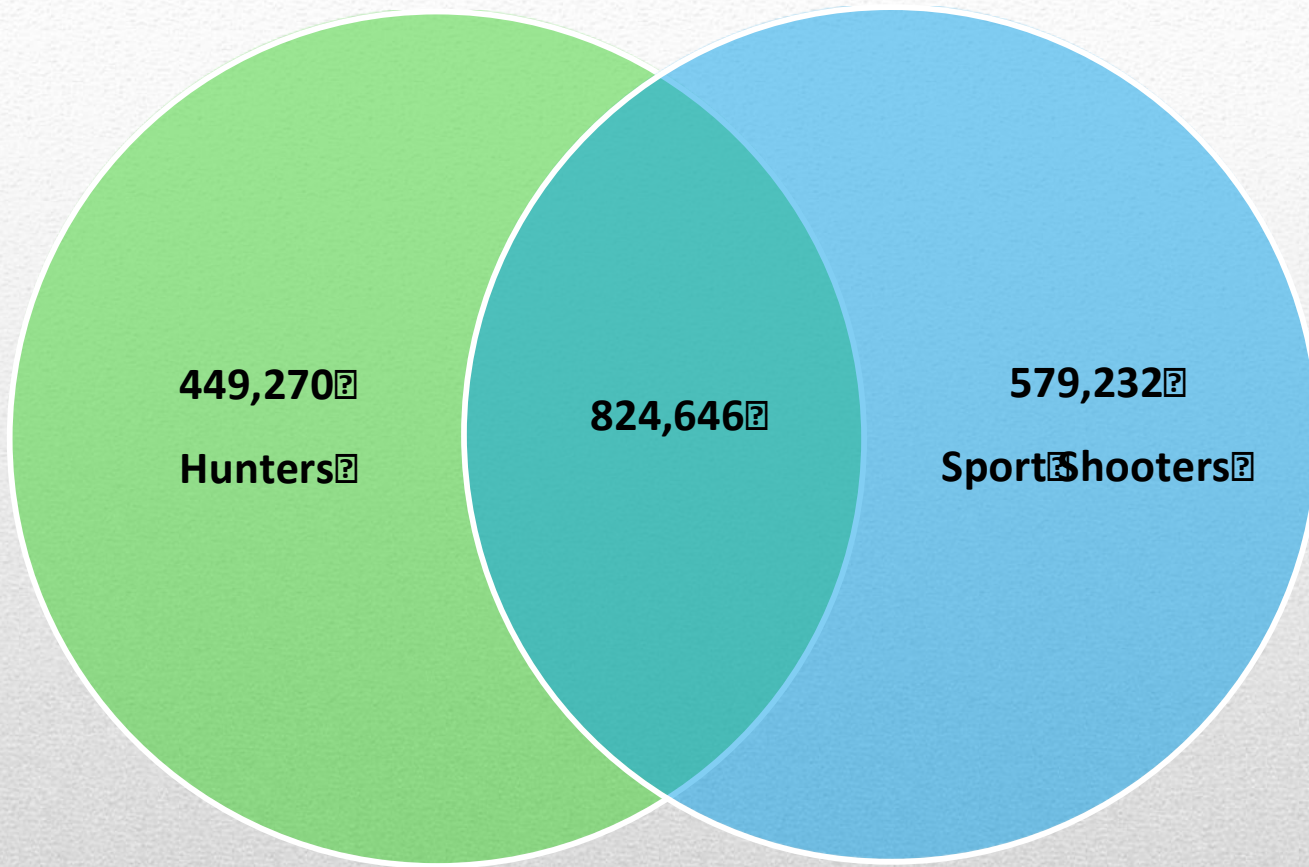


participation

Province/Territory	Hunters	Sport Shooters
Ontario	426,000	369,430
Quebec*	300,000	320,699
Alberta*	124,650	213,936
British Columbia*	106,114	221,052
Saskatchewan	77,348	48,487
New Brunswick	62,717	44,656
Manitoba*	49,339	61,111
Nova Scotia*	46,551	57,605
Newfoundland & Labrador*	41,464	51,575
North West Territories	18,022	3,783
Nunavut	15,536	2,249
Yukon	4,436	3,877
Prince Edward Island*	1,739	5,418
Total	1,273,916	1,403,877

