

Market Insights

RECREATIONAL VEHICLE
Q2 2021

RV Market Industry Overview

Summer vacation season is in full swing, and buyers are still finding it hard to find new motorhomes, trailers and campers. Anyone with a used vehicle to sell should be able to sell it quickly and at a substantial price.

Looking at travel trailers, standard hitch values are averaging a whopping 29.5% higher in the first half of 2021 compared to the same period of 2020. Fifth-wheel units are also crushing the year-over-year comparison, running 26.8% ahead.

Motorhomes are looking strong, with Class A vehicles coming in 20.6% higher year-over-year, and Class C units 23.6% higher.

Smaller vehicles are commanding amazing prices, with camping trailers averaging 34.7% more money in the first half of 2021, and truck campers 30.0% ahead.

Summer is peak season for vacation travel, and this year it's peak season for pricing as well. We don't see the supply and demand relationship changing much into the 4th quarter.

Travel Trailer Values

Average Retail Value by Category – Values for the Last 10 Model Years

Standard Hitch



Fifth Wheel



Motorhome Values

Average Retail Value by Category – Values for the Last 10 Model Years

Class A



Class C



Camping Trailer & Truck Camper Values

Average Retail Value by Category – Values for the Last 10 Model Years

Camping Trailer



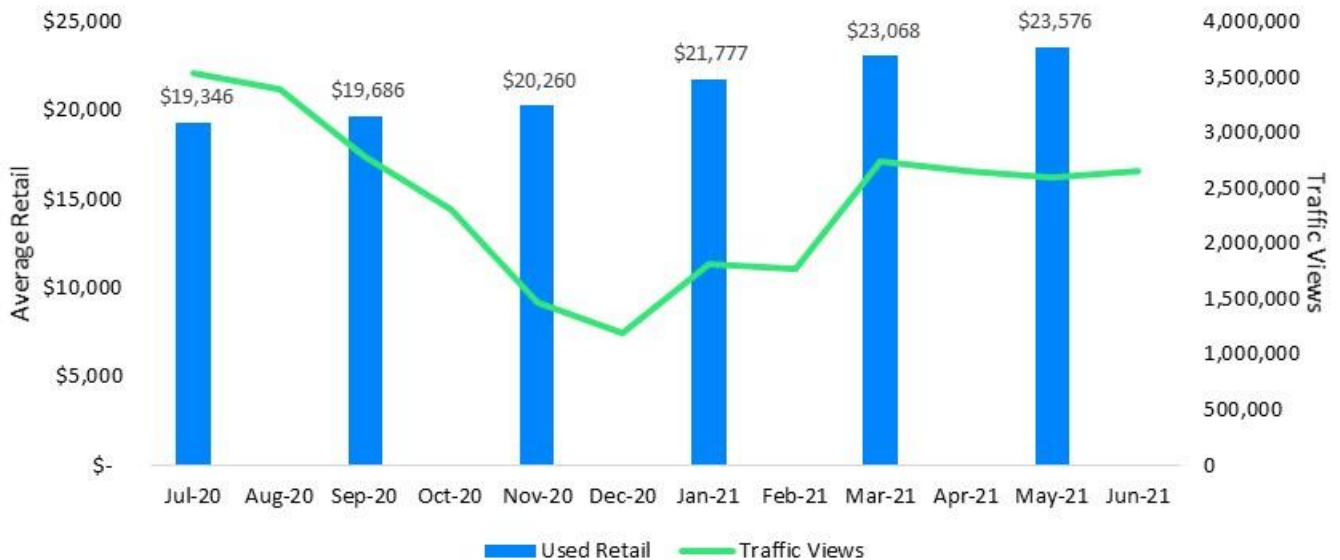
Truck Camper



Travel Trailer Values vs. Traffic

Average Retail Value and Traffic View by Category

Standard Hitch



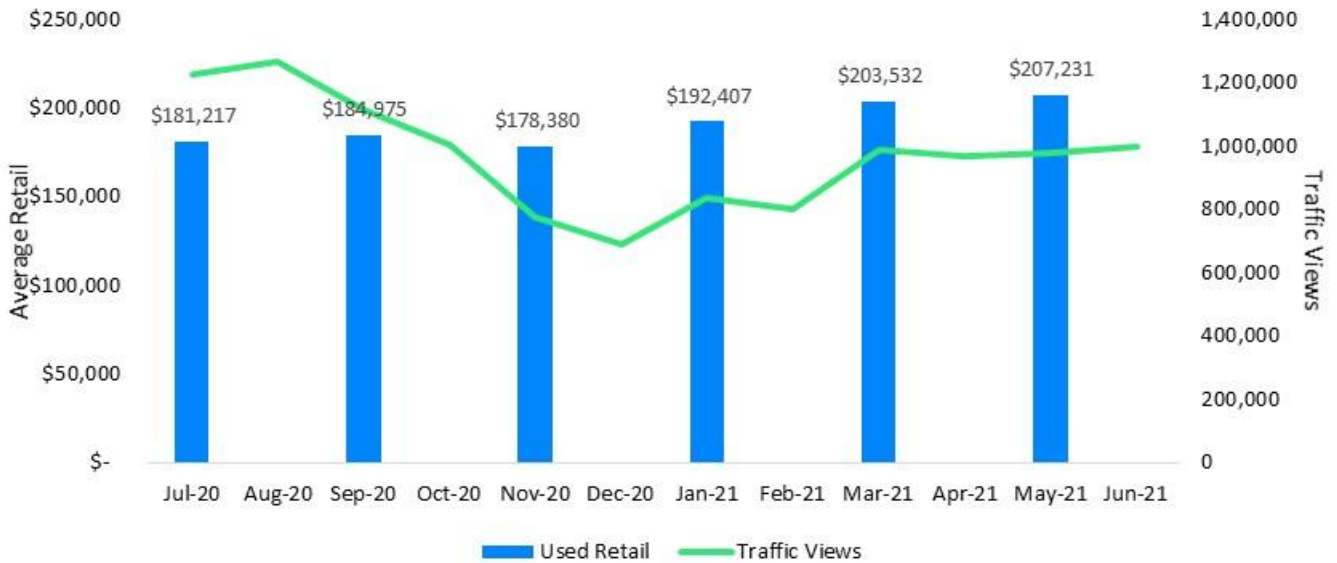
Fifth Wheel



Motorhome Values vs. Traffic

Average Retail Value and Traffic View by Category

Class A



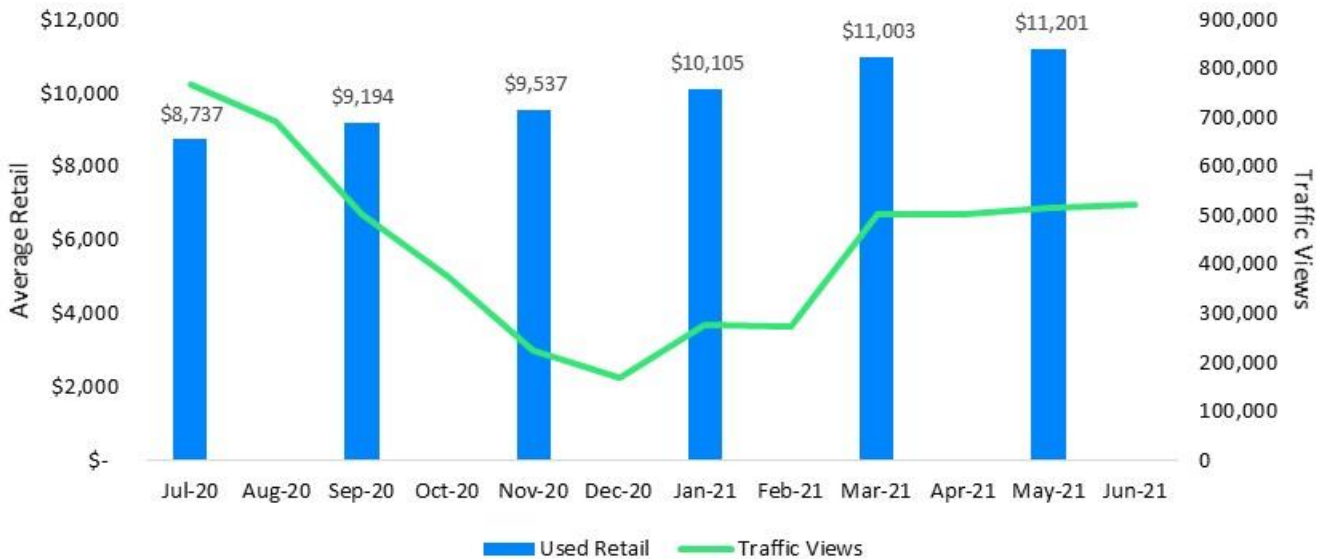
Class C



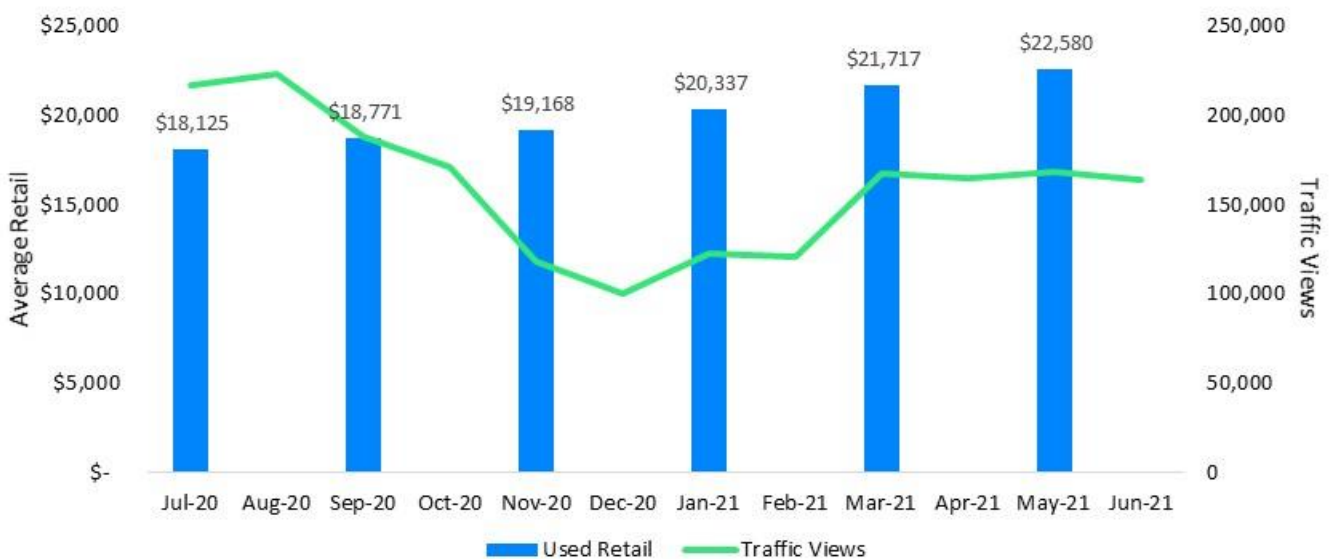
Camping Trailer & Truck Camper Values vs. Traffic

