

# Market View

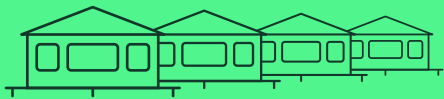
For the latest insights from MOTORS.

Welcome to our monthly Market View for static and mobile caravans. 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.



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# Static Caravans: Stock

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## October 2024 at a glance

- Stock levels began falling in May, rose slightly in August but have continued to fall since then.
- As the price goes up, the stock levels come down. £5,000 to £9,999 was the only price band that saw a significant increase, up +4.4% MoM.
- All age bands saw stock levels decrease MoM with the newer static caravans (under 2 years old) falling the least, down just -0.3%.

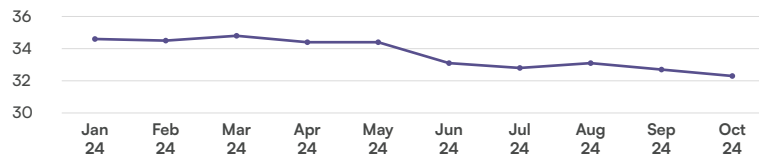
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### Stock volume by dealership

Stock levels began falling in May, rose slightly in August but have continued to fall since then. October saw levels down -1.0% MoM.

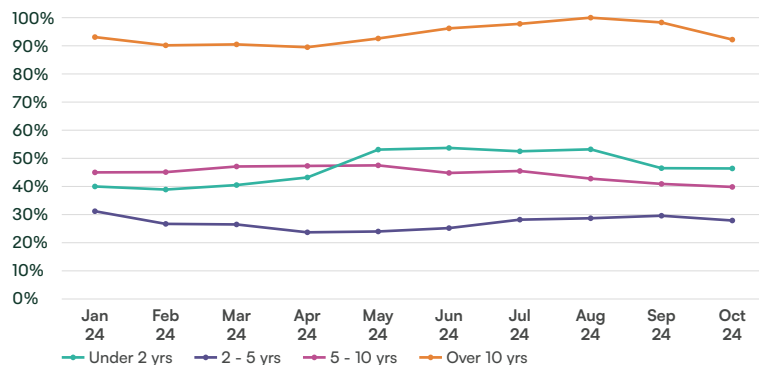
32.3

Sep 24  
32.7  
MoM: -1.0%



### Indexed stock volume by age

All age bands saw stock levels decrease MoM with the newer static caravans (under 2 years old) falling the least, down just -0.3%.



### Indexed stock volume by price

As the price goes up, the stock levels come down. £5,000 to £9,999 was the only price band that saw a significant increase, up +4.4% MoM.

Price range	Sep 24	Oct 24	MoM
Under £5,000	69.3	68.1	-1.6%
£5,000 - £9,999	70.6	73.7	+4.4%
£10,000 - £14,999	52.9	51.1	-3.4%
£15,000 - £19,999	37.5	37.7	+0.4%
£20,000 - £39,999	84.2	74.7	-11.3%
Over £39,999	71.3	62.5	-12.4%

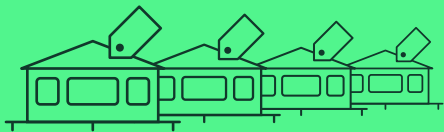
### Indexed stock volume top 10 makes

BK saw the biggest increase in stock levels, up +21.7% MoM, while the biggest fallers were Swift, down -31.2%.

#	Make	Sep 24	Oct 24	MoM
1	Willerby	86.6	78.0	-10.0%
2	Abi	57.7	53.5	-7.2%
3	Atlas	39.3	39.3	0.0%
4	Delta	36.9	37.9	+2.7%
5	Cosalt	17.2	18.4	+7.2%
=6	BK	9.9	12.0	+21.7%
=6	Carnaby	12.8	12.0	-6.2%
7	Victory	8.7	7.8	-10.8%
8	Swift	9.8	6.7	-31.2%
9	Regal	3.9	4.1	+4.6%

As the temperature drops, so do stock levels.

