

Market Insights

RECREATIONAL VEHICLE 2021 Year-End Review



RV Market Industry Overview

RV's exploded in popularity in 2020 and 2021. It didn't take long for new and used vehicle inventory to dry up, as ongoing parts shortages curtailed production. Buyers new to the category got used to high pricing in 2021.

Looking at individual segments, the most recent 10 years of standard hitch travel trailer values averaged 32.8% higher in calendar-year 2021 compared to 2020, and 42.5% higher than 2019. Fifth-wheel units averaged 25.9% higher year-over-year, and 43.2% higher than 2019. Class A Motorhome values averaged 19.7% higher year-over-year, and 25.6% higher than 2019. Class C Motorhome values averaged 25.3% higher in 2021 than 2020, and 32.1% higher than 2019. Camping trailers brought 36.8% more money year-over-year, and 40.3% more than 2019. Truck camper values averaged 30.5% higher in 2021 than 2020, and 39.8% higher than 2019.

New and used vehicle supply still lags demand and will continue to into the spring selling season. Expect continued strong pricing in the 1st 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

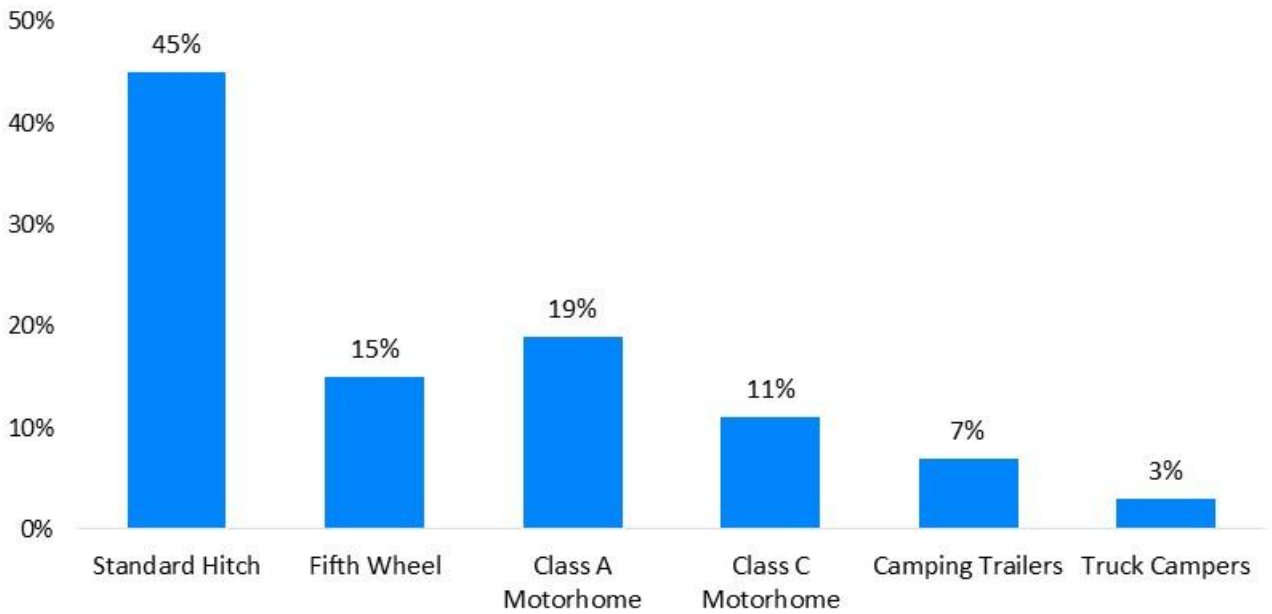


Truck Camper



