



FOR IMMEDIATE RELEASE

Federal Recognized as Most Frequently Purchased Ammunition Brand in Southwick Report

ANOKA, Minnesota – April 10, 2025 – Federal Ammunition leads the categories of most frequently purchased rifle, handgun, and shotgun ammunition according to the Southwick Associates’ 2024 “Hunting & Shooting Participation and Equipment Purchases Consumer Tracking Study.” Southwick’s yearly survey compiled the feedback from thousands of hunters and recreational shooters.

“The fact that Federal Ammunition leads in three main categories of ammunition for most purchased ammo is a testament to the demanding work everyone at Federal puts into creating the highest quality products,” said Jason Nash, Federal’s Vice President of Marketing. “This year’s survey showed Federal as the most purchased rifle, handgun, and shotshell ammo. This is truly a team effort, and our company couldn’t be prouder.”

In 2024, Federal Ammunition introduced a new product line, Fusion Tipped and added the 360 Buckhammer cartridge to its HammerDown rifle ammunition lineup. In handgun ammo, Personal Defense Hydra-Shok Deep in 32 Auto and Personal Defense Punch in 25 Auto were added to an extensive list of self-defense offerings and more options in the longstanding Champion Handgun product line. In Shotshell, the brand introduced a new Ultra Steel product line for waterfowl hunting, Freight Train Copper-Tipped Sabot Slugs for deer hunting, as well as Prairie Storm line extensions for upland loads and the Personal Defense shotshell product line.

“Federal offers the broadest selection of ammunition to meet the needs of hunters and shooters. The brand is an ammunition specialist and focuses on new products that improve success in the field,” said Nash. With Federal’s wide range of innovative product choices, hunters and shooters can easily find a product that fits their needs.

Southwick’s in-depth resources illustrate shopping behaviors, including where consumers shop, brand preferences, and the amount spent. Learn more at www.southwickassociates.com.

Federal Ammunition products are available at dealers nationwide and online. For more information on all Federal products and to sign up to receive notifications about new product availability, rebate promotions, and other brand news via email, visit www.federalpremium.com.

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About Federal Ammunition

Federal, headquartered in Anoka, MN, is an ammunition brand of The Kinetic Group, owned by CSG, a globally diversified industrial group based in Prague (Czech Republic). From humble beginnings nestled among the lakes and woods of Minnesota, Federal Ammunition has evolved into one of the world's largest producers of sporting ammunition. In 1922, founding President Charles L. Horn paved the way for our success. Today, Federal carries on Horn's vision for quality products and services with the next generation of outdoorsmen and women. We maintain our position as experts in the science of ammunition production. Every day, Federal manufactures products to enhance our customers' shooting experience while partnering with the conservation organizations that protect and support our outdoor heritage. Federal offers thousands of options in our Federal Premium® and standard Federal® lines, which is what makes it the most complete ammunition company in the business and helps it provide customers with a choice no matter what the pursuit.