

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.

To access the driving force behind multisite advertising, please call our team on **0203 966 2714**

MOTORS



Campervans: Stock

MOTORS

November 2024 at a glance

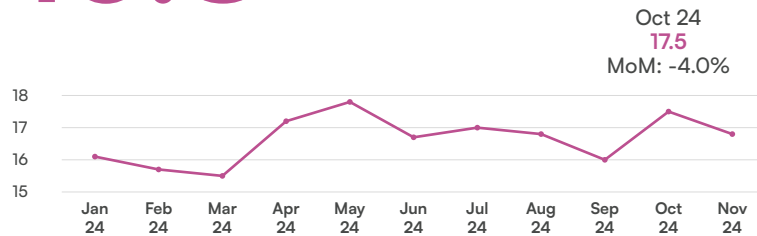
- After rising sharply in October stock levels fell back in November, down -4.0% MoM.
- Campervans priced between £40,000 and £80,000 saw stock levels rise in November.
- Each month since the start of the year over 70% of available stock has been over 10 years old.

To access the driving force behind multisite advertising, please call our team on **0203 966 2714**

Stock volume by dealership

After rising sharply in October stock levels fell back in November, down -4.0% MoM.

16.8



Indexed stock volume by price

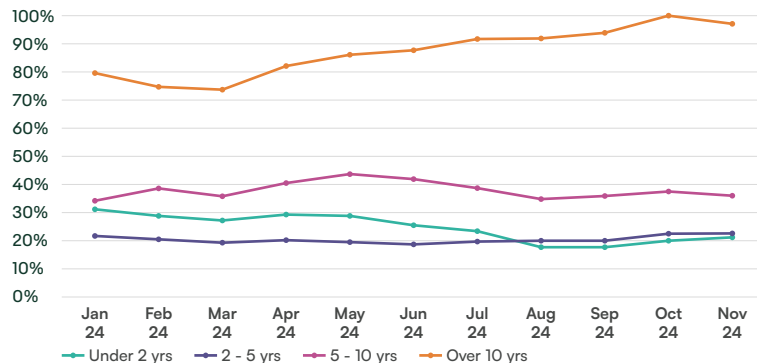
Campervans priced between £40,000 and £80,000 saw stock levels rise in November.

Price range	Oct 24	Nov 24	MoM
Under £20,000	48.4	45.9	-5.0%
£20,000 - £39,999	94.1	93.8	-0.3%
£40,000 - £59,999	40.4	43.5	+7.6%
£60,000 - £79,999	14.5	15.0	+3.5%
£80,000 - £99,999	7.5	6.8	-9.8%
Over £99,999	2.9	2.9	+0.8%

While overall campervan stock levels are down, Vauxhall (+16.7%), Renault (+9.9%) and Mercedes-Benz (+5.9%) all saw MoM increases.

Indexed stock volume by age

Newer stock (under 2 yrs old) saw levels rise by +6.0% MoM.



Indexed stock volume top 12 makes

There is more Volkswagen stock out there than Fiat and Toyota combined.

#	Make	Oct 24	Nov 24	MoM
1	Volkswagen	84.0	88.9	+5.8%
2	Fiat	36.6	36.9	+0.9%
3	Toyota	32.5	31.7	-2.5%
4	Peugeot	33.2	31.4	-5.6%
5	Ford	26.3	25.9	-1.7%
6	Citroen	13.1	13.2	+0.9%
7	Mercedes-Benz	11.3	12.0	+5.9%
8	Renault	5.6	6.2	+9.9%
9	Vauxhall	5.0	5.8	+16.7%
10	Swift	4.4	4.1	-5.6%
11	Romahome	2.4	2.4	+0.1%
12	Iveco	1.2	0.8	-29.0%



Campervans: Price

MOTORS

November 2024 at a glance

- The overall average price of campervans rose slightly MoM, up +1.8%.
- The average price of a campervan under 2 years old is just over £7,000 higher than at the start of the year.
- The average price of a Ford was up +6.5% MoM to £34,441 (matching the overall average price).

