

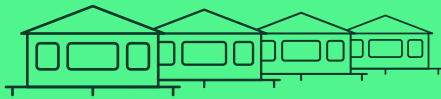
Market View

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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November 2024 at a glance

- As we head towards Christmas, sales slow, so overall stock levels increase, up +2.2% MoM.
- Most of the top makes saw stock levels fall or remain flat MoM, three makes though saw rises: BK +9.0%, Victory +20.1% and Swift +32.4%.
- Static caravans aged between 2 and 5 years old saw stock levels fall the most, down -13.7% MoM.

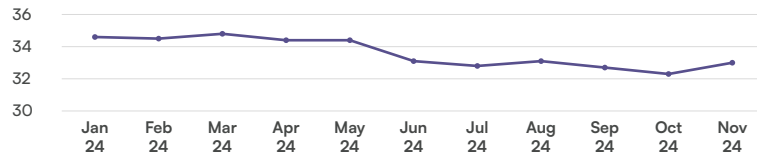
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Stock volume by dealership

As we head towards Christmas, sales slow, so overall stock levels increase, up +2.2% MoM.

33.0

Oct 24
32.3
MoM: +2.2%



Indexed stock volume by price

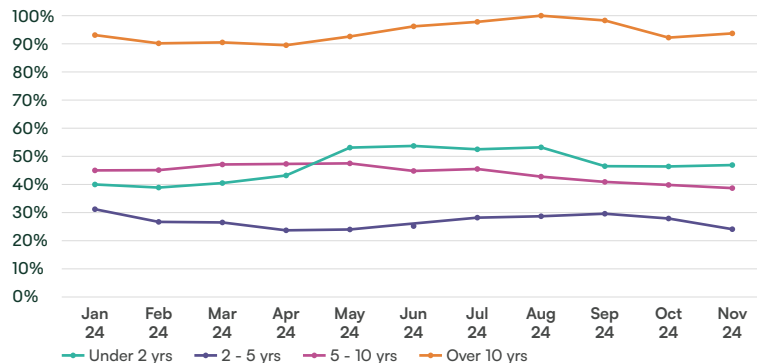
Under £20,000, stock levels were up, over £20,000 they were down.

Price range	Oct 24	Nov 24	MoM
Under £5,000	68.1	68.5	+0.6%
£5,000 - £9,999	73.7	74.4	+0.9%
£10,000 - £14,999	51.1	53.4	+4.6%
£15,000 - £19,999	37.7	39.3	+4.2%
£20,000 - £39,999	74.7	69.0	-7.6%
Over £40,000	62.5	61.2	-2.0%

Willerby have been the most stocked static all year ahead of Abi in second place and Atlas in third.

Indexed stock volume by age

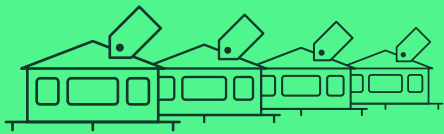
Young (under 2 yrs) and old (over 10 yrs) were up while all ages between saw stock levels fall MoM.



Indexed stock volume top 11 makes

Overall stock levels would actually have down MoM had it not been for Swift and Victory which had big increases, up +20.1% and +32.4% respectively.

#	Make	Oct 24	Nov 24	MoM
1	Willerby	78.0	78.1	+0.1%
2	Abi	53.5	53.6	+0.1%
3	Atlas	39.3	38.4	-2.5%
4	Delta	37.9	35.3	-7.0%
5	Cosalt	18.4	17.9	-2.6%
6	BK	12.0	13.1	+9.0%
7	Carnaby	12.0	10.0	-16.6%
8	Victory	7.8	9.4	+20.1%
9	Swift	6.7	8.9	+32.4%
10	Regal	4.1	4.0	-3.5%
11	Omar	2.6	2.4	-6.9%



Static Caravans: Price

MOTORS

November 2024 at a glance

- The overall average price peaked in March (£39,182), in November that was down by £3,550 to £35,632.
- Only Cosalt in our top 6 makes showed an average price increase MoM, up +2.2%.
- Statics aged between 2 and 5 years old have had the highest average price since May, in November it sat at £66,951.

