

German caravanning industry registers record sales for the first half of the year, amounting to more than 6 billion euros

Sales of both new and used leisure vehicles, as well as leisure-vehicle accessories, register 5 percent growth

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During the first half of this year, the German caravanning industry registered record sales amounting to approximately 6.2 billion euros – the best results ever registered by the industry for this period. Sales growth was registered in all three sectors of the industry: new vehicles, used vehicles and accessories. Revenues for the period January through June were up nearly 5 percent. The German leisure-vehicle industry is poised to set an all-time sales record in 2019, with total revenues expected to be in the neighbourhood of 11.6 billion euros.

Thanks to the ever-growing popularity of leisure-vehicle holidaying, revenues in the German caravanning industry reached a new high during the first half of this year. For the first time ever, the industry registered sales amounting to more than 6 billion euros for new leisure vehicles, used leisure vehicles and leisure-vehicle accessories. Thus, the sales growth registered during the prior year is continuing unabated this year. The record sales volume from the first half of 2018 was exceeded once again – by 4.9 percent – during the first half of 2019.

The lion's share of the aggregate revenues for the German caravanning industry was accounted for by the nearly 3.6 billion euros in sales for new leisure vehicles. This represents an increase of 2.9 percent over the same period last year, and at the same time, sets a new record. Sales in the motor caravan segment rose 2 percent relative to the first six months of 2018, and for the first time exceeded 3 billion euros. Sales of new caravans in the first half of the year amounted to 564 million euros, which represents a robust sales-growth rate amounting to 8.3 percent.

Sales of used motor caravans likewise set an all-time record for the first six months of a year. Between January and June, leisure-vehicle dealers sold 2.1 billion euros worth of pre-owned motor caravans and caravans, a 7.9 increase over the first half of 2018. “Demand in the used leisure vehicle sector has in some cases been outpacing the offer, which explains why not even more used motor caravans and caravans are changing hands,” noted Daniel Onggowinarso, Managing Director of the trade association CIVD.

As for the leisure-vehicle accessories sector – the third pillar of the leisure vehicle industry – business was also brisk during the first six months of the year, with sales rising by a healthy 7.6 percent relative to the same period last year, to a record 520 million euros.

“The fact that sales records have been broken yet again in all three sectors of the leisure-vehicle industry attests to the growing popularity of caravanning. Given the tremendous appeal of this type of holidaying, we feel we are on track to break sales records for the sixth time in row,” Mr. Onggowinarso said.

For further information about caravanning, please visit our web sites:

caravanning-info.de or www.civd.de, where there are also photos available for downloading.

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About Caravanning Industrie Verband e. V.

Caravanning Industrie Verband (CIVD) is the trade association for the industrial arm of the German leisure vehicle sector. Our members include German and European leisure vehicle manufacturers, numerous leisure-vehicle supply vendors and service providers, as well as public institutions and associations. Founded in 1962, CIVD represents the interests of the German leisure vehicle industry for all matters of concern to its members, through lobbying and other communication measures directed at German and European political institutions and government authorities. The CIVD is also the ideal sponsor for CARAVAN SALON, the world’s largest vehicle leisure industry trade show. In this capacity CIVD plays a pivotal role in promoting the progress and development of the European leisure vehicle industry.