

### **German caravanning industry registers revenues amounting to nearly €11.7 billion**

Combined sales of new and used leisure vehicles, along with caravanning accessories, add up to the sixth consecutive year of record sales

Stuttgart, 13 January 2020

**In 2019, the German caravanning industry achieved record sales amounting to nearly 11.7 billion euros – the best results ever registered by the sector. This figure represents nearly 4 percent sales growth relative to the same period in the prior year. Sales growth was registered in all three sectors of the industry: new vehicles, used vehicles and accessories. This was the sixth consecutive year of record sales for the industry – a trend that is expected to extend into the year ahead.**

Last year, the German caravanning industry once again achieved record sales revenues, amounting to nearly €11.7 billion – an impressive 3.9 percent increase relative to the prior year. 2019 was the sixth consecutive year in which the industry achieved record sales revenues, with revenues nearly doubling during this period.

#### **Record sales of new caravans and motor caravans**

At €6.5 billion, the lion's share of the industry's sales revenue was accounted for by the sale of new caravans and motor caravans – which, thanks to a marginal increase of 0.4 percent, exceeded the previous year's record figure. Some €2.6 billion of these sales were consummated in the export market. Sales of new motor caravans reached 5.4 billion euros – a figure nearly as high as the record set in 2018. Sales of caravans contributed an additional billion euros to the industry's total revenues – a robust sales-growth rate amounting to 2.7 percent relative to the prior year.

#### **Sales of used motor caravans and caravans rose sharply**

Sales of used motor caravans and caravans were brisk in the German market last year, reaching €4.1 billion – a new all-time record. This represents sales growth amounting

to an impressive 9.3 percent over 2018; the motor caravan and caravan sectors performed on a par with each other in this regard, registering sales growth of 9.0 percent and 10.5 percent respectively. The fact that this figure was not even higher is attributable to a lack of supply, rather than demand.

### **All sectors of the German caravanning industry achieved record sales in 2019**

The record sales registered anew by the German caravanning industry in 2019 are also attributable to the accessories sector, which registered sales growth amounting to 6.3 percent. Total sales exceeded €1 billion for the first time, and all three industry segments set new all-time sales records. “The fact that our industry has registered record sales once again means that our ambitious expectations for 2019 have been fully met,” said Daniel Onggowinarso, Managing Director of the caravanning industry association CIVD, pleased. “Caravanning is more popular now than just about any other holiday option, and the caravanning target group is characterized by above-average purchasing power and consumption. We are thus expecting to see sales in all three segments increase in 2020 as well, and they might even exceed €12 billion for the first time in the industry’s history,” Mr. Onggowinarso noted optimistically.

*This press release contains estimated figures as at 10 January 2020.*

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

[caravanning-info.de](http://caravanning-info.de) or [www.civd.de](http://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 caravanning sector. Our members include German and European caravan and motor caravan manufacturers, numerous caravan and motor caravan supply vendors and service

providers, as well as public institutions and associations. Founded in 1962, CIVD represents the interests of the German caravanning 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 caravanning industry trade show. In this capacity CIVD plays a pivotal role in promoting the progress and development of the European caravanning industry.