

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.

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Campervans: Stock

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December 2024 at a glance

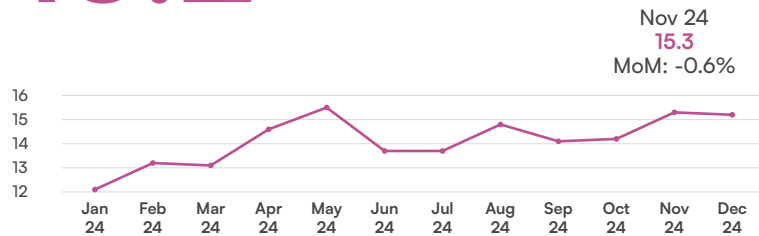
- There was a small drop of -0.6% in stock per dealer MoM. The overall trend throughout 2024 was for stock per dealer to increase.
- At the start of 2024 Ford were the second most stocked campervan behind Volkswagen, but finished the year down in fourth.
- Stock levels for Swift were halved (down -52.6%) in December.

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Stock volume by dealership

A small drop of -0.6% in stock per dealer MoM.

15.2



Indexed stock volume by price

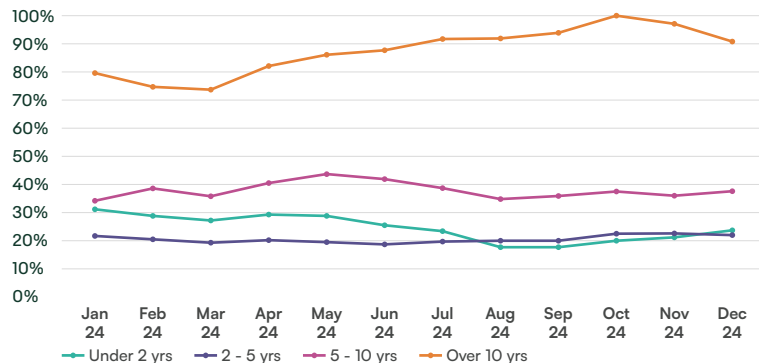
The smallest volume price band (over £99,999) saw the biggest increase in stock levels, up +33.5% MoM.

Price range	Nov 24	Dec 24	MoM
Under £20,000	45.9	40.4	-12.1%
£20,000 - £39,999	93.8	92.9	-1.0%
£40,000 - £59,999	43.5	46.2	+6.2%
£60,000 - £79,999	15.0	14.0	-6.5%
£80,000 - £99,999	6.8	5.8	-15.3%
Over £99,999	2.9	3.9	+33.5%

Stock levels per dealer are up by just over 25% from the start of 2024.

Indexed stock volume by age

Campervans under 2 years old saw the biggest rise in stock levels in December, up +12.1%.



Indexed stock volume top 12 makes

Volkswagen were the most stocked campervan throughout 2024, a long way ahead of Fiat in second and Peugeot in third.

#	Make	Nov 24	Dec 24	MoM
1	Volkswagen	94.3	100.0	+6.0%
2	Fiat	40.4	37.4	-7.4%
3	Peugeot	34.1	29.6	-13.1%
4	Ford	27.7	28.0	+1.0%
5	Toyota	27.9	27.8	-0.3%
6	Citroen	13.5	12.8	-5.5%
7	Mercedes-Benz	12.5	11.5	-8.2%
8	Vauxhall	6.7	6.6	-1.2%
9	Renault	6.5	5.5	-15.1%
10	Romahome	2.5	2.4	-3.1%
11	Swift	4.4	2.1	-52.6%
12	Iveco	0.9	0.8	-8.0%



Campervans: Price

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December 2024 at a glance

- The overall average price of a campervan peaked in February at £49,104 but finished 2024 just over £1,500 down from there.
- In the mileage category, prices increased across the board MoM, with those with 20 - 50k miles on the clock up the most by +8.3%.
- Mercedes-Benz are the most expensive campervans out there and saw their average price rise again MoM, up +19.2%.

