

---

# S&P TEST

SWOT & PESTLE.com

---

## STURM RUGER & COMPANY SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Sturm Ruger & Company

**Company Sector :** Firearms

**Operating Geography :** United States, North America, Global

**About the Company :**

Ruger is a brand of weapons made in the United States by Sturm, Ruger & Company, which has its corporate offices in Southport, Connecticut. The company was founded in 1949 by Alexander Sturm and William Ruger and has since become one of the leading manufacturers of firearms in the United States. Ruger designs, produces, and sells a wide range of firearms for civilian, law enforcement, and military markets. They offer a diverse lineup of pistols, revolvers, rifles, and shotguns, catering to various shooting preferences and applications. Ruger firearms are known for their durability, reliability, and innovative features, making them popular among gun enthusiasts, collectors, and professional shooters. In addition to manufacturing firearms, Ruger provides a range of accessories and replacement parts for their products. They also offer a comprehensive customer service and support network to assist firearm owners with maintenance, repairs, and inquiries. As of 2023, there are 1,880 employees in Sturm, Ruger & Company.

Sturm, Ruger & Company's unique selling proposition lies in their commitment to producing high-quality firearms known for durability, reliability, and innovative features. Their mission is to provide responsible citizens with innovative, safe, and reliable firearms for self-defense. Ruger aims to be the top firearms manufacturer in the US, known for craftsmanship, reliability, and customer satisfaction. They prioritize continuous improvement, technological advancements, and diverse product offerings while promoting responsible firearm use.

**Revenue :**

US\$ 595.8 million - FY ending 31st December 2022 (y-o-y growth -18.5%)

US\$ 730.7 million - FY ending 31st December 2021

## SWOT Analysis :

The SWOT Analysis for Sturm Ruger & Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong focus on innovation, launching a minimum of 5 new products every year.</li> <li>2.Strong brand recognition as the largest firearm manufacturer in the US.</li> <li>3.Diverse product portfolio with nearly 800 product variations across 40+ product lines.</li> <li>4.Robust distribution network, with 15 distributors for the commercial market, 25 for law enforcement &amp; 45 for exports.</li> </ul>	<ul style="list-style-type: none"> <li>1.Limited international presence with foreign sales accounting for only 6% of total revenue.</li> <li>2.High revenue dependence on top 3 customers, representing over 60% of total revenue.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strategic partnerships can lead to joint product development, cross-promotion &amp; access to new customer segments.</li> <li>2.Leverage technological advancements such as smart gun technologies.</li> <li>3.Expansion into growing foreign markets such as Asia &amp; Europe.</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition from well-established companies like Smith &amp; Wesson, Glock, Sig Sauer among others.</li> <li>2.Risk of product recalls, defects &amp; legal disputes related to its products.</li> <li>3.Vulnerability to public perception on gun violence.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Sturm Ruger & Company is given below:

Political	Economical
1.COVID-19 pandemic induced surge in gun sales 2.The ban on semiautomatic rifles & magazines in Illinois will impact sales & operations	1.U.S 2023 budget prioritizes military readiness amidst the Ukraine-Russia conflict boosting demand for firearms. 2.Significant contribution to the U.S economy in the form of federal & state business taxes & excise taxes.
Social	Technological
1.Public sentiment surrounding gun violence and control measures influence consumer attitudes towards firearms 2.Popularity of hunting and target shooting as a recreational sport in the United States	1.Advanced 3D printing to enhance precision & efficiency in manufacturing firearms. 2.Titanium nitride coatings reduce wear, corrosion, noise & improve performance.
Legal	Environmental
1.Faced lawsuit regarding its marketing content post Colorado shooting incident.	1.Implemented steel recycling & metal reuse methods to tackle growing landfill concerns. 2.Active engagement with local communities to promote safety, education & responsible gun ownership.

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Sturm Ruger & Company** SWOT & PESTLE Analysis is a paid report at **27.53 U.S.D.**

**Buy Now**

\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**