

At a high level: caravanning industry records a decline in sales

Weak exports of leisure vehicles cause sales to fall in the first half of the year – positive outlook

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The German caravanning industry suffered a decline in sales in the first half of the year. However, the sales volume remained at a high level of 5.75 billion euros. Domestic demand was robust despite Corona, but weak exports caused business with new vehicles to shrink. Sales of used vehicles in Germany, on the other hand, actually increased noticeably, and since new registrations in Europe are rising again, the decline in sales should soon be made up for.

With total sales volume of 5.75 billion euros, the German caravanning industry achieved a good result in the economically difficult first half of the year. However, despite robust demand for motor caravans and caravans in Germany, revenues fell by 6.1 percent. The reason for this is the Corona-related weaker export of leisure vehicles made in Germany. Business with new vehicles fell by 12.6 percent compared with the first half of 2019 to 3.1 billion euros. Motor caravans accounted for 2.66 billion euros of this figure, a drop of 10.3 percent. With new caravans, the industry generated sales of 442 million euros. That is 24.2 percent less than in the same period last year. "Since new registrations have been on the rise again since June with the easing of the corona measures in Europe, it will probably only be a matter of time before we have made up for the dip in sales from the spring," says Daniel Onggowinarso, Managing Director of the caravanning industry association CIVD confidently.

Business with used leisure vehicles is growing

Sales on the used vehicle market in Germany even grew in the first half of the year. Corona gave the sector a run on its products. Between January and June, the dealerships had a turnover of 2.15 billion euros in used caravans and motor caravans – a record. This represents an increase of 4.9 percent compared to the same period last year. "The

demand on the German used market partly exceeds the supply, since motor caravan and caravan owners want to use their vehicles right now and do not want to sell them," says Onggowinarso.

The accessories business, the industry's third business unit, declined slightly in the first six months (minus 5.5 percent) to just under half a billion euros in revenue. "Here, too, we expect sales to rise in the second half of the year," Onggowinarso says optimistically.

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 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.