Average Retail Value and Traffic View by Category

Camping Trailer

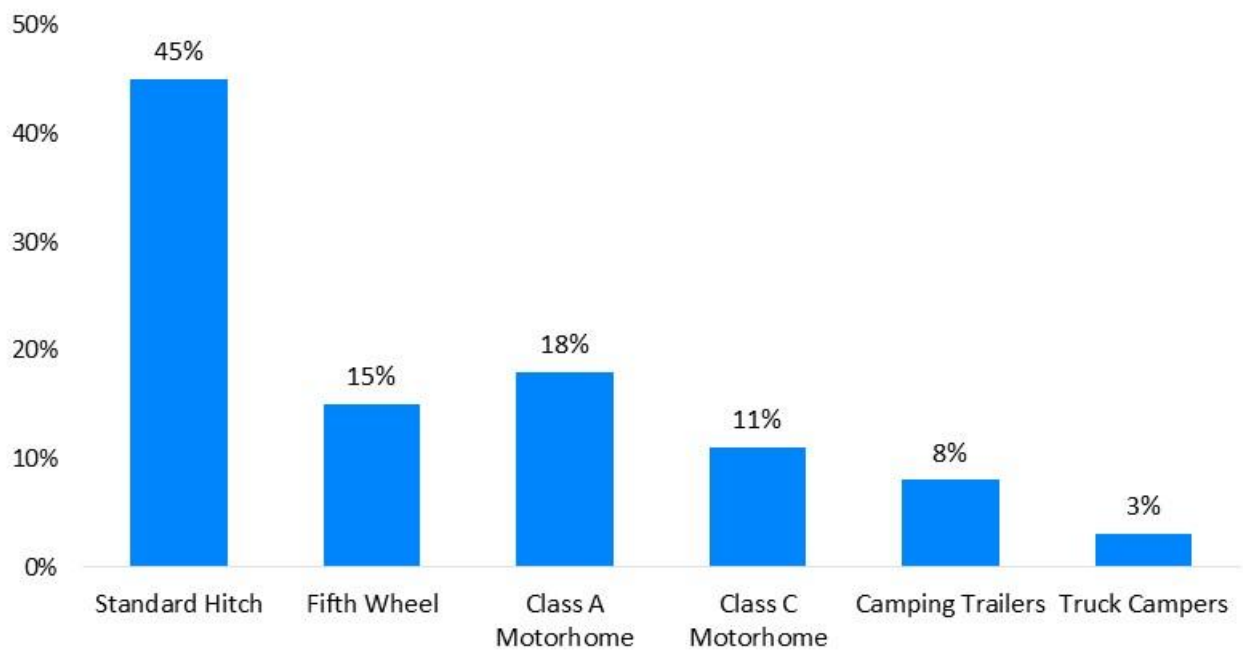


Truck Camper



RV Categories

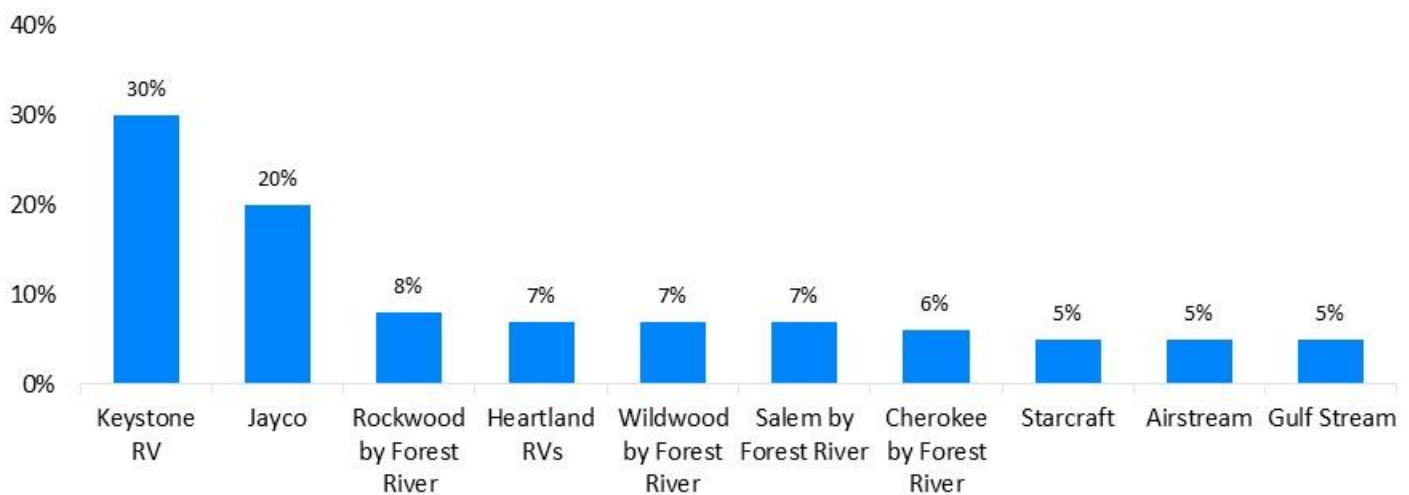
Views in 2021 Q1-Q2



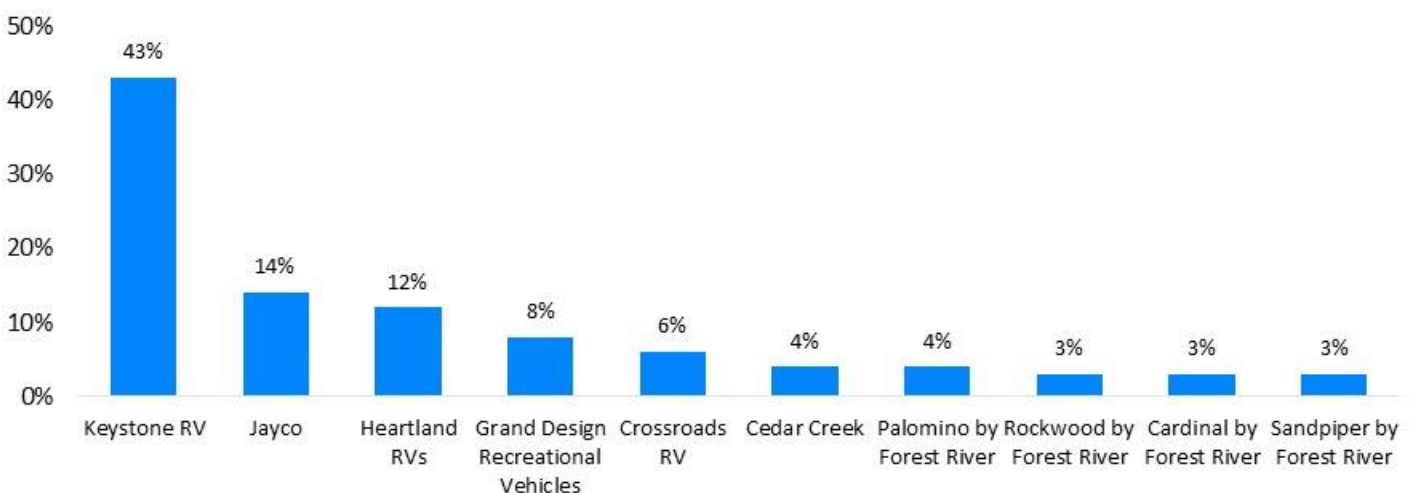