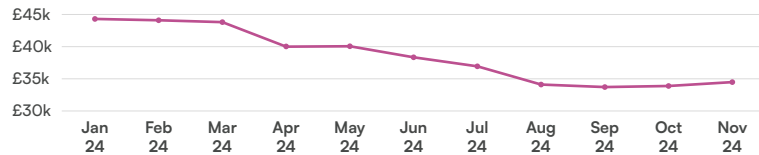
To access the driving force behind multisite advertising, please call our team on **0203 966 2714**

Average price

The overall average price of a campervan is now just over £9,800 lower than at the start of the year (£44,308).

£34,496

Oct 24
£33,886
MoM: +1.8%



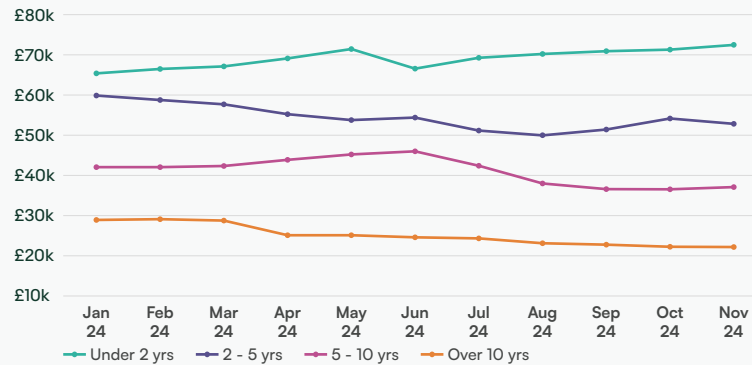
Average price top 4 makes

The top 3 makes all saw average prices increase MoM, with Ford leading the way, up +6.5%.

#	Make	Oct 24	Nov 24	MoM
1	Mercedes-Benz	£54,279	£57,406	+5.8%
2	Volkswagen	£43,061	£43,344	+0.7%
3	Ford	£32,352	£34,441	+6.5%
4	Fiat	£30,217	£29,759	-1.5%

Average price by age

Campervans under 2 years old are the only age band who's average price is higher than in January of this year, up just over £7,000 to £72,470.



Average price selected makes/models

It's an all German top 3 again in terms of price, significantly more expensive than their competitors.

#	Make	Model	Oct 24	Nov 24	MoM
1	Mercedes-Benz	Sprinter	£54,279	£57,406	+5.8%
2	Volkswagen	Crafter	£57,182	£55,309	-3.3%
3	Volkswagen	Transporter	£41,925	£42,659	+1.8%
4	Ford	Transit	£32,679	£35,056	+7.3%
5	Fiat	Ducato	£30,217	£29,759	-1.5%

Average price by mileage

Campervans with over 100,000 miles on the clock saw their average price drop -3.3% MoM.

Mileage	Oct 24	Nov 24	MoM
Under 20k	£60,185	£60,399	+0.4%
20 - 50k	£32,336	£33,265	+2.9%
50 - 100k	£25,501	£26,088	+2.3%
Over 100k	£22,569	£21,832	-3.3%

The Mercedes-Benz Sprinter is the most expensive campervan on the market - just under £23,000 more than the overall average.



Campervans: Demand

MOTORS

November 2024 at a glance

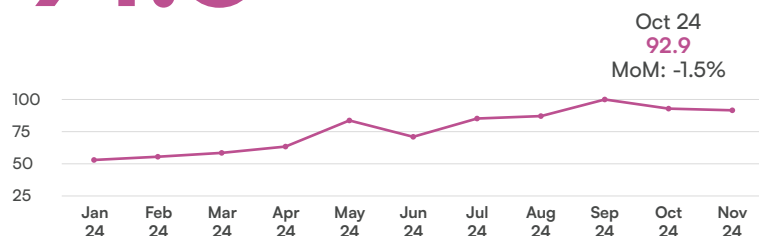
- Sales of campervans were down slightly (-1.5%) in November.
- Buyers were showing a lot of interest in Vauxhall in November with ad views up +16.2% MoM.
- Most listings were in the £20,000 - £39,999 price band, while most ad views are for campervans priced under £20,000.