RV Categories

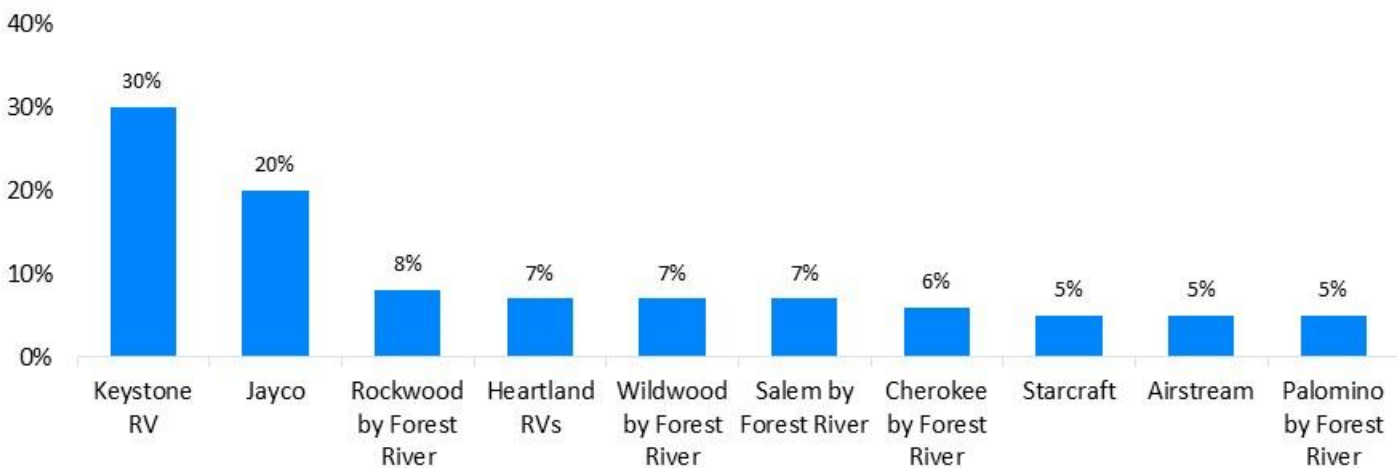
Views in 2021



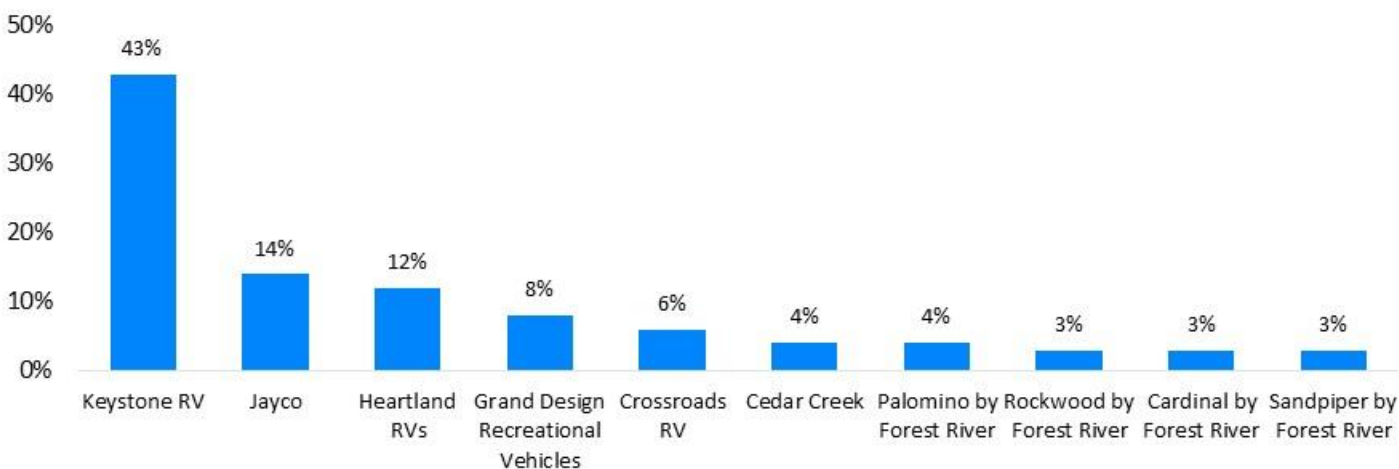
Travel Trailer Brands

Top Researched Brands in 2021

Standard Hitch Brands



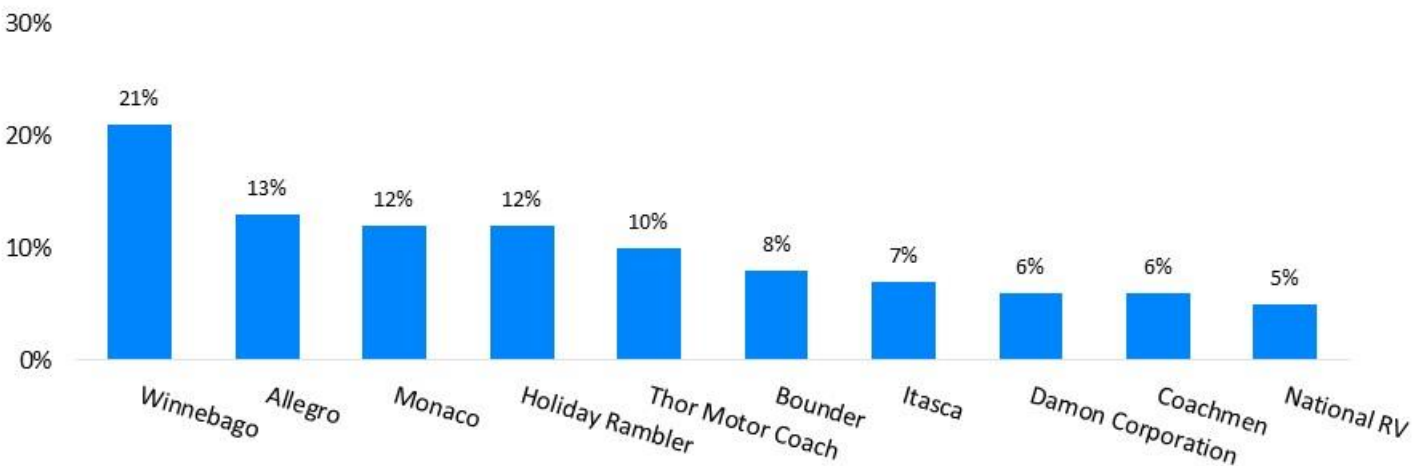
Fifth Wheel Brands



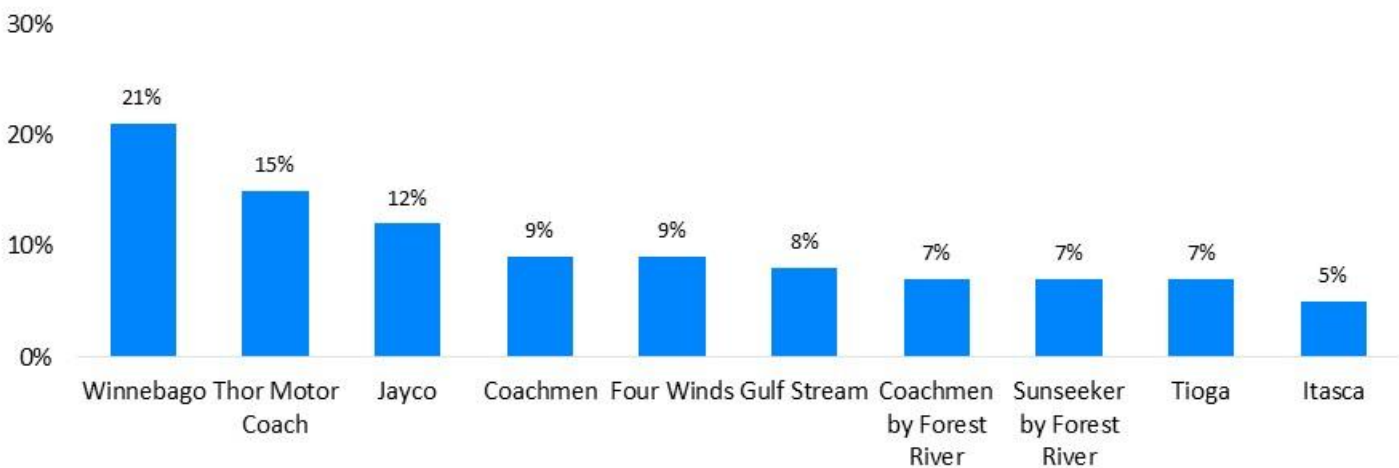
Motorhome Brands

Top Researched Brands in 2021

Class A Brands



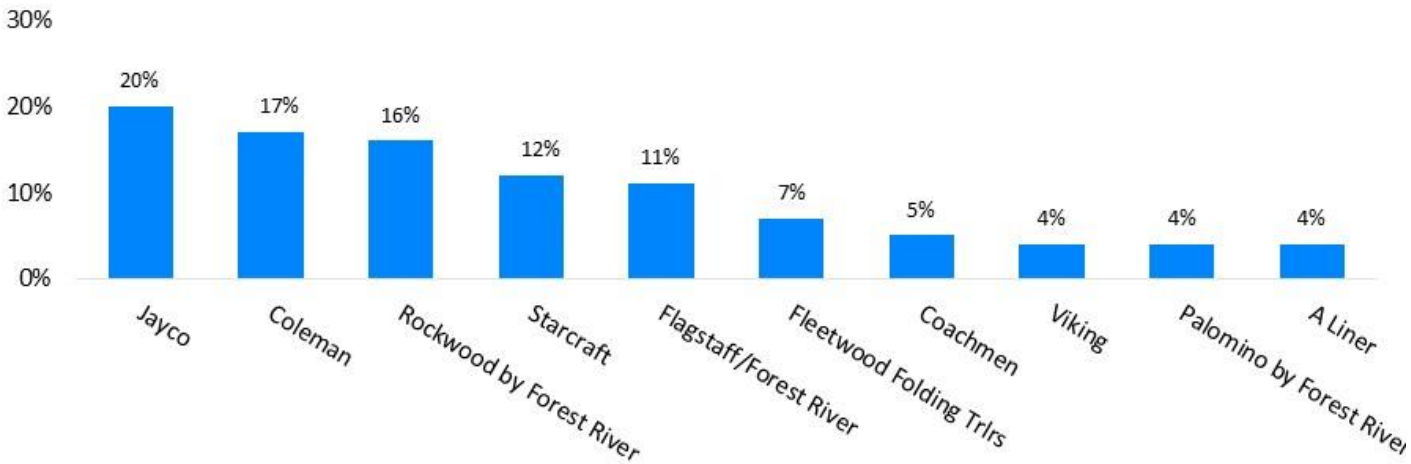