Travel Trailer Brands

Top Researched Brands in 2021 Q1-Q2

Standard Hitch Brands



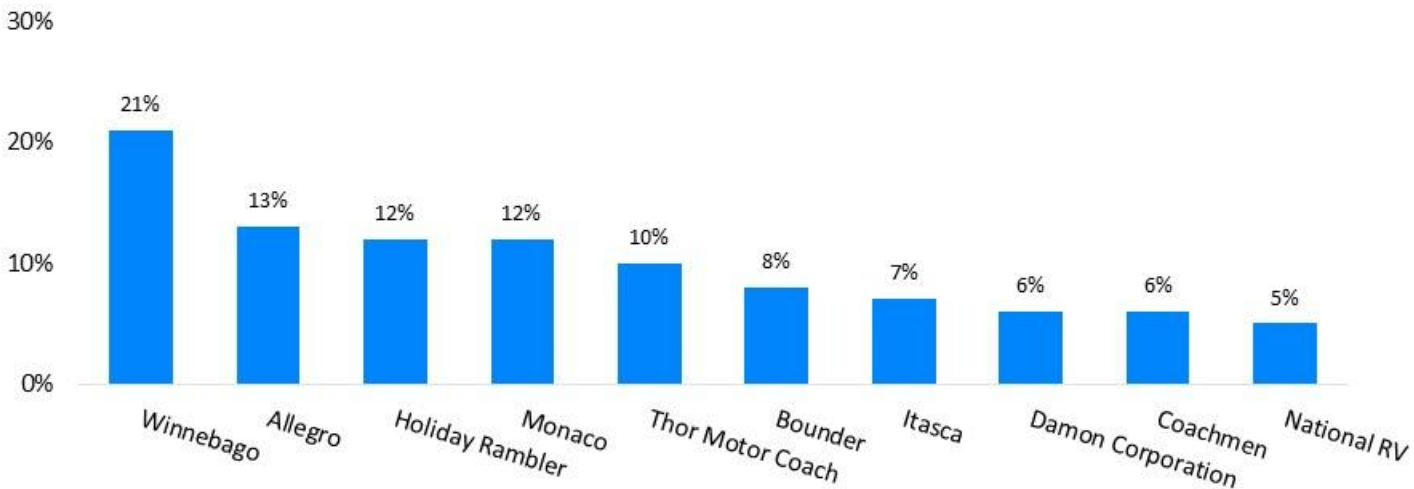
Fifth Wheel Brands



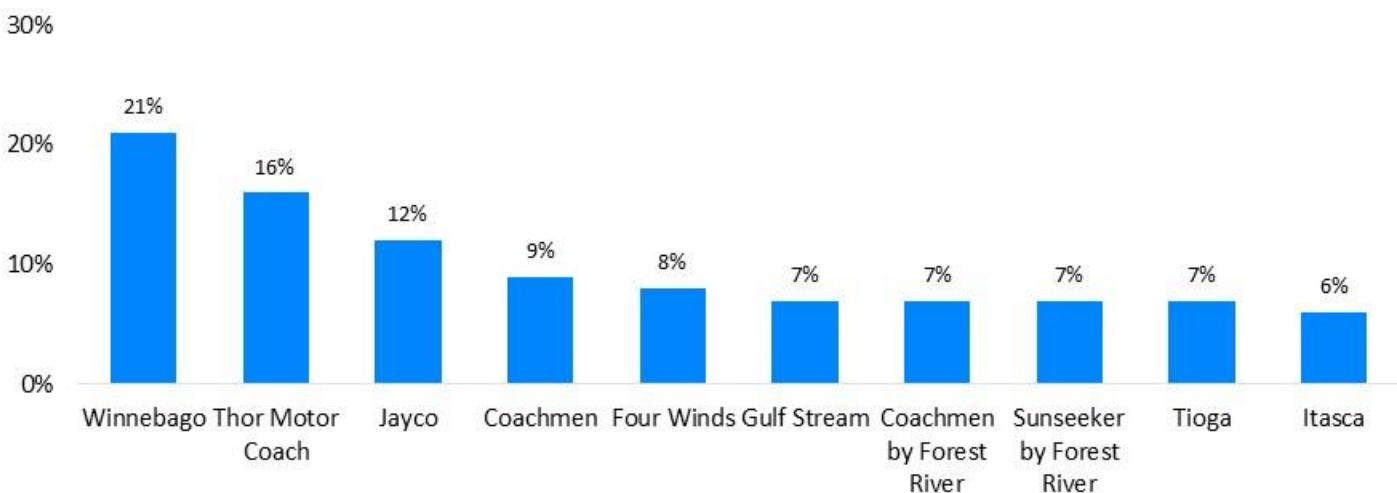
Motorhome Brands

