

# Sentong Vision Reports Robust Growth in Global Hunting Gun Market as Demand Scales

**1-8X24 SFP**  
LOW POWER VARIABLE OPTICS

STARTING AT \$102<sup>USD</sup>

FOGPROOF  
SHOCKPROOF  
WATERPROOF

RETICLE

Magnification	1-8x
Objective Diameter	24 mm
Eye Relief	3 inches
Field of View	114.2-15 ft. @ 100 yards
Tube Size	30 mm
Reticle Position	Second Focal Plane
Max Up and down Adjustment	±65
Max left and right Adjustment	±65
Illuminated Reticle	Red/Green Illumination 5 Level

**Chengdu, Sichuan Apr 3, 2026 (Issuewire.com)** - The global landscape for precision optical-electronic perception and hunting equipment is undergoing a period of profound transformation, with **Chengdu Sentong Vision Technology Co., Ltd.** emerging as a key driver in the integration of high-tech defense perception and civilian applications. As a high-tech enterprise specializing in optical-electronic perception, intelligent security, and unmanned systems, Sentong Vision reports that the market for [hunting gun scopes](#) and thermal imaging systems has demonstrated a vigorous and sustained development trend. Driven by the continuous improvement of global living standards and the increasing popularity of specialized outdoor sports, the market for civilian-grade optical scopes in key regions reached approximately 4.32 billion yuan in 2024. Projections indicate this figure will rise to 4.76 billion yuan by 2025, representing a year-on-year growth rate of 10.2%. This upward trajectory highlights the expanding role of advanced sensing technologies in both national security and the international outdoor sports market.

## The Evolution of Precision Optical Technology and System Architecture

In the demanding environment of hunting and long-range observation, gun scopes serve as the critical interface between the operator and the target. These instruments function as essential equipment for enhancing shooting accuracy and operational safety. As the demand for these instruments continues to scale, the market has segmented into several specialized product categories, defined by distinct technological advantages and complex optical architectures.

### 1. Traditional Optical and Telescopic Systems

Optical scopes, characterized by a long history of development and mature manufacturing processes, currently maintain a dominant market position. These systems are valued for their clear imaging effects and reliability in various light conditions, currently accounting for approximately 65% of the total market share. Within this segment, high-precision telescopic scopes remain the preferred tool for professional

hunters and marksmen. The internal lens configurations of these devices are designed to minimize chromatic aberration and maximize light transmission. Their ability to provide high magnification and parallax adjustment makes them indispensable for long-distance scenarios and the hunting of large game, where precision at range is the primary requirement for successful ethical hunting.

## 2. Fast-Acquisition Red Dot and Reflex Scopes

Conversely, red dot scopes have carved out a significant niche due to their rapid aiming characteristics. These non-magnifying reflex sights utilize an LED or a laser to project a reticle onto a specially coated glass element. This design allows for "both eyes open" shooting, which provides a wider field of view and superior situational awareness. These are increasingly favored by beginners and are widely utilized in close-range hunting of small game or in dynamic environments where speed of target acquisition is prioritized over extreme magnification.

## 3. The Rise of Thermal Imaging and Digital Integration

With the rapid acceleration of optoelectronic technology—a core field for Sentong Vision—infrared (thermal) scopes and digital scopes have emerged as a disruptive force. Leveraging advanced thermal imaging and digital image processing technologies, these devices allow users to operate effectively in total darkness or through environmental obscurants such as fog, smoke, and heavy rain. Unlike traditional optics that rely on visible light, infrared sights detect heat signatures, providing a distinct advantage in nocturnal environments. By compensating for the inherent limitations of traditional glass optics, these "intelligent" perception tools are gaining rapid market acceptance. Experts expect their market share to expand to approximately 30% by 2025, driven by the decreasing cost of thermal sensors and the increasing demand for 24-hour operational capabilities in both hunting and security sectors.

### Consumer Upgrading and the Global Demand for Intelligence

The demographics of the hunting and precision optics market are shifting toward a more sophisticated consumer base that mirrors the requirements of the military and security markets. Modern users are no longer satisfied with basic magnification functions; there is a clear and growing pursuit of high-quality, high-performance, and multi-functional products that can withstand rigorous field conditions.

Statistical evidence supports this trend of consumption upgrading: the sales growth rate for high-end gun scopes—those priced above 5,000 yuan—reached 15.8% in the most recent fiscal period. This significantly outpaces the 7.2% growth rate observed in the mid-to-low-end product segments. This "premiumization" of the market is characterized by a demand for advanced features often found in Sentong Vision's professional-grade equipment:

**Advanced Optical Performance:** Utilization of extra-low dispersion (ED) glass and specialized multi-layer lens coatings to maximize light throughput and minimize glare.

