

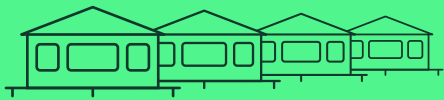
Market View

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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December 2024 at a glance

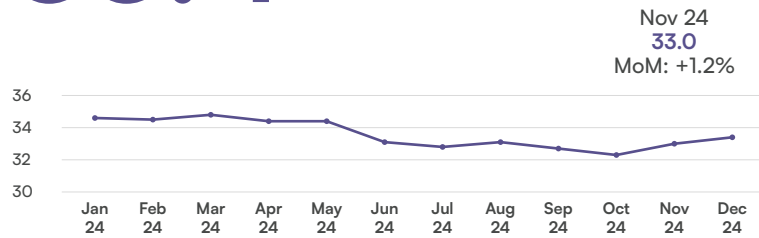
- Overall stock levels of static caravans were up +1.2% MoM.
- There was a big MoM increase in stock of +21.0% for static caravans aged over 10 years old.
- Willerby were the most stocked static caravan throughout 2024.

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Stock volume by dealership

Stock levels were up for the second month in a row to their highest since June.

33.4



Indexed stock volume by price

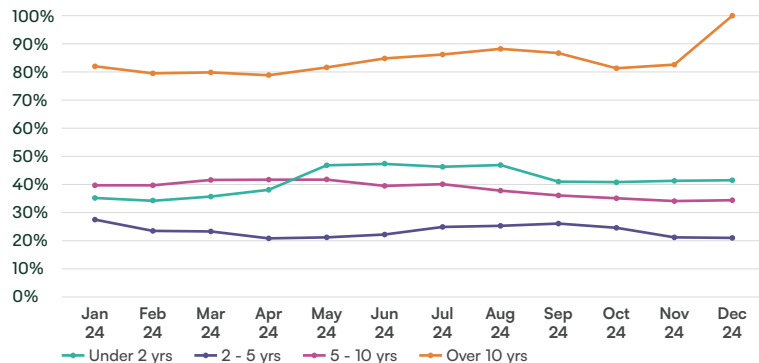
A mixed bag of ups and downs across the different price bands.

Price range	Nov 24	Dec 24	MoM
Under £5,000	68.5	67.7	-1.3%
£5,000 - £9,999	74.4	80.6	+8.4%
£10,000 - £14,999	53.4	59.1	+10.7%
£15,000 - £19,999	39.3	38.2	-2.8%
£20,000 - £39,999	69.0	76.5	+10.9%
Over £40,000	61.2	64.5	+5.4%

Static caravans over 10 years old got 68% of ad views in December - so dealers are stocking up (+21.0% MoM) in the right area.

Indexed stock volume by age

There was a big MoM increase in stock of +21.0% for static caravans aged over 10 years old.



Indexed stock volume top 11 makes

Willerby were the most stocked static caravan throughout 2024.

#	Make	Nov 24	Dec 24	MoM
1	Willerby	78.1	81.8	+4.8%
2	Abi	53.6	60.3	+12.5%
3	Atlas	38.4	38.6	+0.6%
4	Delta	35.3	35.9	+1.8%
5	Cosalt	17.9	18.7	+4.3%
6	BK	13.1	12.9	-1.4%
7	Carnaby	10.0	11.1	+11.0%
8	Victory	9.4	10.3	+9.5%
9	Swift	8.9	9.8	+10.0%
10	Regal	4.0	4.7	+17.7%
11	Omar	2.4	2.3	-1.7%



Static Caravans: Price

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December 2024 at a glance

- The average price of a static caravan was at its lowest monthly point of 2024, down just under £5,000 from the start of the year.
- Delta were the most expensive make throughout 2024.
- Atlas saw a significant rise in average price MoM, up +18.4% to £23,186.

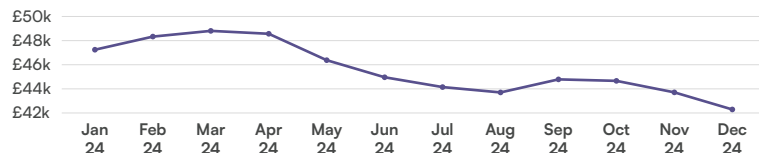
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Average price

The overall average price of a static caravan fell £1,400 MoM (-3.2%).