Top Researched Brands in 2021 Q1-Q2

Class A Brands



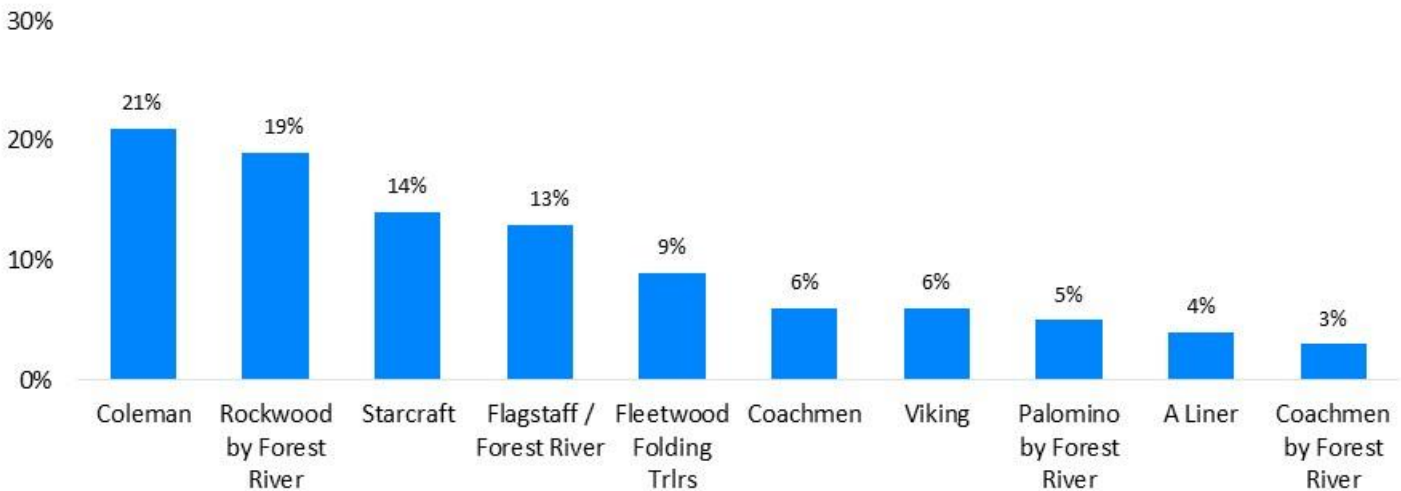
Class C Brands



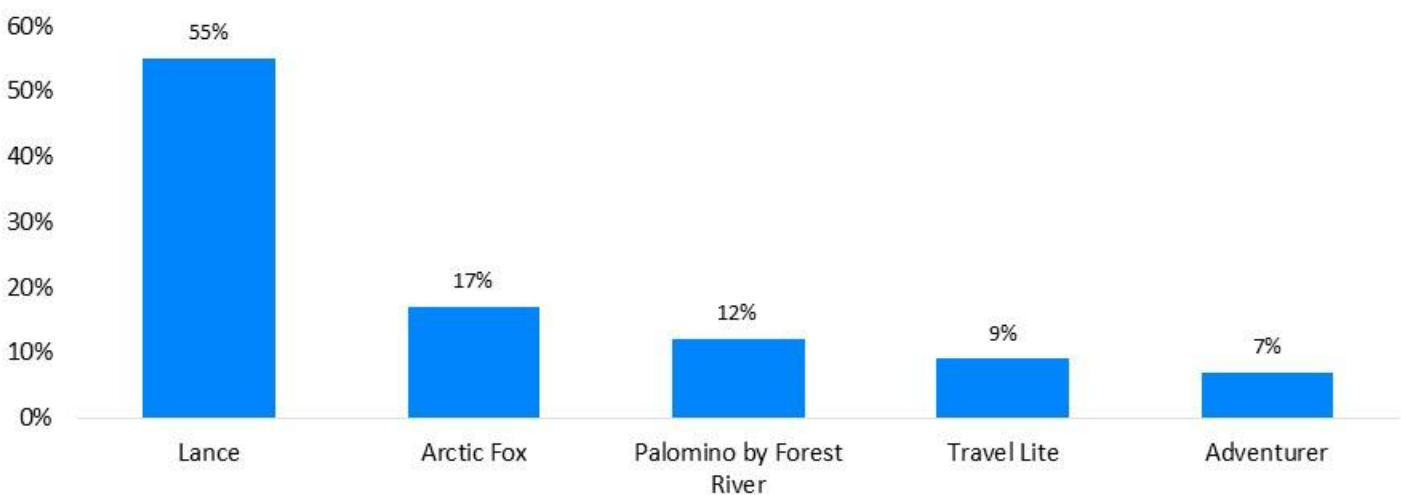
Camping Trailer & Truck Camper Brands

Top Researched Brands in 2021 Q1-Q2

