

Press Release

Over 94,000 new registrations: German caravanning industry reports strong annual results

Motor caravan segment exceeds previous year's level. Private demand boosts German market. Caravan segment below previous year's result. Pre-owned vehicles in high demand.

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Motor caravans and caravans continue to be very popular among German holidaymakers. In 2025, 94,134 new leisure vehicles were registered nationwide, as announced by the CIVD at its annual press conference today. This puts the industry just 2.3 per cent below the very high level of the previous year. While commercial new registrations are temporarily declining, the private market for motor caravans continues to develop very positively. In addition, the pre-owned vehicle market has once again reached a record high, underlining the continuing high level of interest in mobile holidays.

Over the past twelve months, a total of 94,134 new leisure vehicles were registered in Germany – representing a slight decline of 2.3 per cent compared to the same period last year. Nevertheless, the German caravanning industry is very satisfied with the annual results, as CIVD Managing Director Daniel Onggowinarso explains:

‘2025 was a year marked by many challenges for our industry. On the one hand, dealerships and manufacturers had to manage a temporary oversupply of vehicles and adapt their structures to an increasingly volatile market environment. At the same time, domestic and geopolitical conflicts further strained the economic situation in Germany and led to noticeable uncertainty among many consumers. The fact that our industry nevertheless ended the year on such a positive note is, in our view, a clear sign of the stability and adaptability of vehicle manufacturers and dealerships. It also shows that caravanning has lost none of its appeal among holidaymakers. On the contrary,

in uncertain and dynamic times, aspects such as flexibility, individuality and self-determination when travelling are becoming increasingly important – qualities that caravans and motor caravans combine like no other form of travel.'

Commercial new registrations decline, private motor caravan demand boosts market

The number of newly registered caravans last year totalled 18,766 units, which is around 13.4 per cent below the previous year's figure, but is stabilising at a steady level in the long term. The motor caravan segment, on the other hand, continued to develop positively: with a total of 75,368 new registrations, the already very good result of the previous year was exceeded by almost 1 per cent. This means that the segment achieved its third-best new registration result ever. While commercial motor caravan new registrations fell by 9.7 per cent to 25,385 units, the number of private new registrations rose to 49,983 vehicles (+7.2 per cent).

Contrary to the downward trend in the commercial sector, private demand in the motor caravan segment thus remains at a remarkably high level overall. Classic motor caravan types maintained their central market position and recorded an overall increase in new registrations. The compact vehicle segment, on the other hand, suffered slight declines compared to the previous year.

Pre-owned vehicles in high demand

Developments in the pre-owned vehicle market also underscore the continued high level of interest in caravanning among German holidaymakers: in 2025, a total of 192,239 transfers of ownership were recorded, representing an increase of around 2.7 per cent and setting a new record. Both vehicle segments contributed to this exceptional result with new record figures: 111,034 used motor caravans (+4.1 per cent) and 81,205 caravans (+0.8 per cent) changed hands in the past twelve months.

Manufacturers adjust production, dealership inventories are being reduced

As a result of a temporary oversupply of vehicles, manufacturers responded last year with targeted adjustments to production volumes, among other measures, in order to

relieve pressure on the supply market. A total of around 99,000 leisure vehicles rolled off the production lines of German manufacturers, representing a decline of around 17 per cent compared with the previous year. Of these, around 42,000 vehicles were exported abroad.

The above-average vehicle inventory at dealerships at the beginning of the year was significantly reduced thanks to constant demand for new and used vehicles and fewer new vehicle shipments. As 2026 progresses, inventory is expected to return to normal levels. The supply-related adjustments in vehicle production also had an impact on industry revenue: the German caravanning industry achieved total revenue of around 14.1 billion Euros in 2025 (approx. -6.5 per cent compared to the previous year).

Prospects for 2026

‘Looking ahead to the caravanning year 2026, our industry continues to face challenges, but at the same time looks forward to the coming months with optimism,’ concludes Daniel Onggowinarso. ‘The situation in industry and trade has been challenging for all industry players over the past twelve months as a result of the tense supply situation. However, manufacturers, dealers and financial service providers have worked closely together and developed effective strategies that have guided the industry through this challenging phase. The most important industry indicators show that, despite all the adversities, industry and dealerships are generally on the right track. The fundamental interest in motor caravans and caravans, the well-attended caravanning trade fairs and a continued strong rental business make it clear that the appeal of mobile holidays remains unbroken. The continuing uncertainty at the economic and political level makes it difficult to make reliable forecasts for the current year. At the same time, a look back at recent years and the numerous structural strengths of our industry shows that manufacturers and dealers remain resilient even in a challenging environment when they work together. Against this backdrop, we as an industry are looking ahead to the next twelve months with confidence, despite all the uncertainties.’

For further information about caravanning, please visit our web site:
www.civd.de, where there are also photos available for downloading.

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About Caravaning Industrie Verband e. V.

Caravaning 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.