

German caravanning industry achieves new sales record

The industry recorded sales of new and used caravans and motor caravans and accessories amounting to €13.9 billion, despite supply-chain bottlenecks

Frankfurt am Main, 20 January 2022

The German caravanning industry registered revenues amounting to €13.9 billion in 2021, which represents a 12.1 percent increase relative to the prior year, and a new sales record. Despite faltering supply chains across the globe, sales of new caravans and motor caravans rose 16.1 percent to just over €7.5 billion. Sales of used caravans and motor caravans and accessories were likewise up compared to 2020. Last year was the eighth consecutive year in which the industry achieved record sales, and the sales outlook for the current year is positive.

The German caravanning industry registered revenues amounting to €13.9 billion in 2021. Despite faltering supply chains and the worldwide shortage of raw materials, which have had an enormous negative impact on caravan and motor caravan production, sales still rose an impressive 12.1 percent. This marks the eighth consecutive year in which the industry achieved record sales. Sales revenue has nearly tripled during this period.

Record sales of new caravans and motor caravans despite faltering supply chains

The lion's share of industry revenues was accounted for by sales of new caravans and motor caravans, which amounted to a total of €7.5 billion – a 16.1 percent increase over the prior year. The proportion of caravan and motor caravan sale exports relative to total sales also rose relative to the prior year, to €3 billion, a 21.7 percent increase. Sales of new motor caravans amounted to nearly €6.4 billion, an increase of 14.8 percent relative to the prior year's record figure. Sales of new caravans made an excellent recovery following the decline registered in 2020, increasing by 24 percent to more than €1.1 billion – and once again topping the pre-Covid (2019) level for this segment.

Sales of used caravans and motor caravans registered continued growth

Demand for used caravans and motor caravans remained strong last year, resulting in a 6.3 percent increase and a new record high of €5.2 billion. Relative to 2020, sales of used caravans were up 10.4 percent and sales of used motor caravans rose 5.5 percent.

Record sales for the caravan and motor caravan accessory segment

The caravan and motor caravan accessory sector registered strong growth in 2021, increasing by 14.2 percent relative to 2020, to €1.2 billion.

“The worldwide supply chain has become extremely unreliable on account of Covid – a situation that has also affected the caravan and motor caravan industry, where shortfalls of numerous components and materials have occurred. Were it not for the delays in caravan and motor caravan production resulting from this situation, the industry’s sales results would have been even better,” said Daniel Onggowinarso, Managing Director of Caravaning Industrie Verband (CIVD). “But frankly we have no grounds for complaint, given that our industry achieved record-high sales for the problematic and unusual ‘Covid year’ 2020, and even set new all-time high sales records for 2021. Caravan and motor caravan holidaying is experiencing growth at a level that far exceeds that of any comparable activity. Demand for caravans and motor caravans is currently very strong, and we expect it to remain so for the foreseeable future,” Mr. Onggowinarso commented.

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

www.e-c-f.org, where there are also photos available for downloading; and caravaning-info.de.

Press contact

Marc Dreckmeier
Head of Marketing & PR
Caravaning Industrie Verband e. V. (CIVD)
Hamburger Allee 14
60486 Frankfurt am Main
Germany
Phone: +49 69 704039-18
marc.dreckmeier@civd.de

About Caravaning Industrie Verband e. V. (CIVD)

Caravaning Industrie Verband (CIVD) is the trade association for the industrial arm of the German caravan and motor caravan 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 government institutions. 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. CIVD is also the ideal sponsor for Caravan Salon, the world's largest caravan and motor caravan trade show. In this capacity CIVD plays a pivotal role in promoting the progress and development of the European caravanning industry.