Camping Trailer Brands



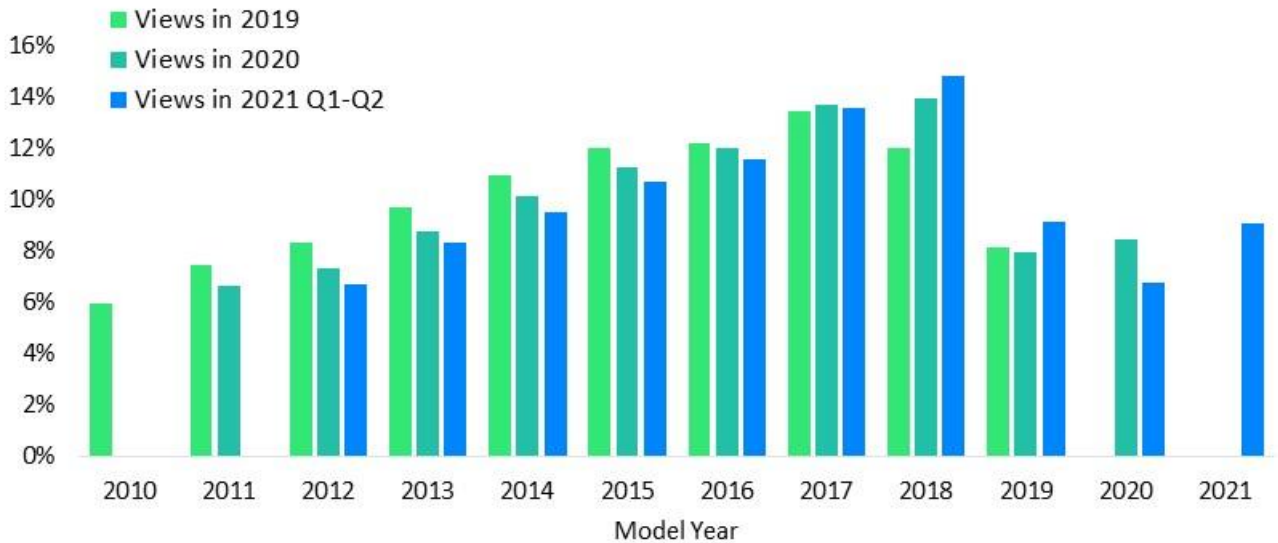
Truck Camper Brands



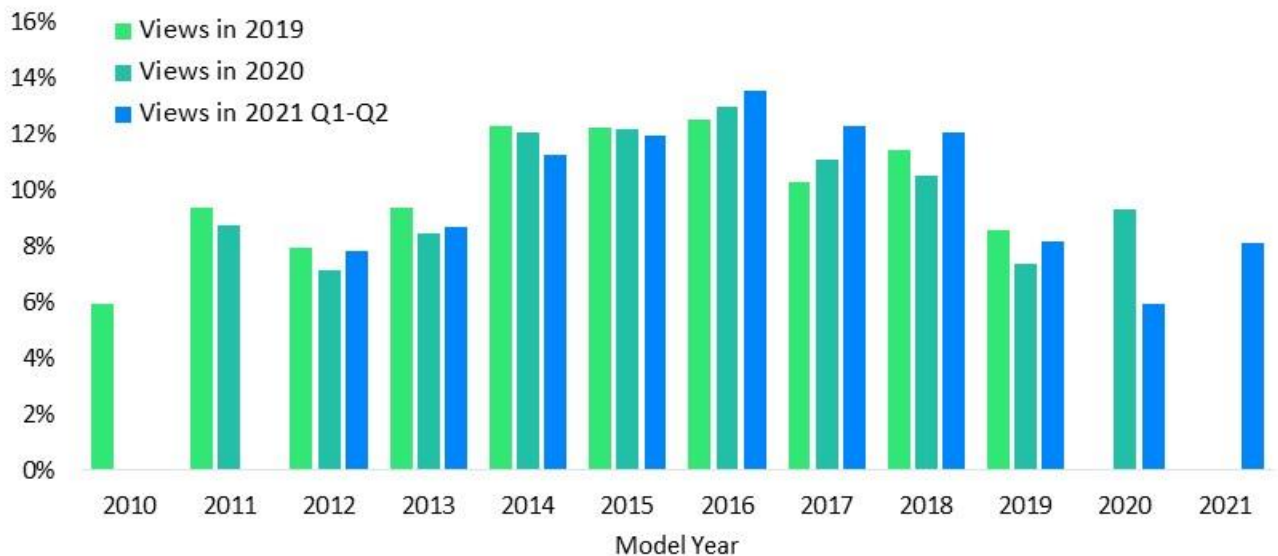
Model Years

Top Researched Model Years by Category

Standard Hitch Travel Trailer



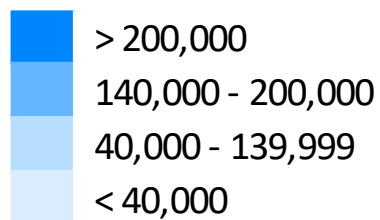