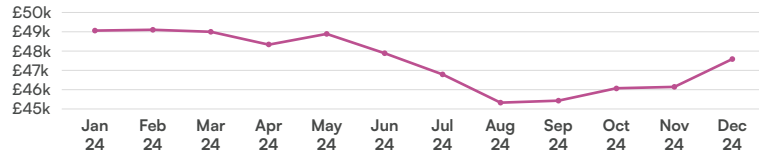
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Average price

The average price has increased steadily since August, up again in December by +3.1%

£47,587

Nov 24
£46,144
MoM: +3.1%



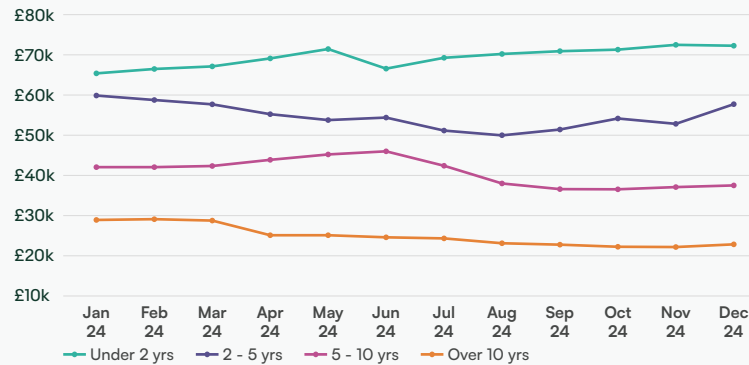
Average price top 4 makes

For two months only (June and July) in 2024 did the order of the top 4 change, when Fiats were more expensive than Fords.

#	Make	Nov 24	Dec 24	MoM
1	Mercedes-Benz	£57,452	£68,508	+19.2%
2	Volkswagen	£43,013	£42,812	-0.5%
3	Ford	£34,207	£34,647	+1.3%
4	Fiat	£29,622	£30,846	+4.1%

Average price by age

Campervans over 2 years old saw their average prices increase MoM, with the 2 - 5 yrs age band up the most by +9.3% to £57,226.



Average price selected makes/models

The average price of a Mercedes-Benz Sprinter finished 2024 on a high but was still £1,700 cheaper than its peak in February (£72,426).

#	Make	Model	Nov 24	Dec 24	MoM
1	Mercedes-Benz	Sprinter	£57,406	£68,508	+19.3%
2	Volkswagen	Crafter	£55,309	£53,288	-3.7%
3	Volkswagen	Transporter	£42,659	£42,128	-1.2%
4	Ford	Transit	£35,056	£35,138	+0.2%
5	Fiat	Ducato	£29,759	£30,846	+3.7%
6	Peugeot	Boxer	£27,603	£29,820	+8.0%
7	Toyota	Alphard	£22,918	£23,841	+4.0%

Average price by mileage

Prices increased across the board MoM, with those with 20 - 50k miles on the clock up the most by +8.3%.

Mileage	Nov 24	Dec 24	MoM
Under 20k	£60,036	£62,013	+3.3%
20 - 50k	£33,322	£36,097	+8.3%
50 - 100k	£26,268	£26,473	+0.8%
Over 100k	£21,504	£21,998	+2.3%

The average price of the Mercedes-Benz Sprinter jumped £11,000 in December.



Campervans: Demand

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December 2024 at a glance

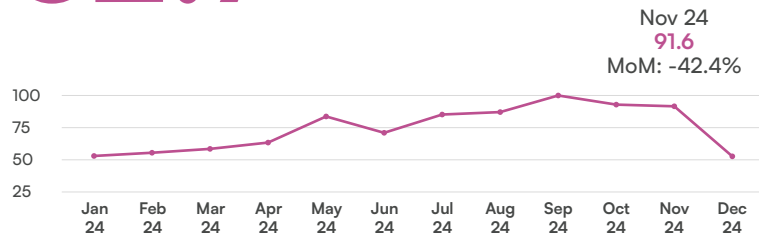
- Through a combination of seasonality and prices rising in December there was a big drop in the volume (-42.4%) of sold campervans MoM.
- Volkswagen and Fiat traded places each month throughout 2024 for the most viewed campervan with Volkswagen finishing the year on top.
- Over half (52.1%) of all listings are for campervans over 10 years old and that's where 71.5% of buyers are looking.