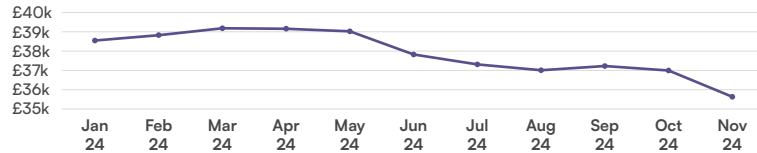
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Average price

After a slight rise in September the downward trend since March continued, down -3.6% MoM.

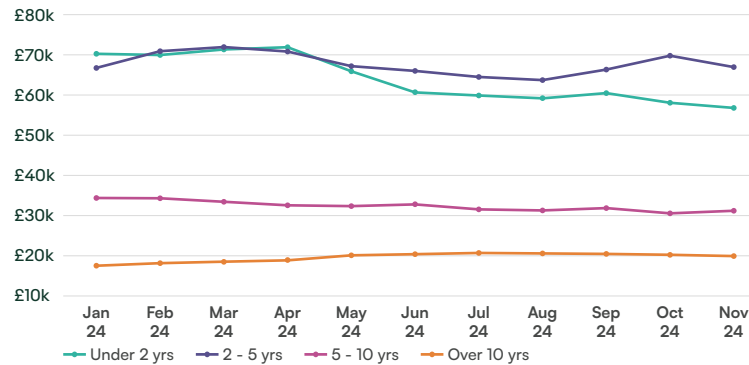
£35,632

Oct 24
£36,944
MoM: -3.6%



Average price by age

Overall prices have fallen by -3.6% MoM. Only statics aged between 5 and 10 years old saw a rise, up +2.0% to £31,817.



Average price top 6 makes

Only Cosalt in our top 6 makes showed an average price increase MoM, up +2.2%. Atlas fell away the most, down -4.7%.

#	Make	Oct 24	Nov 24	MoM
1	Delta	£28,194	£27,687	-1.8%
2	Willerby	£26,343	£26,397	+0.2%
3	Swift	£23,088	£22,305	-3.4%
4	Abi	£21,602	£21,448	-0.7%
5	Atlas	£20,548	£19,587	-4.7%
6	Cosalt	£10,577	£10,813	+2.2%

Statics under 2 years old started the year with the highest average price of all age bands (£70,261). In November this was down just over £13,400 to £56,792.



Static Caravans: Demand

MOTORS

November 2024 at a glance

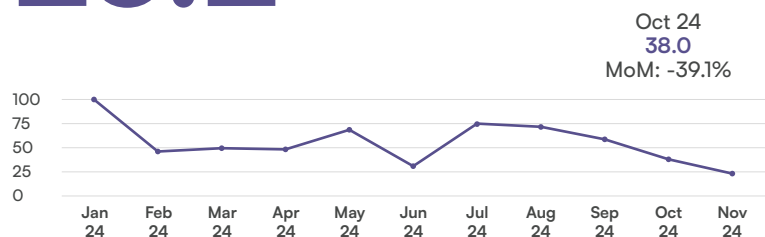
- November saw a big drop in sales of static caravans, down nearly -40% MoM.
- Ad views for Swift statics were up the most (+96.9% MoM) albeit from a small stock volume.
- It's the older statics that get the most attention, with those aged over 10 years old getting over 60% of ad views.

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Indexed total static caravans sold

Unsurprisingly, as we reach the end of the year and winter is here to stay for the time being, sales of static caravans are at an all time low for the year.

23.2



Static caravans sold top 11 makes

It's been the same 1st and 2nd since April. At the bottom of the list, Omar and Regal swap places with Swift and Victory.

#	Make	Oct 24 ranking	MoM change
1	Willerby	1	0
2	Abi	2	0
3	Delta	3	0
4	Atlas	4	0
5	Cosalt	5	0
6	BK	7	+1
7	Carnaby	6	-1
8	Omar	10	+2
9	Regal	11	+2
10	Swift	8	-2
11	Victory	9	-2

Ad views by price

There's an even mix of listings for statics across the price bands which is reflected in the number of ad views.

Price range	% of avg listings		% of avg ad views	
	Oct 24	Nov 24	Oct 24	Nov 24
Under £5,000	18.5%	18.7%	27.5%	24.2%
£5,000 - £9,999	20.0%	20.3%	18.3%	22.2%
£10,000 - £14,999	13.9%	14.6%	13.9%	15.5%
£15,000 - £19,999	10.3%	10.7%	11.5%	11.8%
£20,000 - £39,999	20.3%	18.9%	18.1%	14.2%
Over £40,000	17.0%	16.7%	10.8%	12.2%

Ad views by age

It's the older statics that get the most attention with those aged over 10 years old getting over 60% of ad views.