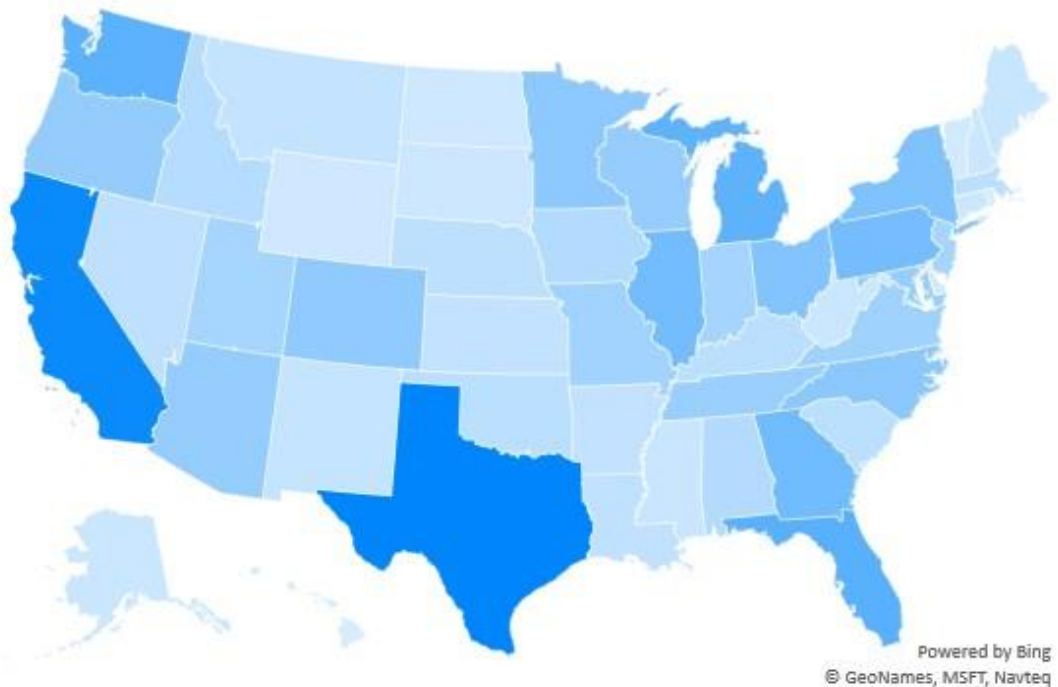
Class A Motorhome



Web Traffic by State

Traffic by State in 2021 Q1-Q2

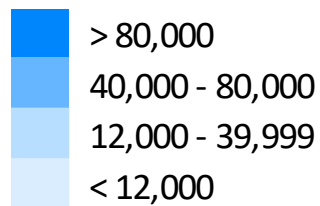
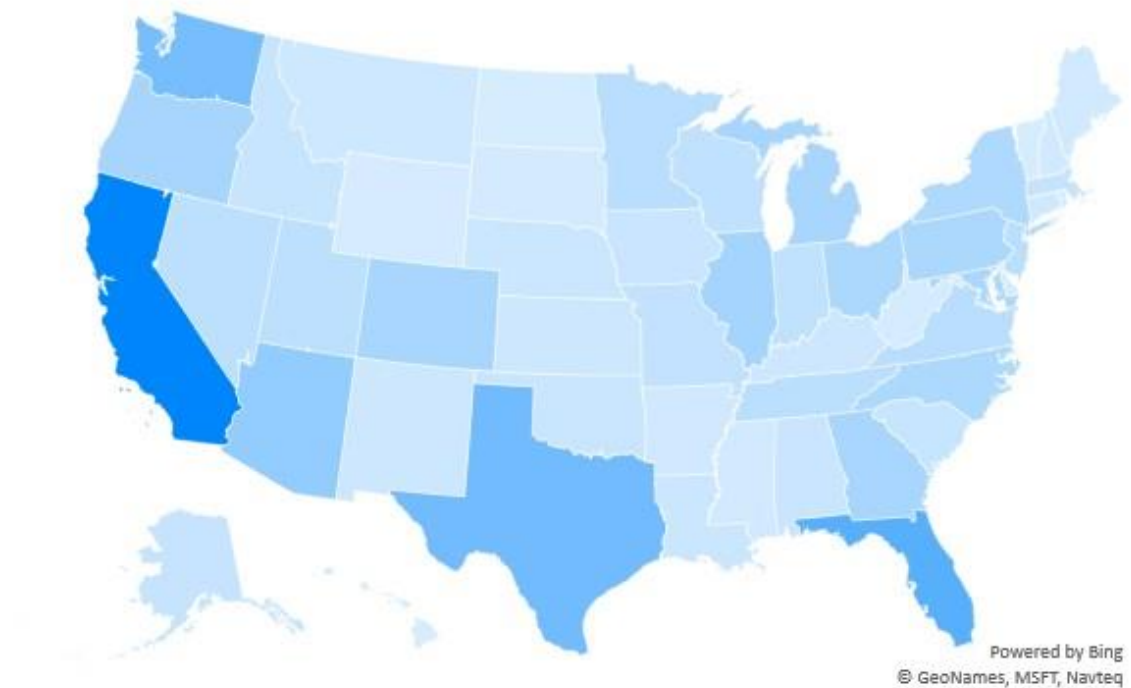
Travel Trailers