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Indexed total campervans sold

Sales of campervans dropped to their lowest monthly level of 2024.

52.7



Campervans sold top 10 makes/models

The Fiat Ducato was the biggest selling campervan each month for 11 months of 2024, dropping to second back in March behind the Volkswagen Transporter.

#	Make	Model	Nov 24 ranking	MoM change
1	Fiat	Ducato	1	0
2	Volkswagen	Transporter	3	+1
3	Peugeot	Boxer	2	-1
4	Ford	Transit	4	0
5	Citroen	Berlingo	5	0
6	Swift	Carrera	12	+6
7	Citroen	Relay	8	+1
8	Vauxhall	Vivaro	10	+2
9	Mercedes-Benz	Sprinter	6	-3
10	Renault	Master	9	-1

Ad views by price

Campervans under £60,000 is where you'll find the most listings (88.3%) and ad views (88.6%).

Price range	% of avg listings		% of avg ad views	
	Nov 24	Dec 24	Nov 24	Dec 24
Under £20,000	20.9%	19.9%	40.1%	43.4%
£20,000 - £39,999	46.2%	45.7%	38.8%	33.8%
£40,000 - £59,999	21.0%	22.7%	11.1%	11.4%
£60,000 - £79,999	7.2%	6.9%	4.0%	4.4%
£80,000 - £99,999	3.3%	2.8%	2.7%	2.8%
Over £99,999	1.4%	1.9%	3.4%	4.1%

Ad views by age

Over half (52.1%) of all listings are for campervans over 10 years old and that's where 71.5% of buyers are looking.

Age range	% of avg listings		% of avg ad views	
	Nov 24	Dec 24	Nov 24	Dec 24
Under 2 yrs	12.0%	13.6%	7.1%	7.5%
2 - 4 yrs	9.1%	8.7%	4.8%	4.7%
4 - 6 yrs	8.7%	9.6%	6.1%	5.8%
6 - 8 yrs	7.9%	9.1%	4.5%	7.1%
8 - 10 yrs	7.3%	6.8%	6.6%	3.4%
Over 10 yrs	54.9%	52.1%	70.8%	71.5%

Ad views by make

Volkswagen and Fiat traded places each month throughout 2024 for the most viewed campervan with Volkswagen finishing the year on top.

#	Make	Nov 24	Dec 24	MoM
1	Volkswagen	29.3%	33.0%	+12.6%
2	Fiat	26.8%	21.9%	-18.1%
3	Peugeot	17.1%	15.4%	-10.4%
4	Ford	7.6%	8.4%	+10.8%
5	Mercedes-Benz	8.4%	7.9%	-6.6%
6	Citroen	5.4%	7.4%	+37.4%
7	Vauxhall	1.5%	2.5%	+65.0%
8	Toyota	1.8%	1.6%	-14.0%
9	Renault	1.6%	1.4%	-14.0%
10	Iveco	0.4%	0.6%	+39.6%

Ad views top 10 makes/models

The Fiat Ducato was the most viewed campervan in 2024 with the Volkswagen Transporter in second place for all but one month in October.

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



Motorhomes: Stock

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December 2024 at a glance

- Stock levels of motorhomes have been falling since September, down again -1.6% MoM.
- Motorhomes priced over £80,000 saw significant falls in stock levels MoM.
- Adria saw big drops in stock levels for their Coral (-32.2%) and Matrix (-54.2%) models in December.

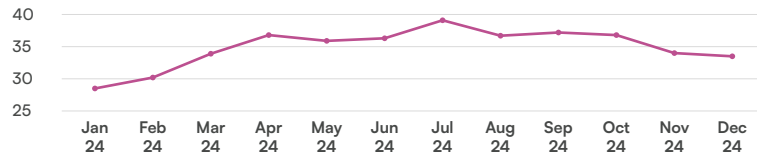
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Stock volume by dealership

Stock levels fell in December (-1.6%) for the fourth month running.