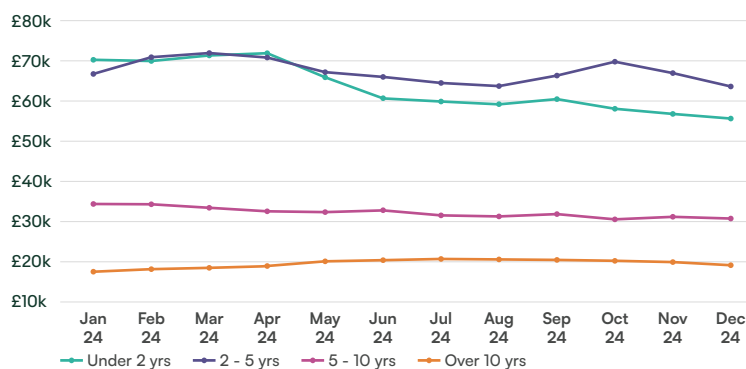
£42,292

Nov 24
£43,710
MoM: -3.2%



Average price by age

The average price of all age bands fell MoM.



Average price top 6 makes

After prices dropped from July to November for Atlas static caravans, December saw them back up to pre-July levels.

#	Make	Nov 24	Dec 24	MoM
1	Delta	£27,687	£27,067	-2.2%
2	Willerby	£26,397	£25,797	-2.3%
3	Atlas	£19,587	£23,186	+18.4%
4	Swift	£22,305	£21,972	-1.5%
5	Abi	£21,448	£21,499	+0.2%
6	Cosalt	£10,813	£9,970	-7.8%

The average price of a static caravan peaked in March at £48,804 - just over £6,500 more than at the end of 2024.



Static Caravans: Demand

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December 2024 at a glance

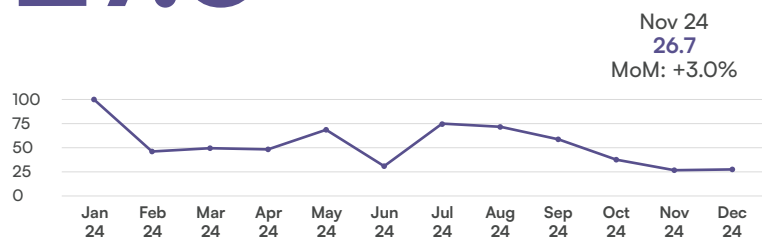
- Sales of static caravans were up +3.0% MoM.
- In terms of ad views there were big MoM rises for some of the lesser viewed makes with Carnaby up +93.1%, Swift up +44.4% and Omar up +25.9%.
- Nearly half of ad views are for static caravans priced under £10,000.

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Indexed total static caravans sold

December saw a +3.0% increase in the volume of sold static caravans. Perhaps buyers were taking advantage of the lower prices at this time of year.

27.5



Static caravans sold top 10 makes

There was no change in the top 5 in Q4.

#	Make	Nov 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	Victory	8	+2
7	Carnaby	7	0
8	BK	6	-2
9	Swift	9	0
10	Regal	10	0

Ad views by price

Nearly half of ad views are for static caravans priced under £10,000.

Price range	% of avg listings		% of avg ad views	
	Nov 24	Dec 24	Nov 24	Dec 24
Under £5,000	18.7%	17.5%	24.2%	21.4%
£5,000 - £9,999	20.3%	20.9%	22.2%	25.1%
£10,000 - £14,999	14.6%	15.3%	15.5%	16.2%
£15,000 - £19,999	10.7%	9.9%	11.8%	10.9%
£20,000 - £39,999	18.9%	19.8%	14.2%	15.2%
Over £40,000	16.7%	16.7%	12.2%	11.3%

Ad views by age

Half of listings are for static caravans over 10 years old and that's where 68% of people are looking.

Age range	% of avg listings		% of avg ad views	
	Nov 24	Dec 24	Nov 24	Dec 24
Under 2 yrs	23.0%	21.1%	18.8%	15.2%
2 - 4 yrs	11.0%	9.8%	5.6%	4.5%
4 - 6 yrs	4.6%	3.6%	2.1%	1.4%
6 - 8 yrs	6.9%	6.2%	4.8%	4.8%
8 - 10 yrs	8.3%	8.5%	6.4%	6.1%
Over 10 yrs	46.1%	50.8%	62.3%	68.0%

Ad views by make

Willerby was the most viewed static caravan in 2024.

