

# Market View

For the latest insights from MOTORS.

Welcome to our monthly Market View for campervans and motorhomes. We have analysed activity across the MOTORS network to provide insights into stock, price and consumer demand. We compare this data over time periods so that you can spot emerging trends.



# MOTORS

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# Campervans: Stock

MOTORS

## October 2024 at a glance

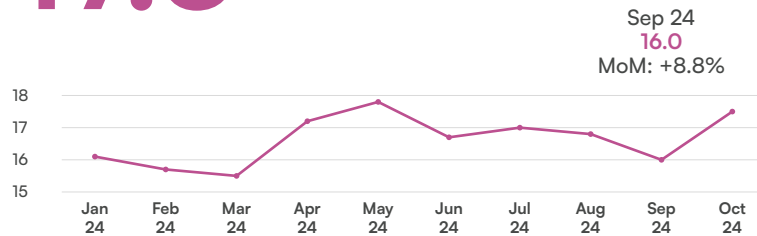
- October saw a +8.8% MoM increase in average stock levels.
- All age bands saw an increase in stock levels MoM, with those aged over 10 years old seeing significant growth since the start of the year.
- Volkswagen have been the most stocked make of campervan by some way all year.

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### Stock volume by dealership

October saw a +8.8% MoM increase in average stock levels.

17.5



### Indexed stock volume by price

Campervans priced over £100k saw the biggest MoM % increase in stock. Only those priced £80k - £100k saw a decrease, down -11.5%.

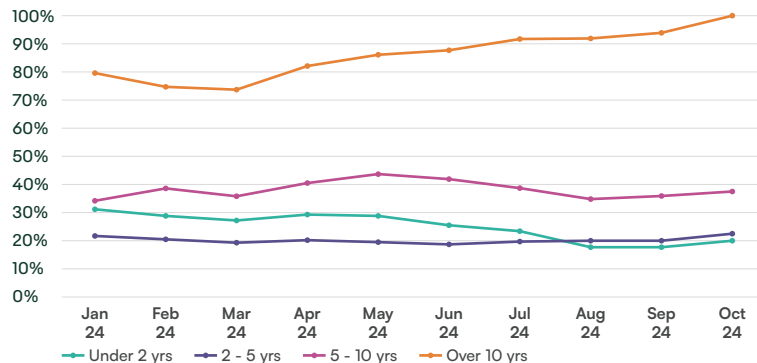
Price range	Sep 24	Oct 24	MoM
Under £20,000	43.9	48.4	+10.1%
£20,000 - £39,999	93.2	94.1	+0.9%
£40,000 - £59,999	38.1	40.4	+6.0%
£60,000 - £79,999	11.5	14.5	+25.7%
£80,000 - £99,999	8.5	7.5	-11.5%
Over £99,999	2.0	2.9	+43.2%

The majority of stock held was in the £20k - £40k price bracket.

Stock priced over £100,000 saw a +43.2% increase in levels MoM.

### Indexed stock volume by age

All age bands saw an increase in stock levels MoM, with those aged over 10 years old seeing significant growth since the start of the year.



### Indexed stock volume top 10 makes

Volkswagen have been the most stocked make of campervan by some way all year.

#	Make	Sep 24	Oct 24	MoM
1	Volkswagen	80.8	85.6	+6.0%
2	Fiat	36.4	37.1	+1.8%
3	Toyota	32.5	32.5	0.0%
4	Peugeot	27.5	34.1	+24.3%
5	Ford	24.0	26.9	+12.4%
6	Citroen	12.8	12.4	-2.7%
7	Mercedes-Benz	8.7	11.5	+31.1%
8	Swift	7.6	4.4	-42.1%
9	Vauxhall	7.1	5.0	-29.0%
10	Renault	6.2	5.8	-7.2%



# Campervans: Price

MOTORS

## October 2024 at a glance

- Overall average prices fell -0.5% MoM to £33,886, down just over £10,400 since the start of the year.
- Campervans under 2 years old is the only price band to have increased since the start of the year, up just over £5,900 to £71,298.
- Prices have been steadily declining for all mileage bands this year with October being no exception.