To access the driving force behind multisite advertising, please call our team on **0203 966 2714**

Indexed total campervans sold

Sales of campervans were down slightly (-1.5%) in November.

91.6



Campervans sold top 10 makes/models

The Toyota Alphard continues its erratic journey through the rankings, becoming the 5th most sold campervan in November.

#	Make	Model	Oct 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	Toyota	Alphard	13	+8
6	Citroen	Berlingo	5	-1
7	Volkswagen	California	14	+7
8	Mercedes-Benz	Sprinter	10	+2
9	Volkswagen	Crafter	6	-3
10	Citroen	Relay	8	-2

Ad views by price

The cheaper it is (under £40,000), the more listings and ad views there are.

Price range	% of avg listings		% of avg ad views	
	Oct 24	Nov 24	Oct 24	Nov 24
Under £20,000	23.3%	22.1%	43.0%	39.3%
£20,000 - £39,999	45.3%	45.1%	36.6%	38.8%
£40,000 - £59,999	19.5%	20.9%	10.1%	11.6%
£60,000 - £79,999	7.0%	7.2%	3.7%	4.1%
£80,000 - £99,999	3.6%	3.3%	3.1%	2.8%
Over £99,999	1.4%	1.4%	3.5%	3.5%

Ad views by age

Despite small MoM reductions, campervans over 10 years old once again account for the vast majority of both listings and ad views.

Age range	% of avg listings		% of avg ad views	
	Oct 24	Nov 24	Oct 24	Nov 24
Under 2 yrs	11.1%	12.0%	7.0%	7.5%
2 - 4 yrs	9.0%	9.1%	5.9%	5.0%
4 - 6 yrs	7.9%	8.7%	4.7%	6.1%
6 - 8 yrs	7.9%	7.9%	4.0%	4.2%
8 - 10 yrs	8.5%	7.3%	6.4%	6.2%
Over 10 yrs	55.6%	54.9%	72.0%	71.1%

Ad views by make

Volkswagen and Fiat had the most ad views in November, but there was increased MoM interest in Mercedes-Benz (+13.7%) and Vauxhall (+16.2%).

#	Make	Oct 24	Nov 24	MoM
1	Volkswagen	27.0%	29.3%	+8.4%
2	Fiat	26.6%	26.8%	+0.8%
3	Peugeot	19.8%	17.1%	-13.6%
4	Mercedes-Benz	7.4%	8.4%	+13.7%
5	Ford	9.1%	7.6%	-16.7%
6	Citroen	4.7%	5.4%	+13.5%
7	Toyota	1.7%	1.8%	+5.7%
8	Renault	1.7%	1.6%	-4.0%
9	Vauxhall	1.3%	1.5%	+16.2%
10	Iveco	0.6%	0.4%	-27.6%

Ad views top 10 makes/models

The VW Transporter has regained its number two position for the most viewed campervan in November.

#	Make	Model	Oct 24 ranking	MoM change
1	Fiat	Ducato	1	0
2	Volkswagen	Transporter	3	+1
3	Peugeot	Boxer	2	-1
4	Volkswagen	Crafter	4	0
5	Mercedes-Benz	Sprinter	6	+1
6	Ford	Transit	5	-1
7	Citroen	Berlingo	7	0
8	Volkswagen	California	12	+4
9	Citroen	Relay	8	-1
10	Toyota	Alphard	9	-1