#	Make	Nov 24	Dec 24	MoM
1	Willerby	30.4%	29.4%	-3.2%
2	Abi	20.4%	19.3%	-5.0%
3	Delta	13.8%	13.1%	-5.0%
4	Atlas	14.0%	11.3%	-19.3%
5	Cosalt	6.5%	7.3%	+11.8%
6	Swift	3.7%	5.3%	+44.4%
7	BK	4.3%	4.6%	+7.3%
8	Omar	2.9%	3.7%	+25.9%
9	Carnaby	1.9%	3.6%	+93.1%
10	Victory	2.2%	2.4%	+8.4%

Ad views top 11 makes

Willerby and Abi remained in the top two positions for page views throughout 2024 whilst Atlas and Delta traded places for third.

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



Mobile Caravans: Stock

MOTORS

December 2024 at a glance

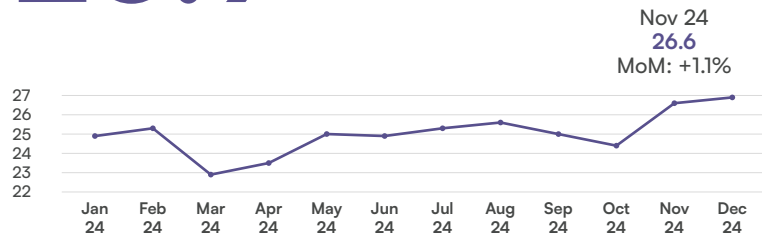
- After a big rise in November, stock levels rose more modestly MoM, up +1.1%.
- Dealers are now stocked up, ready for the new year.
- There were more Swift and Bailey mobile caravans for sale throughout 2024 than any other make.

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Stock volume by dealership

After another MoM rise in levels, dealers are stocked up, ready for the new year.

26.9



Indexed stock volume by price

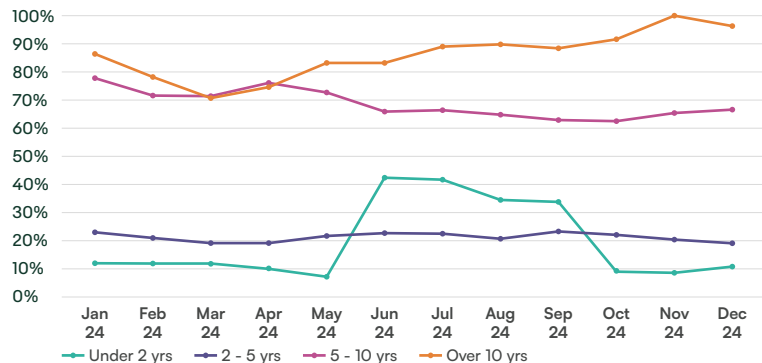
Stock levels for all price bands rose MoM except for those mobile caravans priced under £5,000 which fell by -12.8%.

Price range	Nov 24	Dec 24	MoM
Under £5,000	20.9	18.2	-12.8%
£5,000 - £9,999	62.8	66.1	+5.3%
£10,000 - £14,999	68.9	71.2	+3.4%
£15,000 - £19,999	66.2	71.0	+7.2%
£20,000 - £39,999	77.5	82.3	+6.3%
Over £39,999	8.3	9.9	+20.1%

Stock levels per dealer in December were at their highest of 2024.

Indexed stock volume by age

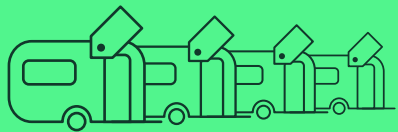
Stock levels for mobile caravans under 2 years old rose significantly MoM, up +26.8%.



Indexed stock volume top 13 makes

December saw Swift caravans at their highest volume for 2024 and ahead of Bailey for the sixth month in a row.