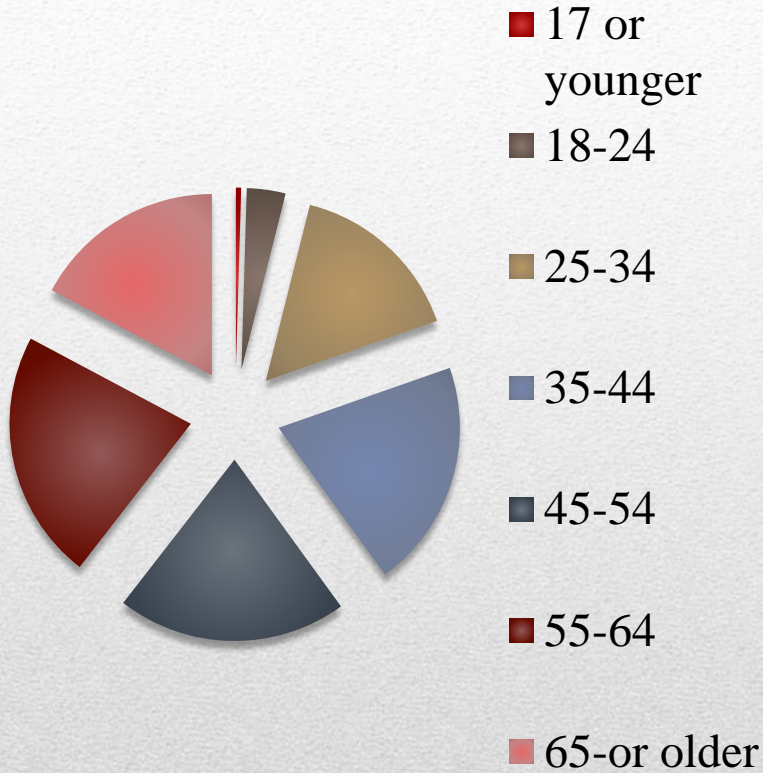
* participation in sport shooting exceeds hunting