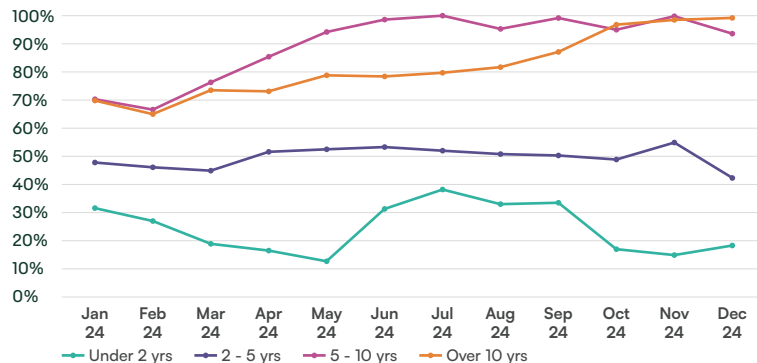
33.5

Nov 24
34.0
MoM: -1.6%



Indexed stock volume by age

Stock levels of motorhomes under 2 years old saw a MoM rise of +23.0%, while those between 2 and 5 years old went the other way, down -22.9%.



Indexed stock volume by price

Motorhomes priced over £80,000 saw significant falls in stock levels MoM.

Price range	Nov 24	Dec 24	MoM
Under £20,000	24.3	23.3	-3.9%
£20,000 - £39,999	63.9	65.4	+2.4%
£40,000 - £59,999	97.0	99.3	+2.3%
£60,000 - £79,999	32.2	28.5	-11.6%
£80,000 - £99,999	28.7	22.1	-22.9%
Over £99,999	13.0	7.8	-39.6%

Indexed stock volume top 12 makes

Swift were the most stocked make of motorhome every month throughout 2024, although Elddis pushed them close for the top spot.

#	Make	Nov 24	Dec 24	MoM
1	Swift	90.4	89.5	-1.1%
2	Elddis	83.8	85.5	+2.0%
3	Burstner	69.3	50.7	-26.7%
4	Bailey	41.6	44.5	+6.9%
5	Bessacarr	35.0	37.8	+8.0%
6	Roller Team	33.1	33.1	0.0%
7	Auto-Sleeper	34.0	33.0	-3.0%
8	Chausson	23.0	24.7	+7.7%
9	Compass	25.6	23.0	-10.3%
10	Carthago	27.7	22.7	-18.0%
11	Adria	29.1	18.7	-35.7%
12	Pilote	20.9	18.4	-11.9%

Indexed stock volume selected makes/models

Aside from the big drops for the two Adria models, the other eight selected makes/models saw stock levels fall, on average by -1.5% MoM.

#	Make	Model	Nov 24	Dec 24	MoM
1	Elddis	Autoquest	72.8	72.2	-0.7%
2	Bailey	Autograph	50.7	46.6	-8.2%
3	Swift	Escape	48.4	41.7	-13.9%
4	Elddis	Majestic	33.8	36.7	+8.7%
5	Roller Team	Zefiro	33.8	34.4	+1.6%
6	Roller Team	Auto-Roller	32.5	31.9	-1.8%
7	Swift	Kon-Tiki	29.4	27.2	-7.3%
8	Swift	Bolero	19.7	21.7	+9.9%
9	Adria	Coral	26.8	18.1	-32.2%
10	Adria	Matrix	17.1	7.8	-54.2%

Throughout 2024 the majority of motorhomes for sale were in the older age bands - 5-10 years and over 10 years.