Motorhomes: Stock

MOTORS

November 2024 at a glance

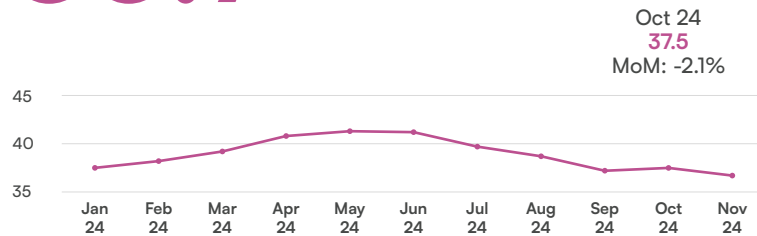
- Motorhomes priced under £60,000 saw stock levels rise in November, those priced above, saw stock levels fall.
- Overall stock levels were down -2.1% MoM.
- Swift were the most stocked motorhome in November as Bailey (+7.1%), Roller Team (+6.9%) and Compass (+5.5%) all saw stock levels rise MoM.

To access the driving force behind multisite advertising, please call our team on **0203 966 2714**

Stock volume by dealership

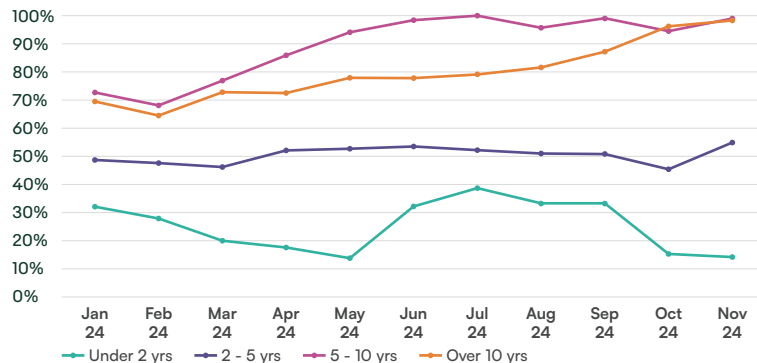
After a small rise in October, stock levels continue the downward trend seen since June, down -2.1% MoM.

36.7



Indexed stock volume by age

Stock levels for motorhomes over 2 years old were up MoM, with those in the 2 to 5 year old price band up the most at +20.8%.



Indexed stock volume by price

It's the £60,000 divide. Motorhomes below that price saw stock levels rise MoM, while those priced above, saw them fall.

Price range	Oct 24	Nov 24	MoM
Under £20,000	23.7	24.3	+2.5%
£20,000 - £39,999	63.0	63.9	+1.5%
£40,000 - £59,999	95.3	97.0	+1.8%
£60,000 - £79,999	33.0	32.2	-2.4%
£80,000 - £99,999	29.1	28.7	-1.4%
Over £99,999	13.1	13.0	-1.1%

Indexed stock volume top 12 makes

Stock levels for Adria dropped the most, down -12.8% MoM.

#	Make	Oct 24	Nov 24	MoM
1	Swift	91.2	90.4	-0.8%
2	Elddis	81.8	83.8	+2.5%
3	Burstner	70.1	69.3	-1.3%
4	Bailey	38.9	41.6	+7.1%
5	Bessacarr	36.1	35.0	-3.0%
6	Auto-Sleeper	32.7	34.0	+3.8%
7	Roller Team	30.9	33.1	+6.9%
8	Adria	33.3	29.1	-12.8%
9	Carthago	29.0	27.7	-4.5%
10	Compass	24.3	25.6	+5.5%
11	Chausson	23.9	23.0	-4.0%
12	Pilote	21.0	20.9	-0.1%

Indexed stock volume selected makes/models

One of Adria's most popular models, the Matrix saw its stock levels fall the most, down -27.0% MoM.

#	Make	Model	Oct 24	Nov 24	MoM
1	Elddis	Autoquest	67.9	72.8	+7.1%
2	Bailey	Autograph	50.4	50.7	+0.6%
3	Swift	Escape	46.7	48.4	+3.7%
=4	Elddis	Majestic	39.9	33.8	-15.5%
=4	Roller Team	Zefiro	29.0	33.8	+16.7%
5	Roller Team	Auto-Roller	33.0	32.5	-1.6%
6	Swift	Kon-Tiki	29.3	29.4	+0.2%
7	Adria	Coral	28.3	26.8	-5.4%
8	Swift	Bolero	23.1	19.7	-14.7%
9	Adria	Matrix	23.4	17.1	-27.0%

Only motorhomes under 2 years old saw stock levels fall MoM. All other age bands were up.