#	Make	Nov 24	Dec 24	MoM
1	Swift	93.4	100.0	+7.0%
2	Bailey	86.0	93.4	+8.6%
3	Elddis	26.3	27.9	+6.1%
4	Coachman	25.9	27.4	+5.9%
5	Lunar	19.9	20.0	+0.8%
6	Sterling	12.9	12.3	-4.6%
7	Hobby	11.4	11.6	+2.4%
8	Buccaneer	6.4	6.2	-4.0%
9	Eriba	5.4	5.1	-6.7%
10	Freedom	5.5	4.7	-13.8%
11	Adria	4.4	4.2	-3.3%
12	Ace	3.2	3.5	+6.4%
13	Abbey	3.1	2.3	-26.0%



Mobile Caravans: Price

MOTORS

December 2024 at a glance

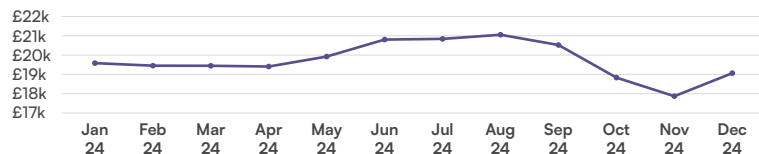
- The overall average price of a mobile caravan in December was down £2,000 from its peak in August of just over £21,000.
- Hobby were the most expensive mobile caravans throughout 2024 and finished the year nearly £14,000 more expensive than Eriba in second place.
- Since August this year the average price of a mobile caravan over 10 years old has been under £10,000.

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Average price

The overall average price was up just over £1,100 MoM (+6.7%).

£19,063



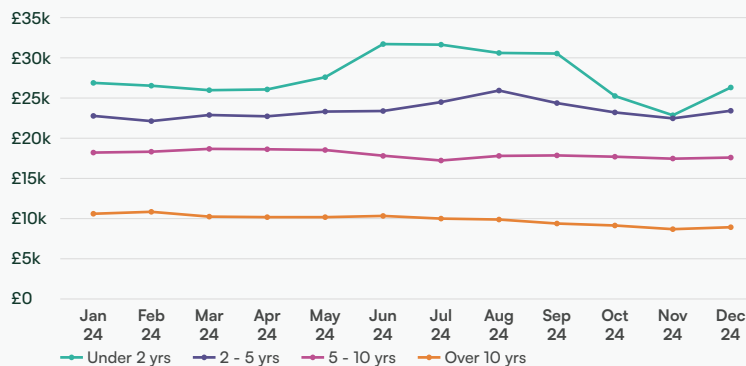
Average price top 6 makes

Having been the most expensive make throughout 2024, the average price of a Hobby mobile caravan is just over £7,000 up from the start of the year.

#	Make	Nov 24	Dec 24	MoM
1	Hobby	£35,721	£38,591	+8.0%
2	Eriba	£24,829	£24,754	-0.3%
3	Buccaneer	£21,238	£21,303	+0.3%
4	Adria	£19,213	£19,541	+1.7%
5	Coachman	£18,118	£18,761	+3.5%
6	Swift	£17,565	£17,554	-0.1%

Average price by age

The average price in all age bands rose MoM with mobile caravans under 2 years old up the most (+15.1%) at £26,313.



Average price selected makes/models

The average price of these makes/models remained fairly static MoM with only the Elddis Crusader showing significant change, down -10.6% (-£1,633).

#	Make	Model	Nov 24	Dec 24	MoM
1	Swift	Elegance	£27,344	£27,088	-0.9%
2	Bailey	Phoenix	£20,857	£20,825	-0.2%
3	Swift	Sprite	£19,529	£19,189	-1.7%
4	Bailey	Unicorn	£18,204	£18,181	-0.1%
5	Coachman	VIP	£16,604	£16,553	-0.3%
6	Swift	Challenger	£16,426	£16,883	+2.8%
7	Bailey	Pegasus	£16,145	£17,135	+6.1%
8	Swift	Conqueror	£15,528	£15,136	-2.5%
9	Elddis	Crusader	£15,343	£13,710	-10.6%
10	Sterling	Eccles	£12,312	£13,069	+6.1%

In December there was a **£21,000** difference in average price between the most expensive make Hobby and the cheapest make Swift.