participation

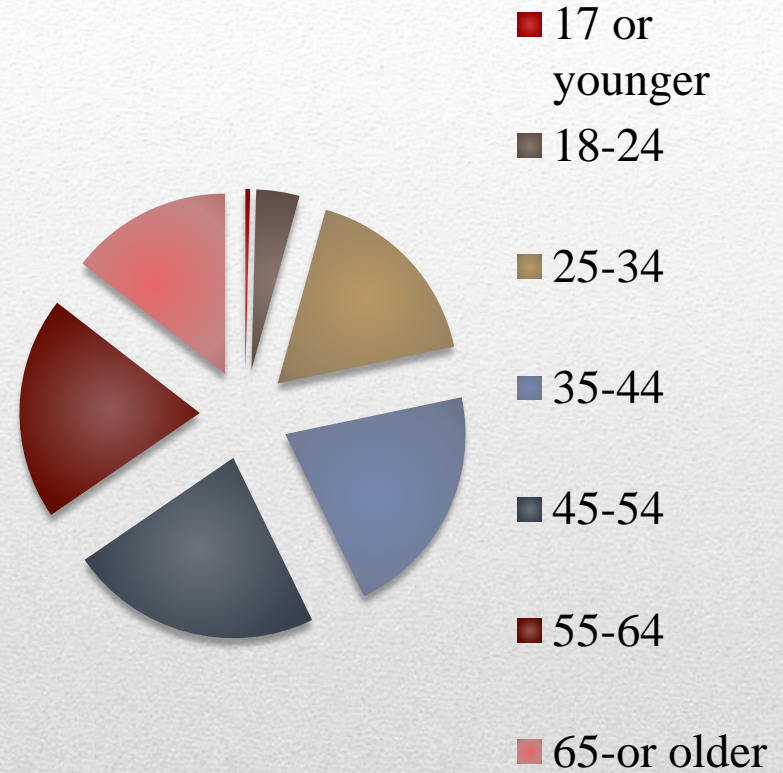


participation

Hunting



Sport Shooting



demographics

Hunting age by Province

	NL	PE	NB	NS	QC	ON	MB	SK	AB	BC	YK	NWT	NU	Canada
17 or younger	0.0%	0.0%	0.5%	1.4%	0.5%	0.3%	0.3%	0.8%	0.3%	0.2%	0.0%	0.0%	0.0%	0.5%
18-24	4.2%	3.8%	2.4%	3.3%	2.9%	3.2%	3.2%	4.4%	2.4%	2.9%	1.0%	4.0%	0.0%	3.5%
25-34	21.1%	15.4%	19.1%	12.4%	11.9%	14.8%	15.5%	17.0%	14.9%	18.2%	15.2%	12.0%	16.7%	15.7%
35-44	19.7%	19.2%	19.6%	21.9%	18.7%	18.4%	22.4%	21.4%	22.2%	21.5%	19.0%	28.0%	0.0%	20.4%
45-54	25.4%	30.8%	26.8%	27.6%	23.9%	21.0%	20.6%	18.5%	21.1%	21.8%	19.0%	16.0%	33.3%	20.5%
55-64	22.5%	19.2%	24.4%	21.0%	22.7%	22.8%	21.3%	22.4%	22.5%	19.1%	24.8%	16.0%	8.3%	22.3%
65 or older	7.0%	11.5%	7.2%	12.4%	19.4%	19.5%	16.9%	15.6%	16.6%	16.3%	21.0%	24.0%	41.7%	17.2%

demographics

Sport Shooting age by Province

	NL	PE	NB	NS	QC	ON	MB	SK	AB	BC	YK	NWT	NU	Canada
17 or younger	0.0%	0.0%	0.6%	0.5%	0.1%	0.3%	0.6%	0.9%	0.3%	0.3%	0.0%	0.0%	0.0%	0.4%
18-24	5.1%	3.3%	3.1%	4.2%	3.6%	4.0%	3.2%	4.8%	2.5%	4.0%	1.6%	0.0%	0.0%	3.9%
25-34	23.7%	13.3%	12.9%	23.7%	14.5%	17.3%	16.3%	18.2%	16.3%	18.4%	13.1%	9.1%	22.2%	17.3%
35-44	20.3%	23.3%	20.9%	17.4%	20.0%	20.4%	21.4%	21.8%	22.0%	19.8%	23.0%	31.8%	11.1%	20.9%
45-54	20.3%	23.3%	31.9%	23.2%	24.2%	22.8%	22.8%	20.1%	23.6%	23.9%	16.4%	18.2%	33.3%	22.5%
55-64	25.4%	23.3%	19.0%	25.3%	21.8%	20.0%	19.3%	20.2%	20.2%	19.7%	19.7%	31.8%	11.1%	20.3%
65 or older	5.1%	13.3%	11.7%	5.8%	15.7%	15.2%	16.5%	13.9%	15.2%	13.8%	26.2%	9.1%	22.2%	14.6%

demographics

Province/Territory	Hunting*	Sport Shooting*	Firearms & Ammunition
Ontario	\$1,961	\$705	\$666
Quebec	\$1,368	\$497	\$487
British Columbia	\$593	\$455	\$342
Alberta	\$593	\$429	\$314
Nova Scotia	\$222	\$124	\$111
New Brunswick	\$253	\$92	\$91
Manitoba	\$238	\$91	\$87
Newfoundland & Labrador	\$191	\$93	\$81
Saskatchewan	\$262	\$60	\$65
North West Territories	\$113	\$10	\$21
Nunavut	\$62	\$3	\$14
Prince Edward Island	\$5	\$9	\$7
Yukon	\$28	\$4	\$5
Total	\$5,889	\$2,573	\$2,290

Spending in \$CAN millions 2018

spending

*Includes spending on fuel, travel, major purchases, firearms & ammunition, other

Hunters: spending by Province

Province/Territory	Firearms and ammunition	Other	TOTAL
Newfoundland & Labrador	\$32	\$17	\$49
P.E.I.	\$1.5	\$1.2	\$2.7
New Brunswick	\$41	\$34	\$75
Nova Scotia	\$41	\$31	\$72
Quebec	\$212	\$192	\$404
Ontario	\$307	\$235	\$542
Manitoba	\$37	\$25	\$62
Saskatchewan	\$39	\$36	\$75
Alberta	\$106	\$81	\$187
B.C.	\$103	\$80	\$183
Yukon	\$3.3	\$3.3	\$6.6
N.W.T.	\$17	\$15	\$32
Nunavut	\$13	\$11	\$24
TOTAL	\$952	\$762	\$1,714