The biggest MoM fallers were Swift static caravans, down -31.2%.



# Static Caravans: Price

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## October 2024 at a glance

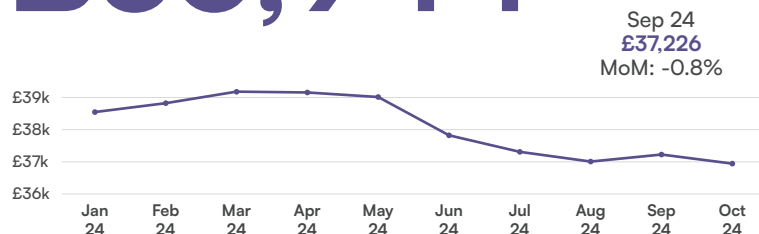
- Overall average prices are down -0.8% MoM at just over £2,200 cheaper than at their peak in March this year.
- Of our top 6 makes, only Cosalt static caravans saw a rise in average price MoM, up +2.6%.
- Newer static caravans (under 2 years old) saw average prices drop -4.0% MoM.

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### Average price

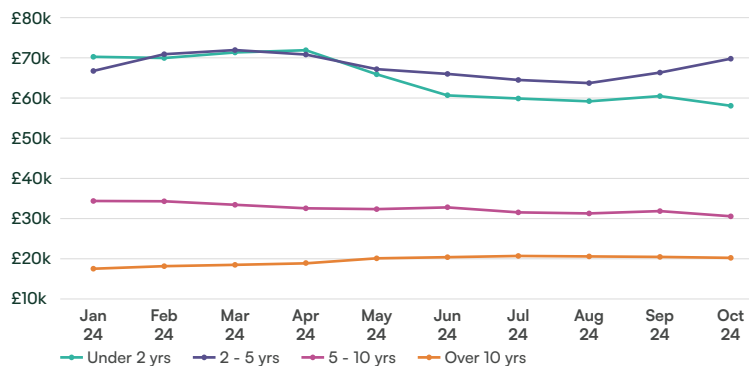
Overall average prices are down -0.8% MoM at just over £2,200 cheaper than at their peak in March this year.

# £36,944



### Average price by age

Prices for all age bands were down MoM except for those aged between 2 and 5 years old that were up +5.2%.



### Average price top 6 makes

Of our top 6 makes, only Cosalt static caravans saw a rise in average price MoM, up +2.6%.

#	Make	Sep 24	Oct 24	MoM
1	Delta	£31,170	£28,194	-9.5%
2	Willerby	£26,674	£26,343	-1.2%
3	Swift	£26,584	£23,088	-13.2%
4	Abi	£22,338	£21,602	-3.3%
5	Atlas	£21,058	£20,548	-2.4%
6	Cosalt	£10,310	£10,577	+2.6%

Average prices for all static caravans have been falling since March this year. After a slight rise in September they dropped again in October, down -0.8% MoM.



# Static Caravans: Demand

# MOTORS

## October 2024 at a glance

- Willerby static caravans were the most viewed in October despite a -8.3% fall MoM, while Atlas saw a huge +46.8% increase in ad views.
- Sold volumes are down -35.0% MoM.
- Static caravans over 10 years old have the most listings and ad views by far.

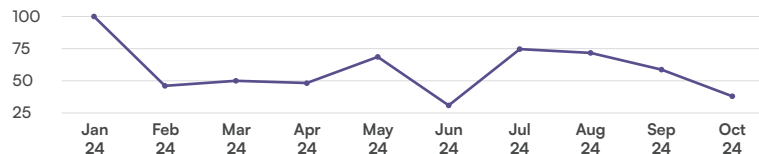
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### Indexed total static caravans sold

Sold volumes are down -35.0% MoM, continuing the downward trend since July.

# 38.0

Sep 24  
58.7  
MoM: -35.0%



### Static caravans sold top 10 makes

Willerby has been the number one sold make of static caravans so far in 2024 with Abi holding onto 2nd place since April.