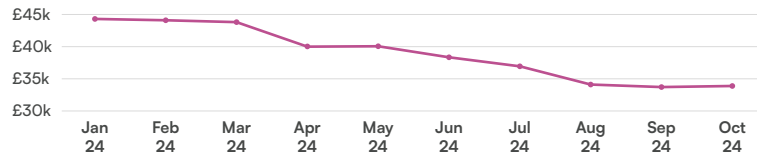
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### Average price

Overall average prices fell -0.5% MoM to £33,886, down just over £10,400 since the start of the year.

# £33,886

Sep 24  
£33,719  
MoM: +0.5%



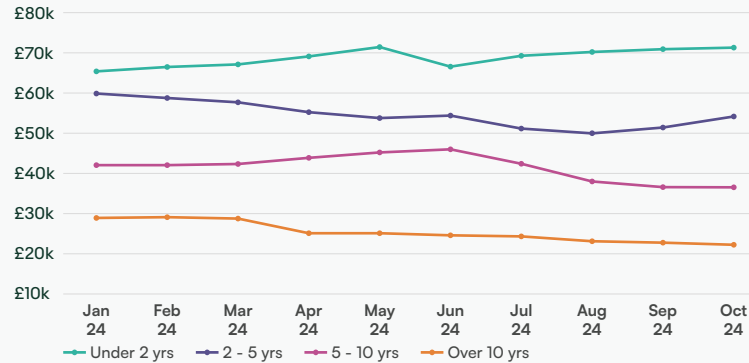
### Average price top 4 makes

Mercedes-Benz and VW have seen prices increase MoM since July whilst Ford and Fiat have seen prices decline.

#	Make	Sep 24	Oct 24	MoM
1	Mercedes-Benz	£52,443	£54,279	+3.5%
2	Volkswagen	£40,851	£43,061	+5.4%
3	Ford	£32,491	£32,352	-0.4%
4	Fiat	£31,541	£30,217	-4.2%

### Average price by age

Campervans under 2 years old is the only price band to have increased since the start of the year, up just over £5,900 to £71,298.



### Average price selected makes/models

All selected makes/models saw prices rise MoM with the exception of the Fiat Ducato down -4.2%.

#	Make	Model	Sep 24	Oct 24	MoM
1	Volkswagen	Crafter	£54,159	£57,182	+5.6%
2	Mercedes-Benz	Sprinter	£52,443	£54,279	+3.5%
3	Volkswagen	Transporter	£40,030	£41,925	+4.7%
4	Ford	Transit	£32,581	£32,679	+0.3%
5	Fiat	Ducato	£31,541	£30,217	-4.2%

### Average price by mileage

Prices have been steadily declining for all mileage bands this year with October being no exception.

Mileage	Sep 24	Oct 24	MoM
Under 20k	£60,518	£60,185	-0.5%
20 - 50k	£33,712	£32,336	-4.1%
50 - 100k	£25,713	£25,501	-0.8%
Over 100k	£22,960	£22,569	-1.7%

It's a German lockout as Mercedes-Benz and Volkswagen comfortably top the campervan average price lists.



# Campervans: Demand

# MOTORS

## October 2024 at a glance

- The majority of listings and ad views were for campervans over 10 years old and priced under £40,000
- VW, Fiat and Peugeot are the most seen and sold campervans.
- Citroen and Vauxhall saw ad views fall MoM, both down just over -35%.

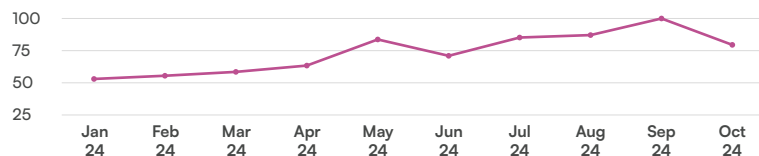
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## Indexed total campervans sold

After peaking for the year in September, sales of campervans have fallen away -20.5% MoM.