Motorhomes: Price

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December 2024 at a glance

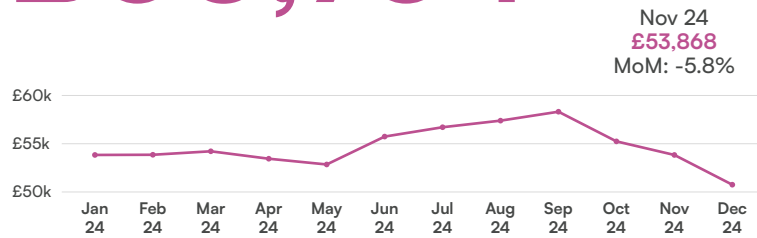
- The average price fell by -5.8% MoM, with those aged between 2 and 5 years old seeing the biggest fall, down -8.4%.
- Motorhomes with over 20k miles on the clock saw their average price rise MoM, with those in the over 100k mileage band up the most at +13.5%.
- Whilst Adria motorhomes reduced in price in December by -4.0% they remain the most expensive make, as they have throughout 2024.

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Average price

Average prices have fallen steadily since their peak in September down to their lowest level of 2024.

£50,754



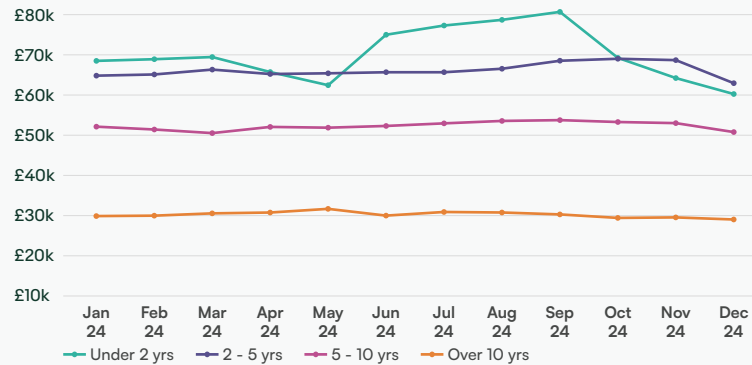
Average price top 5 makes

Whilst Adria motorhomes reduced in price in December by -4.0% they remain the most expensive make, as they have throughout 2024.

#	Make	Nov 24	Dec 24	MoM
1	Adria	£72,900	£69,962	-4.0%
2	Bailey	£55,307	£56,467	+2.1%
3	Roller Team	£48,534	£46,837	-3.5%
4	Swift	£48,185	£47,271	-1.9%
5	Elddis	£44,929	£44,921	0.0%

Average price by age

The average price fell by -5.8% MoM, with those aged between 2 and 5 years old seeing the biggest fall, down -8.4%.



Average price selected makes/models

The Adria Matrix was the most expensive motorhome, while its sister model the Coral and the Swift Kon-Tiki traded second and third place throughout 2024.

#	Make	Model	Nov 24	Dec 24	MoM
1	Adria	Matrix	£78,017	£79,904	+2.4%
2	Swift	Kon-Tiki	£70,342	£70,538	+0.3%
3	Adria	Coral	£68,972	£62,134	-9.9%
4	Bailey	Autograph	£54,041	£53,300	-1.4%
5	Roller Team	Zefiro	£51,873	£51,830	-0.1%
6	Elddis	Majestic	£47,423	£49,082	+3.5%
7	Swift	Escape	£50,728	£46,376	-8.6%
8	Roller Team	Auto-Roller	£45,328	£42,935	-5.3%
9	Elddis	Autoquest	£43,835	£41,511	-5.3%
10	Swift	Bolero	£40,424	£40,777	+0.9%

Average price by mileage

Motorhomes with over 20k miles on the clock saw their average price rise MoM, with those in the over 100k mileage band up the most at +13.5%.

Mileage	Nov 24	Dec 24	MoM
Under 20k	£67,526	£64,880	-3.9%
20 - 50k	£41,804	£42,328	+1.3%
50 - 100k	£28,542	£28,606	+0.2%
Over 100k	£18,188	£20,650	+13.5%

The average price of all the top 5 makes of motorhome is lower than at the start of 2024.



Motorhomes: Demand

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December 2024 at a glance

- December saw sales of motorhomes fall to their lowest monthly level of 2024.
- The bulk of listings in December were for motorhomes priced between £20,000 and £60,000.
- Nearly 40% of listings were for motorhomes over 10 years old which is where over 60% of people are looking.