#	Make	Sep 24 ranking	MoM change
1	Willerby	1	0
2	Abi	2	0
3	Delta	5	+2
4	Atlas	3	-1
5	Cosalt	4	-1
6	Carnaby	8	+2
7	BK	9	+2
8	Swift	6	-2
9	Victory	7	-2
10	Omar	10	0

### Ad views by price

The number of listings is spread evenly across all price bands with the majority of ad views for caravans priced under £10,000.

Price range	% of avg listings		% of avg ad views	
	Sep 24	Oct 24	Sep 24	Oct 24
Under £5,000	18.0%	18.5%	23.6%	27.5%
£5,000 - £9,999	18.3%	20.0%	17.3%	18.3%
£10,000 - £14,999	13.7%	13.9%	16.3%	13.9%
£15,000 - £19,999	9.7%	10.3%	11.8%	11.5%
£20,000 - £39,999	21.8%	20.3%	18.8%	18.1%
Over £39,999	18.5%	17.0%	12.2%	10.8%

### Ad views by age

Static caravans over 10 years old have the most listings and ad views by far.

Age range	% of avg listings		% of avg ad views	
	Sep 24	Oct 24	Sep 24	Oct 24
Under 2 yrs	21.6%	22.5%	13.6%	16.0%
2 - 4 yrs	12.0%	12.1%	5.7%	5.6%
4 - 6 yrs	5.9%	5.4%	3.0%	2.6%
6 - 8 yrs	5.9%	6.0%	3.7%	3.9%
8 - 10 yrs	9.0%	9.3%	7.3%	6.1%
Over 10 yrs	45.6%	44.7%	66.6%	65.7%

### Ad views by make

Willerby static caravans were the most viewed in October despite a -8.3% fall MoM, while Atlas saw a huge +46.8% increase in ad views.

#	Make	Sep 24	Oct 24	MoM
1	Willerby	32.5%	29.8%	-8.3%
2	Abi	21.4%	19.0%	-11.4%
3	Atlas	11.2%	16.4%	+46.8%
4	Delta	14.1%	15.2%	+8.1%
5	Cosalt	4.9%	5.5%	+12.2%
6	BK	3.4%	3.6%	+5.9%
7	Carnaby	4.0%	3.5%	-8.2%
8	Omar	3.3%	2.6%	-23.4%
9	Swift	3.0%	1.8%	-39.4%
10	Victory	1.5%	1.5%	+2.1%

### Ad views top 10 makes

Willerby have held first place and Abi second since the start of the year. This month saw Atlas back into the top 3 for the the first time since July.

#	Make	Sep 24 ranking	MoM change
1	Willerby	1	0
2	Abi	2	0
3	Atlas	4	+1
4	Delta	3	-1
5	Cosalt	5	0
6	BK	7	+1
7	Carnaby	6	-1
8	Omar	8	0
9	Swift	9	0
10	Victory	10	0



# Mobile Caravans: Stock

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## October 2024 at a glance

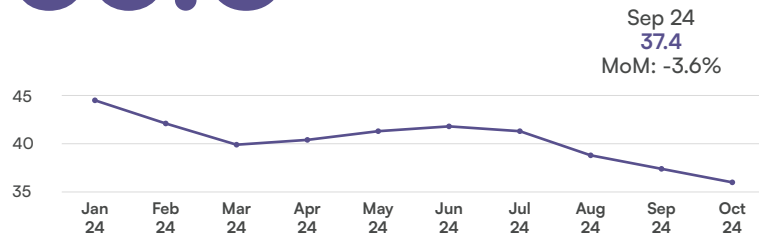
- Stock levels fell by -3.6% MoM, continuing the downward trend since June and in line with what would be expected in Q4.
- In terms of age bands, caravans over 10 years old have been the most stocked since May.
- Stock levels for the cheapest caravans (under £5,000) were up +26.3% MoM.