# 79.5

Sep 24  
100.0  
MoM: -20.5%



## Campervans sold top 10 makes/models

The Fiat Ducato has been the most sold campervan every month this year except for March. The VW Crafter and Renault Master both jumped +4 places MoM.

#	Make	Model	Sep 24 ranking	MoM change
1	Fiat	Ducato	1	0
2	Peugeot	Boxer	2	0
3	Volkswagen	Transporter	3	0
4	Ford	Transit	4	0
5	Citroen	Berlingo	5	0
6	Volkswagen	Crafter	10	+4
7	Renault	Master	11	+4
8	Swift	Carrera	6	-2
9	Citroen	Relay	9	0
10	Mercedes-Benz	Sprinter	8	-2

## Ad views by price

Campervans priced under £40,000 had the majority of listings and ad views.

Price range	% of avg listings		% of avg ad views	
	Sep 24	Oct 24	Sep 24	Oct 24
Under £20,000	22.3%	23.3%	39.4%	43.0%
£20,000 - £39,999	47.2%	45.3%	40.0%	36.6%
£40,000 - £59,999	19.3%	19.5%	11.7%	10.1%
£60,000 - £79,999	5.8%	7.0%	2.2%	3.7%
£80,000 - £99,999	4.3%	3.6%	3.3%	3.1%
Over £99,999	1.0%	1.4%	3.3%	3.5%

## Ad views by age

Campervans over 10 years old had the majority of listings and ad views.

Age range	% of avg listings		% of avg ad views	
	Sep 24	Oct 24	Sep 24	Oct 24
Under 2 yrs	11.0%	11.1%	5.8%	7.0%
2 - 4 yrs	8.4%	9.0%	6.0%	5.9%
4 - 6 yrs	8.1%	7.9%	5.0%	4.7%
6 - 8 yrs	7.4%	7.9%	3.5%	4.0%
8 - 10 yrs	9.4%	8.5%	6.8%	6.4%
Over 10 yrs	55.7%	55.6%	72.8%	72.0%

## Ad views by make

VW, Fiat and Peugeot were the 3 most viewed campervan makes in October as they have been all year. Peugeot saw ad views rise the most, up +22.1% MoM.

#	Make	Sep 24	Oct 24	MoM
1	Volkswagen	27.2%	27.0%	-2.7%
2	Fiat	27.7%	26.6%	+10.9%
3	Peugeot	17.8%	19.8%	+22.1%
4	Ford	7.0%	9.1%	-5.4%
5	Mercedes-Benz	6.8%	7.4%	-7.6%
6	Citroen	5.6%	4.7%	-35.6%
=7	Toyota	2.0%	1.7%	-6.5%
=7	Renault	3.3%	1.7%	+4.4%
8	Vauxhall	1.6%	1.3%	-35.2%
9	Iveco	0.9%	0.6%	-22.8%

## Ad views top 10 makes/models

The Fiat Ducato is the most viewed campervan this year. The Peugeot Boxer has just edged out the VW Transporter for 2nd place for the first time this year.

#	Make	Model	Sep 24 ranking	MoM change
1	Fiat	Ducato	1	0
2	Peugeot	Boxer	3	+1
3	Volkswagen	Transporter	2	-1
4	Volkswagen	Crafter	5	+1
5	Ford	Transit	4	-1
6	Mercedes-Benz	Sprinter	6	0
7	Citroen	Berlingo	8	+1
8	Citroen	Relay	10	+2
9	Toyota	Alphard	9	0
10	Romahome	Campervan	14	+4



# Motorhomes: Stock

# MOTORS

## October 2024 at a glance

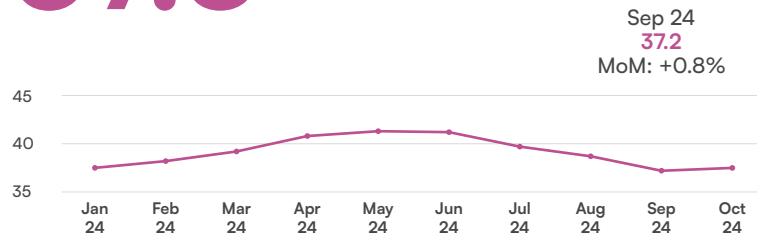
- Stock levels were up +0.8% MoM.
- Stock levels for motorhomes over 10 years old have risen steadily since April.
- Swift (#1) and Elddis (#2) have been the most stocked makes all year.

