



# GENERAL SMART GUN INDUSTRY

AND **SECOND  
TRIGGER**

## I INSIGHT POINT

Smart gun lock tech is projected to reach \$467.7M by 2030. Second Trigger is positioned to lead, not follow.

## I INSIDE

Market insights, consumer behavior, competitor gaps, and why Second Trigger is the only smart lock that truly fits

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- Market Factors

SMART

## MARKET OPENNESS



## OPENNESS TO SMART GUNS

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Studies have shown varying degrees of openness to smart gun technology. A 2016 Johns Hopkins University study found that about 59% of Americans were open to considering smart guns. Even if we take a more conservative estimate from the National Shooting Sports Foundation, which found 14% "very likely" to purchase a smart gun, the numbers are promising.

## EXISTING FIREARM OWNERSHIP

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According to estimates, there are over 393 million civilian-owned guns in the United States as of 2021, outnumbering the U.S. population. With over 110,000,000+ individuals owning handguns, which are the primary focus of our smart gun lock product.

## FAMILY OWNERSHIP

While exact statistics on the percentage of these firearms owned by families are not readily available, it's reasonable to assume that a significant number of gun owners have families and would

be concerned about safety, thus forming a substantial part of our target market. More information about this is provided in separate study documents proved with this in-depth business plan



# LIKE WHAT YOU SEE?

## THIS IS JUST THE PREVIEW

### SECOND TRIGGER

The full document includes detailed breakdowns, visuals, technical specs, and the full context of what makes this project different.

To request access to the full version, reach out directly:

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Let us know where your interest lies, and we'll send the extended file or set up a quick walkthrough.



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