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### Stock volume by dealership

Stock levels fell by -3.6% MoM, continuing the downward trend since June and in line with what would be expected in Q4.

36.0



### Indexed stock volume by price

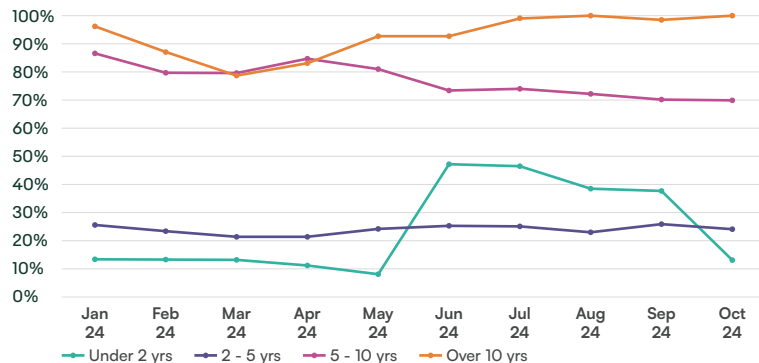
Stock levels for the cheapest caravans (under £5,000) were up +26.3% MoM, while stock levels for caravans priced over £20,000 dropped by -18.8%.

Price range	Sep 24	Oct 24	MoM
Under £5,000	9.7	12.2	+26.3%
£5,000 - £9,999	52.8	51.7	-2.1%
£10,000 - £14,999	63.5	65.0	+2.4%
£15,000 - £19,999	61.5	61.6	+0.1%
£20,000 - £39,999	87.8	73.3	-16.6%
Over £39,999	9.5	7.3	-22.8%

Swift and Bailey have been the most stocked caravans this year, trading places for the top spot, while Elddis have been a constant, albeit distant, third.

### Indexed stock volume by age

Caravans aged over 10 years old have been the most stocked since May. Levels rose again MoM, up +1.5% while stock under 2 years old dropped by -65.2%.



### Indexed stock volume top 10 makes

Stock levels for all but two of our top 10 fell MoM. The biggest fallers were Adria (-22.3%) and Eriba (-32.0%).

#	Make	Sep 24	Oct 24	MoM
1	Swift	87.6	82.9	-5.4%
2	Bailey	82.8	80.2	-3.2%
3	Elddis	23.7	24.0	+1.3%
4	Coachman	23.1	20.2	-12.6%
5	Lunar	13.3	14.1	+5.7%
6	Hobby	13.5	12.4	-8.0%
7	Sterling	12.5	12.0	-4.1%
8	Buccaneer	6.9	6.8	-1.7%
9	Adria	6.3	4.9	-22.3%
10	Eriba	7.0	4.8	-32.0%



# Mobile Caravans: Price

# MOTORS

## October 2024 at a glance

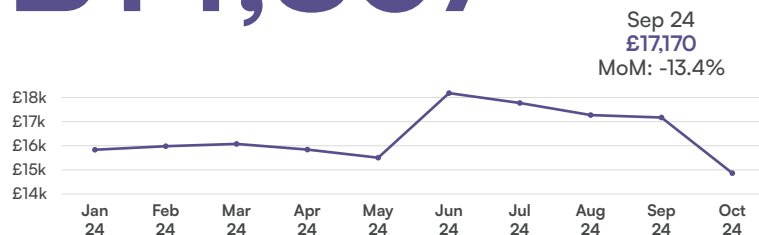
- Since average prices peaked in June we've seen a gradual fall to September then a big drop in October, down -13.4% MoM.
- The average caravan price in October was just over £3,300 down from this years price peak in June.
- Eriba have been the most expensive make of caravan all year.

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### Average price

Since average prices peaked in June we've seen a gradual fall to September then a big drop in October, down -13.4% MoM.