Spending in \$CAN millions 2018

spending

Hunters: average spending by age

	Firearms and ammunition	Other	Total
17 and under	\$279	\$257	\$536
18-24	\$861	\$588	\$1,449
25-34	\$949	\$716	\$1,665
35-44	\$934	\$689	\$1,623
45-54	\$821	\$650	\$1,471
55-64	\$615	\$551	\$1,166
65+	\$434	\$401	\$836
Overall	\$748	\$598	\$1,346

Spending \$CAN per person 2018

spending

Sport Shooters: spending by Province

Province/Territory	Firearms and ammunition	Other	TOTAL
Newfoundland & Labrador	\$48	\$28	\$77
P.E.I.	\$5	\$1.8	\$6.8
New Brunswick	\$49	\$20	\$70
Nova Scotia	\$71	\$30	\$101
Quebec	\$274	\$124	\$399
Ontario	\$359	\$203	\$562
Manitoba	\$50	\$22	\$72
Saskatchewan	\$26	\$13	\$39
Alberta	\$208	\$126	\$334
B.C.	\$239	\$123	\$362
Yukon	\$1.9	\$1.2	\$3.1
N.W.T.	\$4.1	\$3.2	\$7.3
Nunavut	\$1.7	\$0.7	\$2.5
TOTAL	\$1,337	\$696	\$2,036

Spending in \$CAN millions 2018

spending

Sport Shooters: average spending by age

	Firearms and ammunition	Other	Total
17 and under	\$207	\$100	\$308
18-24	\$875	\$336	\$1,211
25-34	\$1,055	\$459	\$1,514
35-44	\$986	\$467	\$1,453
45-54	\$1,029	\$498	\$1,527
55-64	\$949	\$403	\$1,352
65+	\$699	\$762	\$1,461
Overall	\$953	\$496	\$1,449

Spending \$CAN per person 2018

spending

Canada's trade landscape

Year	All firearms business licenses	Ammunition only business licences	Shooting range licenses	Firearms businesses
2016	4495	2026	1400	1069
2015	4522	2117	1320	1085
2014	4641	2354	1407	880
2013	4619	2384	1350	858

Source: R.C.M.P.

Canadian Sporting Arms & Ammunition Association (CSAAA)

- **Distributors - Wholesalers**
- **Independent Sales Representatives**
- **Retailers**

connecting

Amchar Canada	Liam Doherty	1-800-333-0695	liam@amcharcanada.com	Newmarket	ON
Bell Outdoors	Randy Smith	1-905-820-7000	rsmith@belloutdoors.com	Mississauga	ON
Big Rock Outdoors	Steve Dorey	1-705-719-7922	sdorey@bigrocksports.com	Barrie	ON
BOWMAC Gunpar	Linda Conley	1-613-257-5858	linda@bowmacgunpar.com	Ashton	ON
Canward Inc,	Frederick Ward	1-819-477-7144	fward@canward.com	Drummondville	QC
Cariboo Outdoor Distributors Inc.	Len McBride	1-587-401-3202	len@cariboooutdoor.ca	Edmonton	AB
Coonhound Sales + Marketing	Jason Beuermann	1-519-301-7310	jason@coonhoundsales.com	Walton	ON
European Arms Distributor	Giovanni Speroni	1-604-984-9508	euroarms@telus.net	Vancouver	BC
Freedom Ventures Ltd	Sean Hansen	1-902-455-5483	sales@freedomventures.ca	Halifax	NS
Gravel Agency Inc.	Hugo Laliberté	1-418-682-3000	hugo.laliberte@gravelagency.com	Quebec	QC
Graywood Sporting Group Inc.	Kyle Caruthers	1-705-749-0622	kyle@graywoodsporting.com	Peterborough	ON
Korth Group Ltd	Adam Patterson	1-403-938-3255	adam.patterson@korthgroup.com	Okotoks	AB
MD Charlton Company	James Wallace	1-905-625-9846	james@mdcharlton.ca	Mississauga	ON
Monsen's Sporting Goods Ltd.	Gerry Dinesen	1-705-748-6811	gerry@monsens.ca	Peterborough	ON
North American Hunting Supplies	Barry Voltner	1-866-967-4049	info@nahuntingsupplies.com	Acheson	AB
North Sylva	Dominic Saverino	1-416-242-4867	nsc@northsylva.com	Toronto	ON
Notosora Imports	Matt Taylor	1-604-690-9515	info@notosora.com	Bown Island	BC
O'Dell Engineering Ltd.	Ian Mahler	1-519-220-8195	ian@odell.ca	Puslinch	ON
PRO LINE Sports Ltd	Al Belhumeur	1-604-814-2161	prolinesportsltd@me.com	Mission	BC
Prophet River Firearms	Clayton Smiley	1-780-875-0575	ed@prophetriver.com	Lloydminster	AB
Trigger Wholesale Inc.	Mark Gdak	1-519-574-1012	mark@triggerwholesale.com	Waterloo	ON
Victory Ridge Sports	Ryan Joyner	1-647-641-3055	ryanj@victoryridgesports.ca	Barrie	ON
Wolverine Supplies	Matt Hipwell	1-204-748-2454	matthew@wolverinesupplies.com	Virden	MB

