

12.5 Billion Euros - Record Turnover for German Caravanning Industry

Business with new and used leisure vehicles as well as accessories continued to flourish in 2020

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The German caravanning industry turned over 12.5 billion euros last year. Turnover rose by over 6 percent to a new record high. Business with new vehicles declined slightly due to the corona-related reduction in production volume. Strong growth was recorded in the business areas of used vehicles and accessories. 2020 is already the seventh year in a row that the industry closed with a new record. The outlook for 2021 is also good.

The caravanning industry in Germany generated a turnover of 12.5 billion euros last year and, thus, achieved a new record. This corresponds to a respectable increase in turnover of 6.3 percent. This is the seventh consecutive year that the industry has achieved a new record result. During this time, turnover has more than doubled.

Lower production volume causes turnover with new vehicles to fall slightly

The sale of new vehicles brought in the largest turnover for the industry. At 6.5 billion euros, revenues were down slightly by 1.5 per cent compared to the all-time high from 2019. The reason for this is that the Corona pandemic caused production levels to fall. Sales abroad declined by 6.2 per cent to 2.5 billion euros. With the sale of new motor caravans, the industry turned over a total of 5.6 billion euros, slightly exceeding the record level from the previous year (plus 0.3 percent). Proceeds from the sale of new caravans amounted to 900 million euros - a minus of 11.3 per cent.

Business with used leisure vehicles grows strongly

The market for used leisure vehicles grew strongly last year, again. Accordingly, sales of second-hand vehicles rose by an outstanding 18.2 percent to a new all-time high of 4.9

billion euros. Used caravans brought in 4.0 per cent more turnover than in 2019, motor caravans even 21.6 per cent.

Accessories business with record results

The industry's third division, the accessories business, also continued to grow in 2020. Turnover increased by 7.6 percent compared to the previous year to 1.1 billion euros. "With another record result, we have achieved a conceivably good result in the extraordinary year 2020," Daniel Onggowinarso, Managing Director of the caravanning industry association CIVD, summed up with satisfaction. "Caravanning is in vogue like hardly any other form of holiday. We are optimistic that we will be able to increase production again in 2021 and that the export business will also pick up again. Under these conditions, a new record turnover of over 13 billion euros beckons", Onggowinarso gives an optimistic outlook.

This press release contains estimated figures as at 15 January 2021.

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.