# £14,867



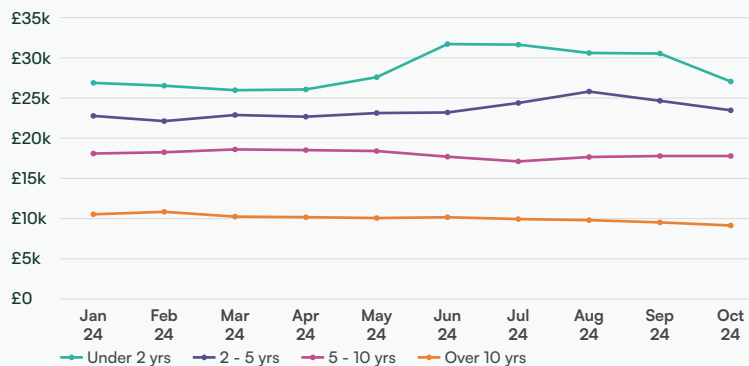
### Average price top 6 makes

Eriba has been the most expensive make all year. MoM all makes saw a fall in average price, with Coachman the biggest faller, down -11.2%.

#	Make	Sep 24	Oct 24	MoM
1	Eriba	£30,288	£28,178	-7.0%
2	Adria	£23,470	£21,233	-9.5%
3	Swift	£19,370	£18,489	-4.5%
4	Coachman	£19,236	£17,091	-11.2%
5	Elddis	£18,099	£16,703	-7.7%
6	Bailey	£17,031	£16,583	-2.6%

### Average price by age

Average prices for caravans aged 5 to 10 years old remained static MoM, all other age bands fell, with those under 2 years old falling the most, down -11.4%.



### Average price selected makes/models

The Swift Elegance has had the highest average price all year. MoM all makes/models saw average prices fall except for the Sterling Eccles, up +4.3%.

#	Make	Model	Sep 24	Oct 24	MoM
1	Swift	Elegance	£30,206	£27,816	-7.9%
2	Bailey	Phoenix	£21,438	£21,319	-18.8%
3	Elddis	Crusader	£20,264	£17,379	-14.2%
4	Swift	Sprite	£20,237	£19,990	-1.2%
5	Coachman	VIP	£18,955	£17,079	-9.9%
6	Swift	Challenger	£18,663	£17,400	-6.8%
7	Bailey	Unicorn	£18,546	£17,945	-3.2%
8	Swift	Conqueror	£17,057	£16,631	-2.5%
9	Bailey	Pegasus	£15,159	£14,895	-1.7%
10	Sterling	Eccles	£12,266	£12,797	+4.3%

Prices remained quite static until the summer rush began in May.

Now well into autumn, prices are falling back again, with October seeing MoM decreases in all age brackets.



# Mobile Caravans: Demand

# MOTORS

## October 2024 at a glance

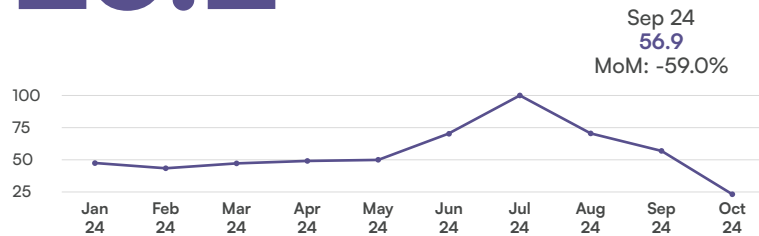
- As expected sold volumes have fallen since the peak in July and as autumn kicks in October saw a big MoM drop, down -59.0%.
- The majority of listings and ad views is for caravans over 10 years old.
- Caravans priced between £5,000 and £39,999 have the bulk of all listings and ad views - spread evenly across that price range.

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### Indexed total mobile caravans sold

As expected sold volumes have fallen since the peak in July and as autumn kicks in October saw a big MoM drop, down -59.0%.

# 23.2



### Mobile caravans sold top 10 makes

Since July the Bailey Unicorn and Swift Challenger have established themselves as the number 1 and 2 sold caravans.