Mobile Caravans: Demand

MOTORS

December 2024 at a glance

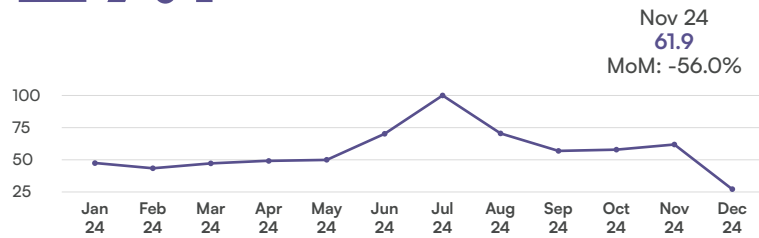
- Sales of mobile caravans fell to their lowest monthly level of 2024, down -56.0% MoM.
- Swift and Bailey mobile caravans were the most viewed throughout 2024.
- Half of all listings in December were for mobile caravans over 10 years old.

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Indexed total mobile caravans sold

Unsurprisingly, December saw the biggest monthly fall in sales of 2024, down -56.0% to the lowest monthly level of the year.

27.1



Mobile caravans sold top 10 makes

No change for the top 2 MoM, whilst increased sales of the Coachman Pastiche put it back in the top 10 for the first time since May.

#	Make	Model	Nov 24 ranking	MoM change
1	Bailey	Unicorn	1	0
2	Swift	Challenger	2	0
3	Swift	Sprite	5	+2
4	Bailey	Pegasus	3	-1
5	Lunar	Clubman	4	-1
6	Coachman	VIP	7	+1
7	Elddis	Avante	9	+2
8	Sterling	Eccles	6	-2
9	Coachman	Pastiche	16	+7
10	Avondale	Caravan	12	+2

Ad views by price

The bulk of listings are for mobile caravans priced between £5,000 and £40,000 with half of all ad views for those between £5,000 and £15,000.

Price range	% of avg listings		% of avg ad views	
	Nov 24	Dec 24	Nov 24	Dec 24
Under £5,000	6.9%	5.7%	13.4%	14.4%
£5,000 - £9,999	20.6%	20.7%	26.0%	27.2%
£10,000 - £14,999	22.6%	22.3%	22.0%	22.6%
£15,000 - £19,999	21.7%	22.3%	17.8%	15.9%
£20,000 - £39,999	25.5%	25.8%	18.7%	17.7%
Over £40,000	2.7%	3.1%	2.0%	2.2%

Ad views by age

Half of all listings in December were for mobile caravans over 10 years old and that's where over 60% of people were looking.

Age range	% of avg listings		% of avg ad views	
	Nov 24	Dec 24	Nov 24	Dec 24
Under 2 yrs	4.4%	5.6%	2.7%	3.7%
2 - 4 yrs	7.1%	7.4%	3.8%	3.8%
4 - 6 yrs	8.8%	8.9%	8.4%	7.3%
6 - 8 yrs	15.8%	14.0%	13.0%	9.6%
8 - 10 yrs	12.4%	14.2%	12.2%	13.1%
Over 10 yrs	51.5%	49.9%	60.0%	62.5%

Ad views by make

Swift and Bailey mobile caravans were the most viewed throughout 2024.

#	Make	Nov 24	Dec 24	MoM
1	Swift	23.7%	25.9%	+9.3%
2	Bailey	21.0%	22.4%	+6.7%
3	Elddis	8.7%	9.1%	+4.2%
4	Hobby	10.4%	8.7%	-16.8%
5	Coachman	9.8%	8.2%	-15.9%
6	Lunar	6.9%	7.5%	+7.5%
7	Sterling	4.4%	4.6%	+4.0%
8	Buccaneer	4.7%	3.7%	-20.1%
9	Avondale	2.3%	3.0%	+31.1%
10	Freedom	2.5%	1.7%	-31.6%
11	Ace	1.4%	1.6%	+18.7%
12	Adria	1.6%	1.4%	-15.3%
13	Eriba	1.4%	1.2%	-11.4%
14	Abbey	1.2%	1.0%	-16.7%

Ad views top 10 makes

No change for the top 2 MoM, whilst increased views of the Bailey Ranger put it back in the top 10 for the first time since January.

#	Make	Model	Nov 24 ranking	MoM change
1	Swift	Challenger	1	0
2	Bailey	Unicorn	2	0
3	Swift	Sprite	3	0
4	Bailey	Pegasus	4	0
5	Swift	Conqueror	6	+1
6	Buccaneer	Caravan	5	-1
7	Bailey	Ranger	14	+7
8	Avondale	Caravan	12	+4
9	Elddis	Crusader	13	+4
10	Elddis	Avante	8	-2

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