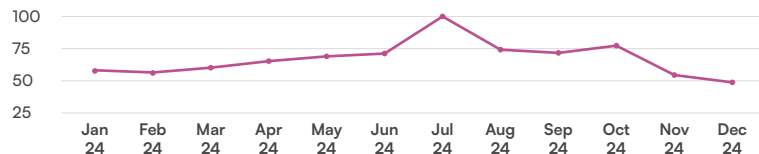
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Indexed total motorhomes sold

There was a big MoM drop (-29.5%) in sales of motorhomes, continuing the downward trend since October.

48.8

Nov 24
54.5
MoM: -29.5%



Motorhomes sold top 10 makes

December saw Swift finish 2024 as the most sold motorhome, having been behind Elddis each month since July.

#	Make	Nov 24 ranking	MoM change
1	Swift	2	+1
2	Elddis	1	-1
3	Burstner	4	+1
4	Bailey	3	-1
5	Adria	11	+6
6	Carthago	8	+2
7	Laika	24	+17
8	Compass	17	+9
9	Bessacarr	5	-4
10	Dethleffs	16	+6

Ad views by price

The bulk of listings in December were for motorhomes priced between £20,000 and £60,000.

Price range	% of avg listings		% of avg ad views	
	Nov 24	Dec 24	Nov 24	Dec 24
Under £20,000	9.1%	9.5%	15.9%	15.4%
£20,000 - £39,999	24.1%	26.5%	40.3%	39.9%
£40,000 - £59,999	37.8%	40.3%	25.4%	26.6%
£60,000 - £79,999	13.0%	11.5%	7.6%	7.9%
£80,000 - £99,999	10.8%	9.0%	7.5%	7.2%
Over £99,999	5.2%	3.2%	3.2%	3.0%

Ad views by age

Nearly 40% of listings were for motorhomes over 10 years old which is where over 60% of people are looking.

Age range	% of avg listings		% of avg ad views	
	Nov 24	Dec 24	Nov 24	Dec 24
Under 2 yrs	5.2%	7.2%	2.8%	6.5%
2 - 4 yrs	13.8%	9.7%	5.8%	3.1%
4 - 6 yrs	15.3%	14.3%	10.0%	8.5%
6 - 8 yrs	17.2%	17.2%	11.0%	11.4%
8 - 10 yrs	12.3%	12.4%	8.2%	9.1%
Over 10 yrs	36.0%	39.1%	62.3%	61.5%

Ad views by make

Swift remained the most viewed motorhome throughout 2024. December saw a lot more people looking at Bessacarr (+30.0% MoM).

#	Make	Nov 24	Dec 24	MoM
1	Swift	22.7%	23.4%	+3.0%
2	Burstner	17.3%	17.2%	-0.4%
3	Elddis	12.4%	13.9%	+11.5%
4	Bessacarr	8.9%	11.5%	+30.0%
5	Autocruise	8.0%	7.0%	-12.5%
6	Adria	5.4%	4.2%	-20.8%
7	CI	5.1%	3.3%	-34.5%
8	Rapido	7.7%	7.3%	-5.4%
9	Auto-Sleeper	7.6%	6.7%	-11.1%
10	Dethleffs	5.0%	5.4%	+8.6%

Ad views top 10 makes/models

The Swift Bolero and Chausson Welcome made the biggest moves in 2024, going from 8th and 12th in January in 3rd and 4th by December.

#	Make	Model	Nov 24 ranking	MoM change
1	Elddis	Autoquest	2	+1
2	Swift	Kon-Tiki	1	-1
3	Swift	Bolero	4	+1
4	Chausson	Welcome	7	+3
5	Bailey	Autograph	3	-2
6	Roller Team	Zefiro	6	0
7	Swift	Escape	5	-2
8	Swift	Sundance	11	+3
9	Roller Team	Auto-Roller	8	-1
10	Hymmer	Exsis	13	+3

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