#	Make	Model	Sep 24 ranking	MoM change
1	Bailey	Unicorn	1	0
2	Swift	Challenger	2	0
3	Swift	Sprite	3	0
4	Coachman	VIP	8	+4
5	Bailey	Pegasus	4	-1
6	Sterling	Eccles	7	+1
7	Lunar	Clubman	5	-2
8	Elddis	AVANTE	6	-2
9	Swift	Conqueror	9	0
10	Bailey	Phoenix	10	0

### Ad views by price

Caravans priced between £5,000 and £39,999 have the bulk of all listings and ad views - spread evenly across that price range.

Price range	% of avg listings		% of avg ad views	
	Sep 24	Oct 24	Sep 24	Oct 24
Under £5,000	3.4%	4.5%	7.7%	9.0%
£5,000 - £9,999	18.5%	19.1%	21.6%	23.1%
£10,000 - £14,999	22.3%	24.0%	26.0%	26.1%
£15,000 - £19,999	21.6%	22.7%	19.9%	19.0%
£20,000 - £39,999	30.8%	27.0%	21.9%	20.6%
Over £39,999	3.3%	2.7%	2.9%	2.3%

### Ad views by age

The majority of listings and ad views is for caravans over 10 years old.

Age range	% of avg listings		% of avg ad views	
	Sep 24	Oct 24	Sep 24	Oct 24
Under 2 yrs	16.2%	12.3%	8.7%	2.7%
2 - 4 yrs	7.9%	8.7%	6.8%	4.7%
4 - 6 yrs	8.0%	7.7%	8.0%	9.0%
6 - 8 yrs	14.1%	9.6%	13.2%	12.2%
8 - 10 yrs	11.4%	8.3%	11.7%	13.2%
Over 10 yrs	42.4%	53.4%	51.7%	58.1%

### Ad views by make

Swift top the list of ad views (as they have done for all but one month this year). Avondale see the biggest MoM increase at +34.8% albeit from a small volume.

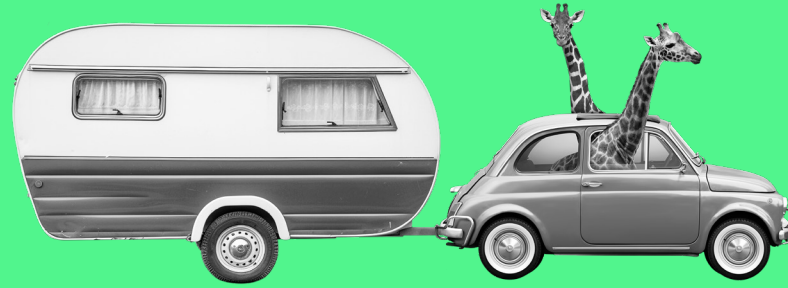
#	Make	Sep 24	Oct 24	MoM
1	Swift	25.6%	24.2%	-5.6%
2	Bailey	20.6%	19.5%	-5.4%
3	Hobby	11.6%	11.0%	-5.5%
4	Coachman	9.4%	9.7%	+2.9%
5	Elddis	8.1%	9.7%	+19.0%
6	Buccaneer	5.5%	5.6%	+3.0%
7	Lunar	5.2%	5.5%	+6.9%
8	Sterling	3.9%	4.4%	+13.9%
9	Avondale	2.3%	3.1%	+34.8%
10	Freedom	2.0%	1.8%	-6.9%

### Ad views top 10 makes

The Hobby Caravan has been the most viewed caravan all year.

#	Make	Model	Sep 24 ranking	MoM change
1	Hobby	Caravan	1	0
2	Swift	Challenger	3	+1
3	Bailey	Unicorn	2	-1
4	Swift	Sprite	4	0
5	Buccaneer	Caravan	5	0
6	Bailey	Pegasus	6	0
7	Swift	Conqueror	7	0
8	Coachman	VIP	8	0
9	Sterling	Eccles	10	+1
10	Elddis	AVANTE	17	+7

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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)