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### Stock volume by dealership

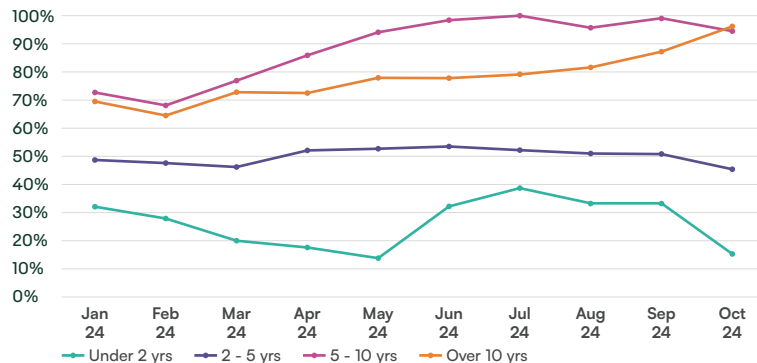
Stock levels were up +0.8%, the first increase since June.

# 37.5



### Indexed stock volume by age

Stock levels for motorhomes over 10 years old have risen steadily since April and were the only age band to see a MoM rise.



### Indexed stock volume by price

Since the start of the year the most stock motorhomes each month, in terms of price, are those priced between £40k and £60k.

Price range	Sep 24	Oct 24	MoM
Under £20,000	20.9	23.5	+12.3%
£20,000 - £39,999	59.2	62.2	+4.9%
£40,000 - £59,999	96.3	93.8	-2.7%
£60,000 - £79,999	34.4	33.0	-4.1%
£80,000 - £99,999	34.77	28.7	-17.4%
Over £99,999	14.42	13.3	-7.6%

### Indexed stock volume top 10 makes

Swift (#1) and Elddis (#2) have been the most stocked makes all year. MoM, Adria saw a significant drop in stock levels, down -20.6%.

#	Make	Sep 24	Oct 24	MoM
1	Swift	90.7	90.8	+0.2%
2	Elddis	79.7	78.7	-1.3%
3	Burstner	73.1	70.3	-3.8%
4	Bailey	32.6	37.5	+14.9%
5	Bessacarr	32.6	36.6	+12.3%
6	Adria	42.1	33.4	-20.6%
7	Auto-Sleeper	31.7	32.8	+3.6%
8	Roller Team	31.4	31.0	-1.2%
9	Carthago	29.1	28.5	-2.2%
10	Chausson	23.3	24.5	+5.1%

Younger motorhomes (under 2 yrs) saw stock levels drop -54.1% MoM, while the older models (over 10 yrs) were up +10.4%.



# Motorhomes: Price

# MOTORS

## October 2024 at a glance

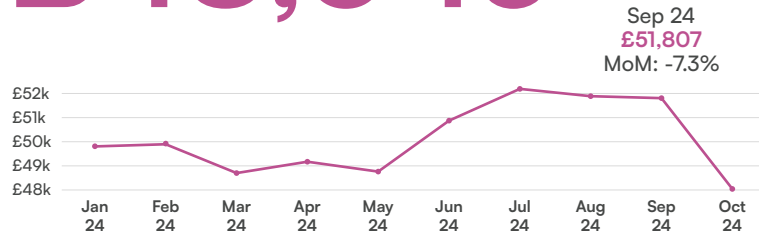
- The overall average price fell -7.3% MoM, down just over £4,100 since peaking in July (£52,191).
- With winter on the horizon, all the top makes saw prices drop MoM.
- Motorhomes with over 100k on the clock saw their average price fall -12.3% MoM to £13,897.