Age range	% of avg listings		% of avg ad views	
	Oct 24	Nov 24	Oct 24	Nov 24
Under 2 yrs	22.5%	23.0%	16.0%	18.8%
2 - 4 yrs	12.1%	11.0%	5.6%	5.6%
4 - 6 yrs	5.4%	4.6%	2.6%	2.1%
6 - 8 yrs	6.0%	6.9%	3.9%	4.8%
8 - 10 yrs	9.3%	8.3%	6.1%	6.4%
Over 10 yrs	44.7%	46.1%	65.7%	62.3%

Ad views by make

Ad views for Swift statics were up the most (+96.9% MoM) albeit from a small stock volume.

#	Make	Oct 24	Nov 24	MoM
1	Willerby	29.8%	30.0%	+0.6%
2	Abi	19.0%	20.1%	+6.0%
3	Atlas	16.4%	13.8%	-15.7%
4	Delta	15.2%	13.6%	-10.7%
5	Cosalt	5.5%	6.4%	+17.2%
6	BK	3.6%	4.3%	+16.8%
7	Swift	1.8%	3.6%	+96.9%
8	Omar	2.6%	2.9%	+13.0%
9	Victory	1.5%	2.1%	+44.6%
10	Carnaby	3.5%	1.9%	-46.4%

Ad views top 11 makes

No change for the top 6 MoM. Only Swift (+2) and Carnaby (-3) saw significant changes within the top 11.

#	Make	Oct 24 ranking	MoM change
1	Willerby	1	0
2	Abi	2	0
3	Atlas	3	0
4	Delta	4	0
5	Cosalt	5	0
6	BK	6	0
7	Swift	9	+2
8	Omar	8	0
9	Victory	10	+1
10	Carnaby	7	-3
11	Regal	11	0



Mobile Caravans: Stock

MOTORS

November 2024 at a glance

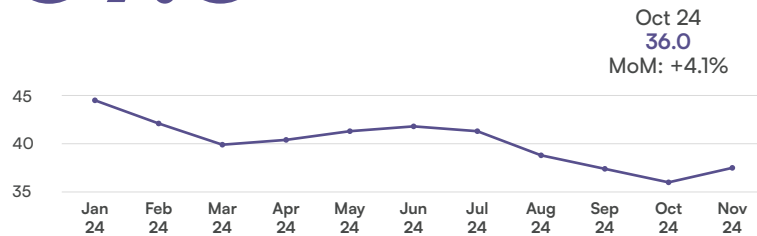
- Overall stock levels were up +4.1% MoM.
- Dealers are stocking up on the cheaper models as those priced under £5,000 saw stock levels increase by +55.1% MoM.
- Swift caravans were the most stocked in November.

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Stock volume by dealership

November saw stock levels rise MoM for the first time since June.

37.5



Indexed stock volume by price

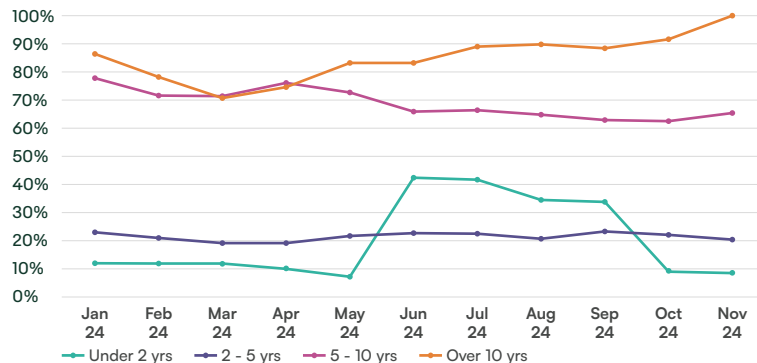
All price bands saw stock levels rise MoM those under £5,000 leading the way, up +55.1%

Price range	Oct 24	Nov 24	MoM
Under £5,000	13.5	20.9	+55.1%
£5,000 - £9,999	54.9	62.8	+14.2%
£10,000 - £14,999	65.9	68.9	+4.5%
£15,000 - £19,999	61.5	66.2	+7.6%
£20,000 - £39,999	72.3	77.5	+7.2%
Over £39,999	7.3	8.3	+12.7%

Overall stock levels were up MoM, with **Coachman (+24.5%), Ace (+30.8%) and Lunar (+33.7%)** seeing the biggest increases.