distributors

Compass Safaris Marketing	Chris Profota	1-519-354-0479	cjdecoy@sympatico.ca	Dover Centre	ON
Drake Sales Agency	Tyler Cuppy	1-705-768-4981	tyler.cuppy@drakesalesagency.com	Lakefield	ON
Eastern Outdoor Sales Inc.	Al Gallagher	1-905-335-5103	al@eosi.ca	Burlington	ON
Evans Group	Donald Turcotte	1-514-686-9780	DonaldTurcotte@theevansgroup.net	Richelieu	QC
Expert Fishing Company	Steve Hogue	1-204-648-7312	steve.expertfish@mymts.net	Dauphin	MB
Fisher Marketing	Chad Fisher	1-403-256-7519	chad@fishermarketing.ca	DeWinton	AB
Kolder Canada	Kevin Pretty	1-905-775-9191	kpretty@koldercanada.com	Lefroy	ON
Northern Exposure Sporting Group	Heather Hannah	1-519-833-7538	heather@northernsporting.com	Hillsburgh	ON
Outdoor Escape Sales	Chris Weidenfelder	1-705-933-606	chris@outdoorescapecsales.ca	Westwood	ON
Porcupine Creek Sales	Jack Richard	1-519-454-8166	bowshoot@execulink.com	Bright	ON
Tim Bailey & Associates	Ray Harms	1-604-649-0415	r.harms@tim.bailey.com	Northridge	CA
Upper Canada Sports Associates	Shawn Amyotte	1-905-562-0162	office@uppercanadasports.ca	Baden	ON
Westcan Marketing	Paul Simms	1-604-465-5831	paulsimms@telus.net	Maple Ridge	BC
Western Slope Sports Marketing	David Hill	1-250-868-3550	shill66@me.com	Kelowna	BC

sales representatives

CSAAA

CANADIAN SPORTING ARMS AND AMMUNITION ASSOCIATION

2020



EAST ORILLIA FEBRUARY 9-10, 2020
WEST CALGARY FEBRUARY 23-24, 2020

Orillia

February 9 - 10, 2020
Casino Rama
5899 Rama Road,
Orillia ON

Show Hours

Sunday, February 9, 9 a.m. - 5 p.m.
Monday, February 10, 9 a.m. - 3 p.m.

Industry Reception & Dinner

Sunday, February 9, 6-10 p.m.
(included with admission)

Calgary

February 23 - 24, 2020
Grey Eagle Resort Casino & Event Centre
3777 Grey Eagle Drive SW,
Calgary, AB

Show Hours

Sunday February 23, 9 a.m. - 5 p.m.
Monday February 24, 9 a.m. - 3 p.m.

Industry Reception & Dinner

Sunday, February 23, 6-10 p.m.
(included with admission)

The Canadian Sporting Arms and Ammunition Association National Trade Show is quickly becoming Canada's SHOT Show.

Featuring Canada's leading distributors showcasing the top firearms, ammunition, archery, apparel and accessory brands for the shooting sports and hunting retailer.

- Find Canadian product pricing and availability
- Enjoy a complimentary lunch
- Daily prize giveaways

For membership information and trade show registration, visit www.csaaa.org.

Attendance at CSAAA2020 is free for CSAAA member businesses. You must be a sporting arms business owner or employee and a CSAAA member to attend.

NOT OPEN TO THE PUBLIC.



BOWMAC
Gunpar



COONHOUND
SALES + MARKETING





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