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### Average price

The overall average price fell -7.3% MoM, down just over £4,100 since peaking in July (£52,191).

# £48,043



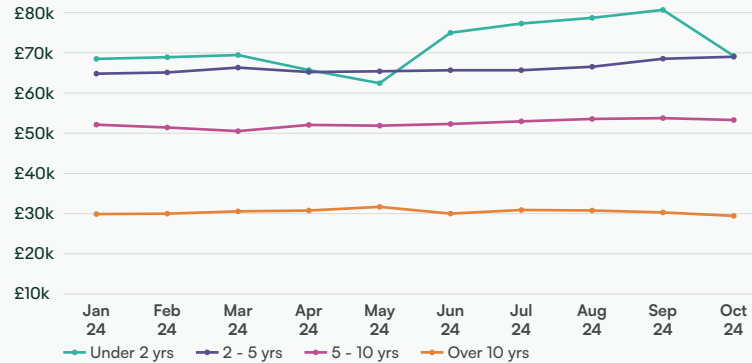
### Average price top 5 makes

With winter on the horizon, all the top makes saw prices drop MoM.

#	Make	Sep 24	Oct 24	MoM
1	Adria	£75,403	£72,035	-4.5%
2	Bailey	£54,640	£54,509	-0.2%
3	Roller Team	£49,798	£48,899	-1.8%
4	Swift	£48,619	£48,208	-0.8%
5	Elddis	£47,112	£45,577	-3.3%

### Average price by age

Motorhomes under 2 years old saw their average price fall -14.2% MoM.



### Average price selected makes/models

Only the Swift Kon-Tiki has seen an increase in price MoM (+9.12%) with all other make/models seeing a decline.

#	Make	Model	Sep 24	Oct 24	MoM
1	Adria	Matrix	£81,889	£80,241	-2.01%
2	Adria	Coral	£73,066	£69,210	-5.28%
3	Swift	Kon-Tiki	£61,867	£67,509	+9.12%
4	Bailey	Autograph	£55,031	£53,160	-3.40%
5	Roller Team	Zefiro	£52,923	£52,694	-0.43%
6	Swift	Escape	£51,437	£49,187	-4.37%
7	Elddis	Majestic	£49,345	£48,508	-1.70%
8	Roller Team	Auto-Roller	£46,527	£44,822	-3.66%
9	Elddis	Autoquest	£44,811	£43,315	-3.34%
10	Swift	Bolero	£43,447	£41,327	-4.88%

### Average price by mileage

All mileage bands saw average prices drop as we head towards winter with those with over 100k on the clock down the most at -12.3% MoM.

Mileage	Sep 24	Oct 24	MoM
Under 20k	£69,253	£68,486	-1.1%
20 - 50k	£43,225	£42,380	-2.0%
50 - 100k	£29,053	£27,994	-3.6%
Over 100k	£15,845	£13,897	-12.3%

Unsurprisingly, due to the time of year, average prices are at their lowest level since January.



# Motorhomes: Demand

# MOTORS

## October 2024 at a glance

- After peaking in July, sales of motorhomes have fallen monthly with October being no exception with a MoM drop of -16.0%.
- Swift motorhomes have had the most ad views each month all year. Elddis and Rapido saw ad views rise MoM, up +19.5% and +19.6% respectively.
- The majority of listings and ad views were for motorhomes over 10 years old and priced between £20k and £60k.

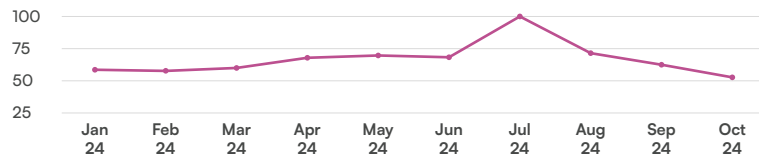
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## Indexed total motorhomes sold

After peaking in July, sales of motorhomes have fallen monthly with October being no exception with a MoM drop of -16.0%.