Indexed stock volume by age

It's the older models that dealers are stocking up on. November saw stock levels of those aged over 10 years old increase by +9.2%.



Indexed stock volume top 13 makes

Swift caravans were the most stocked in November as they have been since July.

#	Make	Oct 24	Nov 24	MoM
1	Swift	84.4	93.8	+11.1%
2	Bailey	80.2	86.3	+7.6%
3	Elddis	24.8	26.4	+6.3%
4	Coachman	20.9	26.0	+24.5%
5	Lunar	14.9	19.9	+33.7%
6	Sterling	12.2	12.9	+6.0%
7	Hobby	12.2	11.4	-6.9%
8	Buccaneer	6.4	6.4	-0.1%
=9	Freedom	4.9	5.5	+12.4%
=9	Eriba	4.9	5.5	+11.2%
10	Adria	4.7	4.4	-6.9%
11	Ace	2.5	3.3	+30.8%
12	Abbey	3.0	3.1	+3.5%



Mobile Caravans: Price

MOTORS

November 2024 at a glance

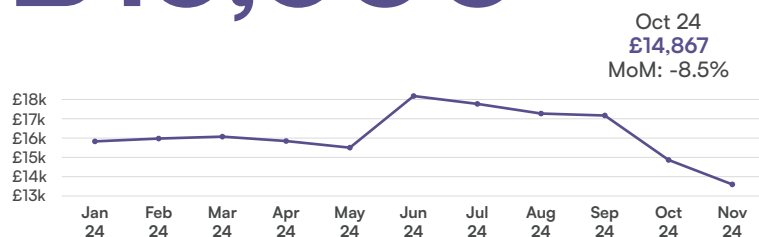
- Overall average prices have fallen over £4,500 since they peaked in June (£18,179).
- The younger models (under 2 years old) saw the biggest MoM drop, down -15.5%.
- Despite a -6.8% MoM drop in price, Hobby are the most expensive caravans out there, with an average price of £35,721.

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Average price

The overall average price was down -8.5% MoM to it's lowest so far this year.

£13,600



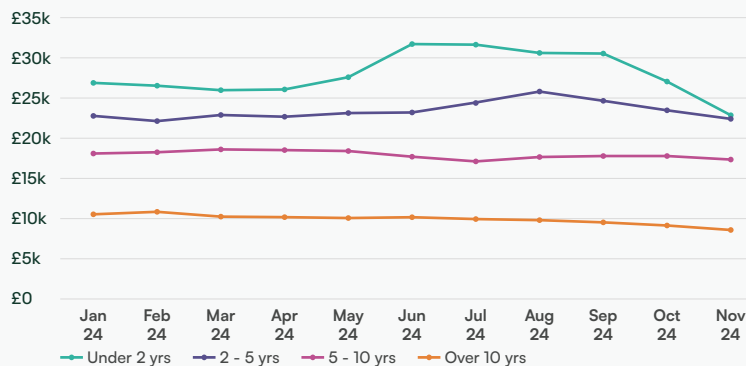
Average price top 6 makes

Despite a -6.8% MoM drop in price, Hobby are the most expensive caravans out there.

#	Make	Oct 24	Nov 24	MoM
1	Hobby	£38,326	£35,721	-6.8%
2	Eriba	£26,858	£24,829	-7.6%
3	Buccaneer	£20,182	£21,238	+5.2%
4	Adria	£21,027	£19,213	-8.6%
5	Coachman	£16,960	£18,118	+6.8%
6	Swift	£18,314	£17,565	-4.1%

Average price by age

The younger models (under 2 years old) saw the biggest MoM drop, down -15.5%.



Average price selected makes/models

The Eldiss Crusader (-11.7%) and Swift Conqueror saw the biggest MOM falls in average price.

#	Make	Model	Oct 24	Nov 24	MoM
1	Swift	Elegance	£27,816	£27,344	-1.7%
2	Bailey	Phoenix	£21,319	£20,857	-2.2%
3	Swift	Sprite	£19,990	£19,529	-2.3%
4	Bailey	Unicorn	£17,945	£18,204	+1.4%
5	Coachman	VIP	£17,079	£16,604	-2.8%
6	Swift	Challenger	£17,079	£16,426	-3.8%
7	Bailey	Pegasus	£14,895	£16,145	+8.4%
8	Swift	Conqueror	£17,400	£15,528	-10.8%
9	Elddis	Crusader	£17,379	£15,343	-11.7%
10	Sterling	Eccles	£12,797	£12,312	-3.8%

MoM, Buccaneer and Coachman saw their average price rise by +5.2% and +6.8% respectively.

