

Press Release

Over 96,000 new registrations: German caravanning market surpasses previous year's result

Interest in caravanning remains high among Germans. New registrations above previous year's level. Record demand for pre-owned vehicles. Industry revenue of over 15 billion euros. Industry and trade respond together to current challenges.

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In 2024, a total of 96,392 caravans and motor caravans were newly registered in Germany, as reported by the Caravanning Industrie Verband (CIVD) at its annual press conference. This means that the industry is still well above the level of the pre-Corona years. Due to a temporary oversupply at the dealerhips, fewer leisure vehicles were produced and shipped. With an industry revenue of around 15.1 billion euros, the German caravanning industry fell short of the previous year's record but still achieved the second-best revenue result in its history.

Following the remarkable record results of the first few years of the pandemic, the current new registration figures remain at a remarkably high level despite the difficult general conditions. In 2024, a total of 96,392 leisure vehicles were newly registered in Germany - an increase of 6.7 per cent compared to the previous year and the third-best result in the industry's history. With 74,718 new registrations in the last twelve months, the motor caravan segment significantly exceeded the previous year's result by 9.1 per cent. New caravan registrations totalled 21,674 units (-1.0 percent), just below the previous year's result and remain stable.

Record demand for pre-owned vehicles

In addition to the new registration figures, the registration of pre-owned caravans and motor caravans also illustrates the continuing high level of interest in caravanning among German holidaymakers: last year, a total of 187,219 new registrations of pre-owned vehicles were registered - a record figure that corresponds to an increase of 5.5 per cent compared to the previous year. Both vehicle segments contributed to this

growth: 106,631 used motor caravans (+8.6 per cent) and 80,588 caravans (+1.6 per cent) changed hands in 2024.

Production numbers below previous year's level

Last year, a total of 118,641 leisure vehicles (-16.4 per cent) left the production lines of German manufacturers. Of these, 46,490 vehicles (-15.8 per cent) were exported abroad. Motor caravan production registered 84,742 units, which corresponds to a decrease of 12.7 per cent compared to the previous year. Of these, 31,041 motor caravans (-9.1 per cent) were delivered abroad. At 33,899 units, caravan production recorded a decline of around 24 per cent, with 15,449 caravans (-26.7 per cent) being exported.

Manufacturers of motor caravans and caravans have faced major challenges in recent years: The consequences of the pandemic and the war in Ukraine caused massive production disruptions, particularly due to faltering supply chains in the motor caravan sector. The limited capacities meant that fewer vehicles were produced and delivered than originally planned. Over the last 24 months, production conditions have stabilised noticeably, primarily due to the improved availability of motor caravan chassis. This initially led to a significant increase in production figures and a rapid build-up of stock at dealers. As a result, the market shifted from a phase of supply shortages to a temporary oversupply of vehicles over the course of 2024.

As a result of this development, some vehicle manufacturers temporarily adjusted their production by, among other things, reducing production figures or temporarily suspending production. These measures are already showing visible results. Both the persistently high number of new registrations and the large number of new registrations of pre-owned vehicles underline the positive development: the number of vehicles on the market is gradually decreasing and is expected to have normalised in the first half of 2025.

[Further details on the situation in production and trade as well as assessments by industry experts from industry, trade and leading financing companies can be found in the press release of 17 December: [Link to the press release](#)].

Industry revenue again exceeds the 15 billion euro mark

The German caravanning industry recorded an annual revenue of around 15.1 billion euros in 2024. Although this represents a decline of around 6 per cent compared to the previous year's record figure, which is due to reduced production, it is only the second time that the industry has exceeded the 15 billion euro mark.

Caravanning industry starts the new year with optimism

Looking ahead to the caravanning year 2025, the German caravanning industry continues to face challenges, but is also looking to the future with confidence, as CIVD Managing Director Daniel Onggowinarso explains: 'The situation in the industry and trade has been tense over the past twelve months. However, the results for new registrations and registrations of pre-owned vehicles show that the industry is on the right track despite all the adversity. As in many other sectors of the economy, the forthcoming general election in Germany raises a number of questions - including with regard to general economic development and consumer sentiment. Despite these uncertainties, one important constant remains for our industry: Germans' enthusiasm for caravanning remains unbroken. Caravans and motor caravans will continue to attract numerous buyers and interested parties to dealers' showrooms in the coming year, not least thanks to the particularly varied and attractive range of products currently on sale. In addition, the caravanning trade fairs in 2025 are once again likely to inspire many experienced campers and newcomers. All signs point to a successful caravanning year in 2025.'

For further information about caravanning, please visit our web site:

www.civd.de, where there are also photos available for downloading.

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About Caravaning Industrie Verband e. V.

Caravaning Industrie Verband (CIVD) is the trade association for the industrial arm of the German caravanning sector. Our members include German and European caravan and motor caravan manufacturers, numerous caravan and motor caravan supply vendors and service providers, as well as public institutions and associations. Founded in 1962, CIVD represents the interests of the German caravanning industry for all matters of concern to its members, through lobbying and other communication measures directed at German and European political institutions and government authorities. The CIVD is also the ideal sponsor for Caravan Salon, the world's largest caravanning industry trade show. In this capacity CIVD plays a pivotal role in promoting the progress and development of the European caravanning industry.