Motorhomes: Price

MOTORS

November 2024 at a glance

- While rising over £4,400 throughout the year, the overall average price is back to where it was in January (+£30).
- Adria are the most expensive motorhomes out there - over £17,500 more than their nearest rival Bailey.
- Only Adria (+1.2%) and Bailey (+1.5%) saw their average prices increase MoM.

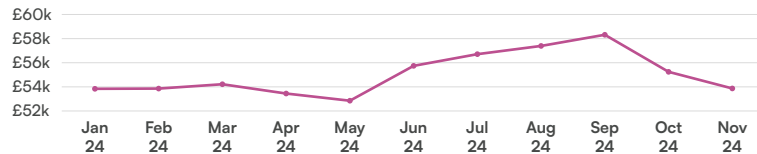
To access the driving force behind multisite advertising, please call our team on **0203 966 2714**

Average price

While rising over £4,400 throughout the year, the overall average price is back to where it was in January (+£30).

£53,868

Oct 24
£55,245
MoM: -2.5%



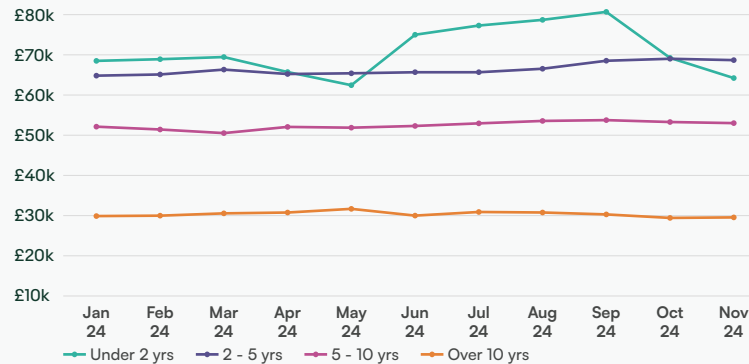
Average price top 5 makes

Only Adria (+1.2%) and Bailey (+1.5%) saw their average prices increase MoM.

#	Make	Oct 24	Nov 24	MoM
1	Adria	£72,035	£72,900	+1.2%
2	Bailey	£54,509	£55,307	+1.5%
3	Roller Team	£48,899	£48,534	-0.7%
4	Swift	£48,208	£48,185	0.0%
5	Elddis	£45,577	£44,929	-1.4%

Average price by age

MoM the overall average price fell by -2.5%, with motorhomes under 2 years old falling the most, down -7.3%.



Average price selected makes/models

Prices across the selected makes and models remained fairly static in November, up overall by just +0.2%.

#	Make	Model	Oct 24	Nov 24	MoM
1	Adria	Matrix	£80,241	£78,017	-2.8%
2	Swift	Kon-Tiki	£67,509	£70,342	+4.2%
3	Adria	Coral	£69,210	£68,972	-0.3%
4	Bailey	Autograph	£53,160	£54,041	+1.7%
5	Roller Team	Zefiro	£52,694	£51,873	-1.6%
6	Swift	Escape	£49,187	£50,728	+3.1%
7	Elddis	Majestic	£48,508	£47,423	-2.2%
8	Roller Team	Auto-Roller	£44,822	£45,328	+1.1%
9	Elddis	Autoquest	£43,315	£43,835	+1.2%
10	Swift	Bolero	£41,327	£40,424	-2.2%

Average price by mileage

All mileage bands saw small MoM increases in average prices.

Mileage	Oct 24	Nov 24	MoM
Under 20k	£68,486	£68,565	+0.1%
20 - 50k	£42,380	£42,560	+0.4%
50 - 100k	£27,994	£28,181	+0.7%
Over 100k	£13,897	£14,021	+0.9%

The average price of a motorhome has fallen by **£4,450** since September.