# 52.7

Sep 24  
62.5  
MoM: -16.0%



## Motorhomes sold top 10 makes

Elddis and Swift have been the most sold motorhomes this year, consistently trading place for the number one spot MoM.

#	Make	Sep 24 ranking	MoM change
1	Elddis	2	+1
2	Swift	1	-1
3	Burstner	3	0
4	Bessacarr	8	+4
5	Adria	4	-1
6	Chausson	11	+5
7	Dethleffs	7	0
8	Autocruise	5	-3
9	Bailey	6	-3
10	Roller Team	9	-1

## Ad views by price

The majority of listings and views are for motorhomes priced between £20k - £60k.

Price range	% of avg listings		% of avg ad views	
	Sep 24	Oct 24	Sep 24	Oct 24
Under £20,000	8%	9%	15.6%	14.3%
£20,000 - £39,999	23%	24%	38.8%	39.9%
£40,000 - £59,999	36.6%	36.8%	27.4%	27.4%
£60,000 - £79,999	13.24%	12.98%	8.3%	8.1%
£80,000 - £99,999	13.49%	11.29%	7.48%	7.33%
Over £99,999	5.59%	5.24%	2.41%	2.92%

## Ad views by age

The majority of listings and views are for motorhomes aged over 10 years old.

Age range	% of avg listings		% of avg ad views	
	Sep 24	Oct 24	Sep 24	Oct 24
Under 2 yrs	11.8%	6.1%	5.1%	2.9%
2 - 4 yrs	14.0%	13.3%	5.0%	5.0%
4 - 6 yrs	13.5%	14.3%	7.0%	9.1%
6 - 8 yrs	14.4%	15.1%	8.2%	9.1%
8 - 10 yrs	13.3%	12.9%	11.0%	9.5%
Over 10 yrs	33.1%	38.3%	63.8%	64.4%

## Ad views by make

Swift motorhomes have had the most ad views each month all year. Elddis and Rapido saw ad views rise MoM, up +19.5% and +19.6% respectively.

#	Make	Sep 24	Oct 24	MoM
1	Swift	22.6%	23.2%	+2.6%
2	Burstner	17.2%	16.5%	-4.3%
3	Elddis	10.5%	12.6%	+19.5%
4	Bessacarr	9.9%	9.5%	-4.3%
5	Autocruise	8.5%	7.6%	-10.2%
6	Adria	6.7%	6.8%	+1.4%
7	CI	6.6%	5.1%	-22.7%
8	Rapido	6.1%	7.3%	+19.6%
9	Auto-Sleeper	6.0%	6.5%	+7.2%
10	Dethleffs	5.8%	5.0%	-14.3%

## Ad views top 10 makes/models

The Swift Kon-Tiki has established itself as the most popular make/model of motorhome with all other makes changing places monthly.

#	Make	Model	Sep 24 ranking	MoM change
1	Swift	Kon-Tiki	1	0
2	Elddis	Autoquest	2	0
3	Bailey	Autograph	3	0
4	Swift	Bolero	5	+1
5	Swift	Escape	4	-1
6	Hymmer	Exsis	11	+5
7	Roller Team	Zefiro	9	+2
8	Adria	Twin	6	-2
9	Chausson	Welcome	16	+7
10	Roller Team	Auto-Roller	7	-3

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## About MOTORS eBay and Gumtree Joint Package

The MOTORS eBay and Gumtree Joint Package is a powerful advertising solution for retailers of motorbikes, scooters, commercial vehicles, static and mobile caravans, campervans and motorhomes.

By simultaneously providing access to eBay and Gumtree marketplaces, retailers can reach millions of potential customers in a time-efficient and cost-effective way.

MOTORS has over 15 years of experience connecting vehicle retailers with buyers and is owned by O3 Industries and Novum Capital.

For more information, please visit [www.dealer.motors.co.uk](http://www.dealer.motors.co.uk)