The biggest faller was Adria, down -8.6% MoM.



Mobile Caravans: Demand

MOTORS

November 2024 at a glance

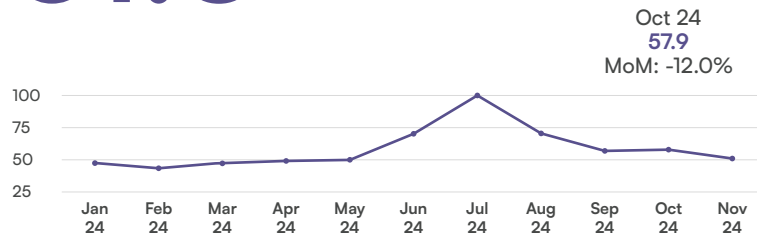
- Overall, caravan sales were down -12.0% MoM, continuing the downward trend since their peak in July.
- November was a big month for Lunar: up 4 places to be the 4th most sold caravan make, together with a +29.0% increase in ad views.
- Caravans aged over 10 years old have the most listings and ad views by far — both of which were up MoM.

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Indexed total mobile caravans sold

Overall, caravan sales were down -12.0% MoM, continuing the downward trend since their peak in July.

51.0



Mobile caravans sold top 10 makes

The Bailey Unicorn has regained its number one position as the UK's most sold caravan.

#	Make	Model	Oct 24 ranking	MoM change
1	Bailey	Unicorn	2	+1
2	Swift	Challenger	1	-1
3	Bailey	Pegasus	4	+1
4	Lunar	Clubman	8	+4
5	Swift	Sprite	3	-2
6	Hobby	Caravan	10	+4
7	Sterling	Eccles	5	-2
8	Coachman	VIP	6	-2
9	Elddis	AVANTE	9	0
10	Elddis	Affinity	19	+9

Ad views by price

Spread evenly across the four price bands, caravans between £5,000 and £39,999 have the majority of listings and ad views.

Price range	% of avg listings		% of avg ad views	
	Oct 24	Nov 24	Oct 24	Nov 24
Under £5,000	4.9%	6.9%	10.6%	14.1%
£5,000 - £9,999	19.9%	20.6%	24.1%	26.2%
£10,000 - £14,999	23.9%	22.6%	24.8%	21.6%
£15,000 - £19,999	22.3%	21.7%	18.9%	17.5%
£20,000 - £39,999	26.2%	25.5%	19.5%	18.6%
Over £39,999	2.7%	2.7%	2.1%	1.9%

Ad views by age

Caravans aged over 10 years old have the most listings and ad views by far — both of which were up MoM.

Age range	% of avg listings		% of avg ad views	
	Oct 24	Nov 24	Oct 24	Nov 24
Under 2 yrs	5.0%	4.4%	2.2%	2.6%
2 - 4 yrs	7.2%	7.1%	4.3%	3.7%
4 - 6 yrs	9.8%	8.8%	8.9%	8.1%
6 - 8 yrs	15.2%	15.8%	12.4%	12.6%
8 - 10 yrs	13.4%	12.4%	12.6%	11.6%
Over 10 yrs	49.4%	51.5%	59.6%	61.4%

Ad views by make

Overall, ad views are falling. Lunar however bucked that trend and saw a +29.0% MoM increase.

#	Make	Oct 24	Nov 24	MoM
1	Swift	24.1%	23.5%	-2.6%
2	Bailey	19.8%	21.0%	+5.7%
3	Hobby	10.8%	10.8%	+0.8%
4	Coachman	9.3%	9.6%	+2.8%
5	Elddis	9.7%	8.6%	-10.7%
6	Lunar	5.4%	7.0%	+29.0%
7	Buccaneer	5.4%	4.7%	-13.1%
8	Sterling	4.8%	4.4%	-9.0%
9	Freedom	2.7%	2.5%	-6.6%
10	Avondale	2.6%	2.5%	-3.7%

Ad views top 10 makes

Lunar's good month continued as its Clubman model climbed four places up to tenth place.

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