Motorhomes: Demand

MOTORS

November 2024 at a glance

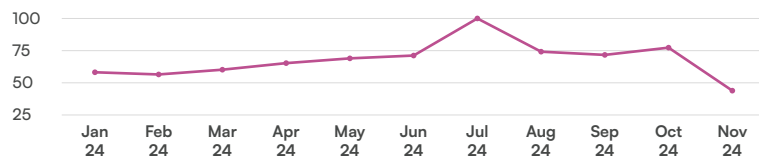
- Sales of motorhomes dropped nearly -50% in November.
- Ad views for Adria motorhomes were down -21.2% MoM, while Auto-Sleeper saw interest rise, up +16.6%.
- November saw little or no change in ad views in either the price or age categories.

Indexed total motorhomes sold

Sales of motorhomes dropped nearly -50% in November, down to their lowest level this year.

43.9

Oct 24
77.3
MoM: -43.2%



Motorhomes sold top 10 makes

Elddis have established themselves as the number one sold motorhome in the UK since taking the top spot from Swift in July.

#	Make	Oct 24 ranking	MoM change
1	Elddis	1	0
2	Swift	2	0
3	Bailey	3	0
4	Burstner	4	0
5	Bessacarr	5	0
6	Carthago	14	+8
7	Cl	12	+5
8	Roller Team	10	+2
9	Chausson	6	-3
10	Rapido	15	+5

Ad views by price

Total listings and ad views remained fairly static in November. Most listings were in the £40k - £60k price band and most ad views in the £20k - £40k price band.

Price range	% of avg listings		% of avg ad views	
	Oct 24	Nov 24	Oct 24	Nov 24
Under £20,000	9%	9%	14.9%	15.9%
£20,000 - £39,999	24%	24%	39.4%	40.3%
£40,000 - £59,999	36.8%	37.8%	27.6%	25.4%
£60,000 - £79,999	12.98%	12.95%	7.9%	7.6%
£80,000 - £99,999	11.29%	10.80%	7.4%	7.5%
Over £99,999	5.24%	5.20%	2.8%	3.2%

Ad views by age

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

Age range	% of avg listings		% of avg ad views	
	Oct 24	Nov 24	Oct 24	Nov 24
Under 2 yrs	6.1%	5.2%	3.1%	2.8%
2 - 4 yrs	13.3%	13.8%	5.5%	5.8%
4 - 6 yrs	14.3%	15.3%	9.7%	10.0%
6 - 8 yrs	15.1%	17.2%	8.9%	11.0%
8 - 10 yrs	12.9%	12.3%	9.3%	8.2%
Over 10 yrs	38.3%	36.0%	63.6%	62.3%

Ad views by make

Ad views for Adria motorhomes were down -21.2% MoM, while Auto-Sleeper saw interest rise, up +16.6%.

#	Make	Oct 24	Nov 24	MoM
1	Swift	23.2%	22.7%	-2.1%
2	Burstner	16.5%	17.3%	+4.9%
3	Elddis	12.6%	12.4%	-1.0%
4	Bessacarr	9.5%	8.9%	-6.7%
5	Autocruise	7.6%	8.0%	+5.2%
6	Rapido	7.3%	7.7%	+6.4%
7	Auto-Sleeper	6.5%	7.6%	+16.6%
8	Adria	6.8%	5.4%	-21.2%
9	Cl	5.1%	5.1%	-0.8%
10	Dethleffs	5.0%	5.0%	-0.2%

Ad views top 10 makes/models

Apart from April this year (when the Eldis Autoquest snatched top spot), the Swift Kon-Tiki has been the most viewed motorhome in 2024.

#	Make	Model	Oct 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	Roller Team	Zefiro	7	+1
7	Chausson	Welcome	9	+2
8	Roller Team	Auto-Roller	10	+2
9	Hymer	B	11	+2
10	Adria	Coral	14	+4

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