Web Traffic by State

Traffic by State in 2021 Q1-Q2

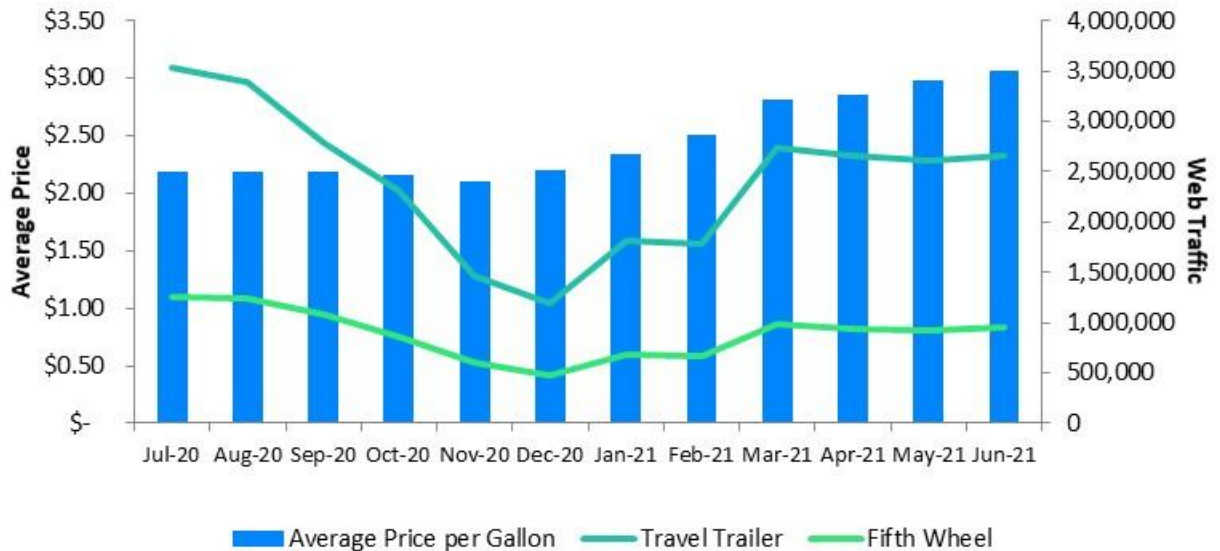
Class C Motorhomes



Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Travel Trailer / Fifth Wheel



Source: U.S. Energy Information Administration

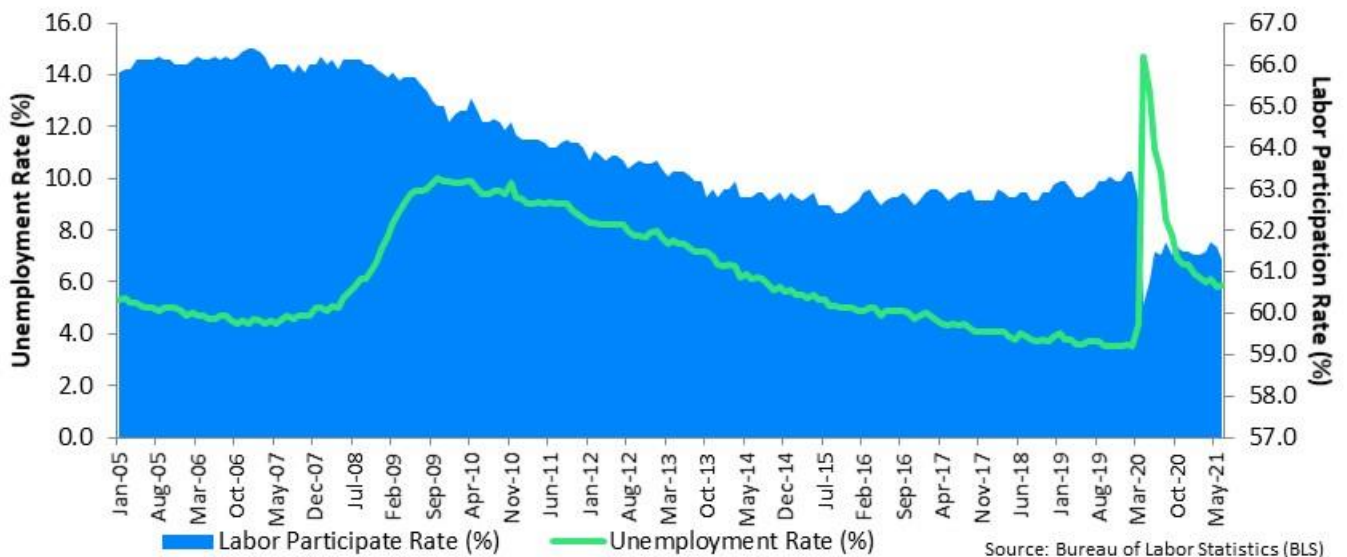
Motorhomes



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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