**Ruggedization Standards:** Equipment must meet strict quality management systems to ensure the ability to withstand extreme recoil, water immersion, and thermal shock across diverse climates.

**Smart Functionality:** The integration of micro-processors for automatic focusing, laser rangefinding, and ballistic calculation software. These systems automatically adjust the aiming point based on distance, windage, air density, and even the angle of the shot, reducing the margin of human error.

## Structural Shifts in Sales and Digital Distribution Channels

The methods by which consumers research and acquire precision optical equipment are undergoing a digital transformation. Online e-commerce platforms have become a primary conduit for the industry, offering unparalleled convenience and a global selection of products. In 2024, the proportion of online channel sales jumped to 52%, up from 45% the previous year. Promotional activities on major regional platforms have been instrumental in driving this growth, allowing manufacturers to reach niche markets more effectively than through traditional retail alone.

However, the role of offline professional outdoor stores and shooting clubs remains irreplaceable for high-value purchases. These venues allow consumers to experience the tactile quality and optical clarity of high-end equipment in person while receiving expert purchasing advice. This "omni-channel" approach—combining digital research with physical verification—has become the industry standard for distributing high-precision equipment.

## Regional Growth Patterns and Macro-Policy Influence

Geographically, market demand remains concentrated in regions with developed economies and a strong culture of outdoor activity. The eastern and southern coastal regions, for example, contribute 32% and 25% of annual sales respectively, reflecting higher levels of disposable income and interest in technical gear. Nevertheless, significant growth potential is emerging in northern, central, and western regions. As local residents' standards of living increase, their enthusiasm for specialized outdoor activities is rising, positioning these areas as the next frontier for market expansion.

Macro-level policies are also playing a supportive role in the development of the civilian gun scope market. National initiatives to promote the sports and outdoor industries, such as the continuous advancement of the "National Fitness Program Outline," have indirectly bolstered market participation. Furthermore, international trade adjustments, such as the 2% reduction in import tariffs for related high-tech components in 2024, have stimulated the sales of high-end international brands. Data from the General Administration of Customs indicates a 12.5% year-on-year increase in the import volume of precision optical instruments, reflecting a healthy cross-border exchange of technology.

## Chengdu Sentong Vision: A Global Leader in Optical Perception

As the industry moves toward intelligence, high precision, and multi-functionality, **Chengdu Sentong Vision Technology Co., Ltd.** has established itself as an important player in the international security and military markets. Committed to providing advanced border surveillance, target detection, and unmanned reconnaissance equipment, the company brings military-grade reliability to a wide array of applications.

Sentong Vision's core product portfolio is widely used in national defense security, border patrol, counter-terrorism, emergency rescue, and industrial inspection. Its technological innovation capabilities are reflected in its primary product lines:

**Intelligent Border Cameras and Radar Systems:** Engineered for wide-area perception and automated threat detection.

**Infrared Sights and Electro-Optical Pods:** Utilizing high-sensitivity thermal sensors for precision aiming and intelligence gathering in adverse weather.

**Unmanned Systems:** Specializing in vertical take-off and landing (VTOL) unmanned aerial vehicles (UAVs) and loitering munitions, providing a comprehensive "eye in the sky" for modern reconnaissance.

With a strict quality management system and a focus on global needs, Sentong Vision's products have been successfully exported to over 60 countries and regions. This global footprint allows the company to stay at the forefront of optical-electronic trends, ensuring that its technology remains relevant for both high-stakes security operations and high-performance hunting scenarios.

### **Future Outlook and Regulatory Compliance**

The future of the gun scope and optical perception market will be defined by the further integration of Artificial Intelligence (AI) and Augmented Reality (AR). Features such as target recognition, environmental data overlays, and synchronized connectivity with unmanned systems are expected to move from specialized combat use into the broader high-end hunting and security markets.

However, during this development process, the industry emphasizes the necessity of strictly abiding by relevant policies and regulations. Ensuring the healthy and orderly development of the market is paramount to providing hunting enthusiasts and security professionals with reliable and high-performance equipment. Through the continued technological innovation of leaders like Sentong Vision, the global market for optical-electronic perception is set to reach new heights of precision, safety, and functionality.

For more information on advanced optical-electronic perception, intelligent security, and unmanned systems, please visit the official company website: <https://www.sentongvision.com/>

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