Class C Brands



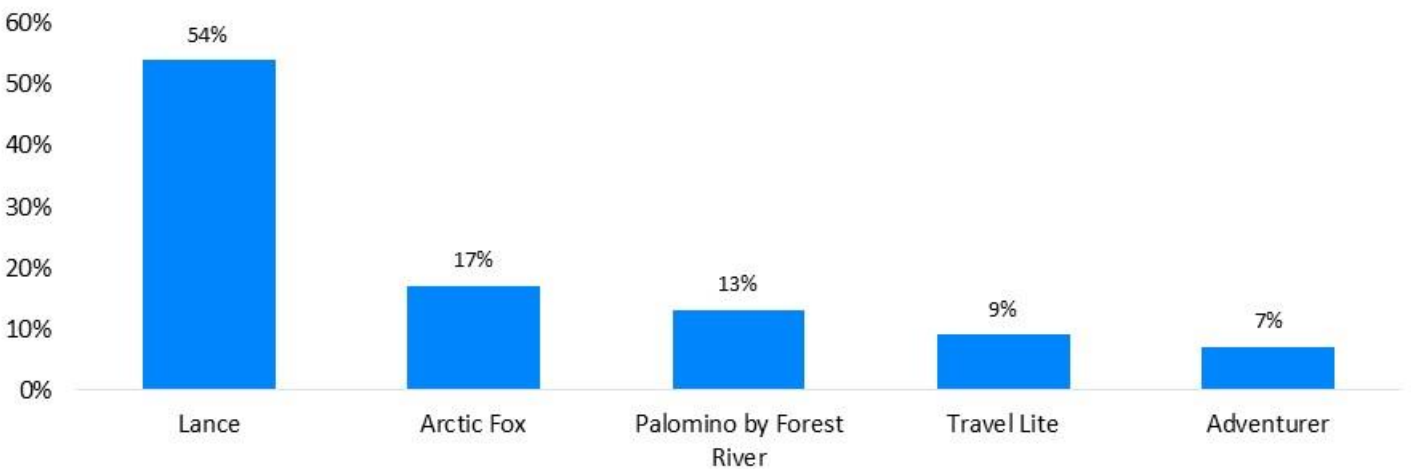
Camping Trailer & Truck Camper Brands

Top Researched Brands in 2021

Camping Trailer Brands



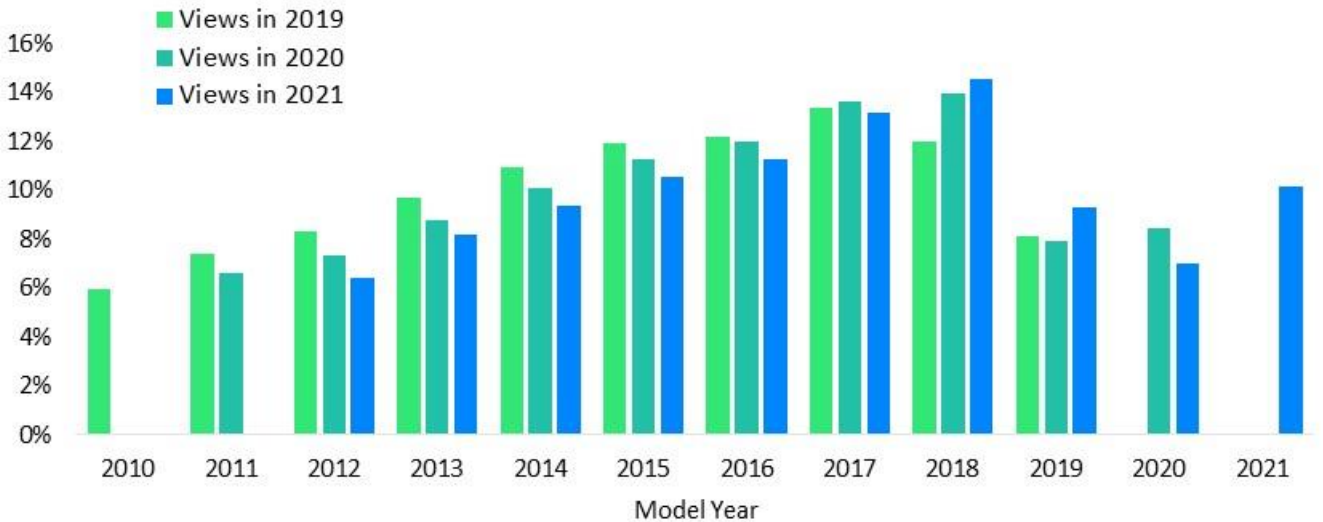
Truck Camper Brands



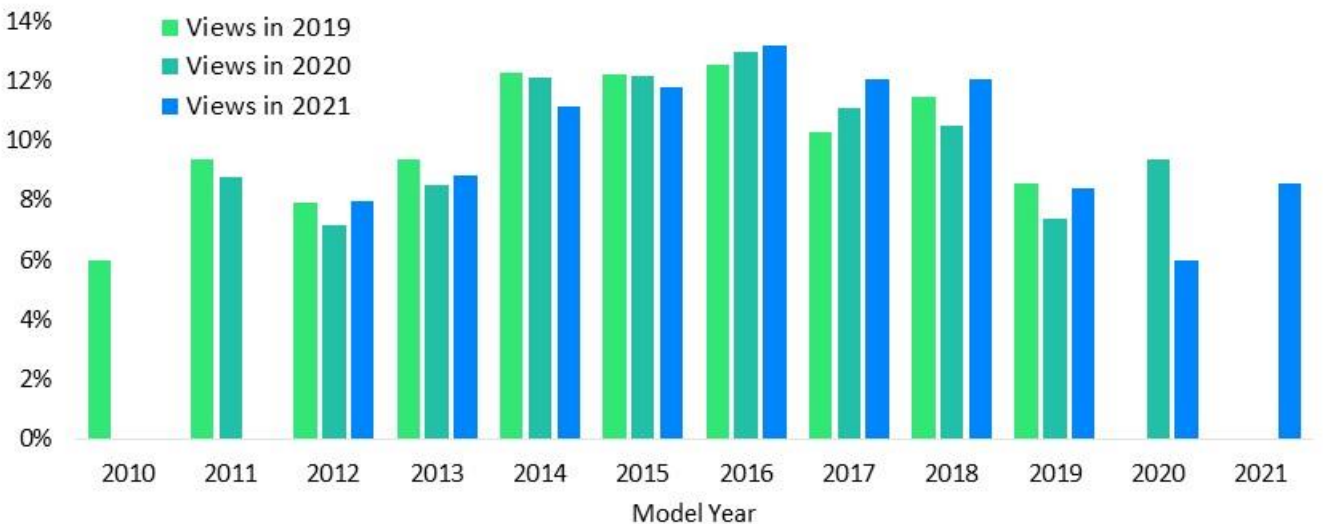
Model Years

Top Researched Model Years by Category

Standard Hitch Travel Trailer



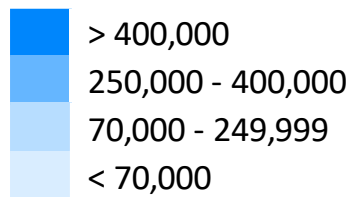
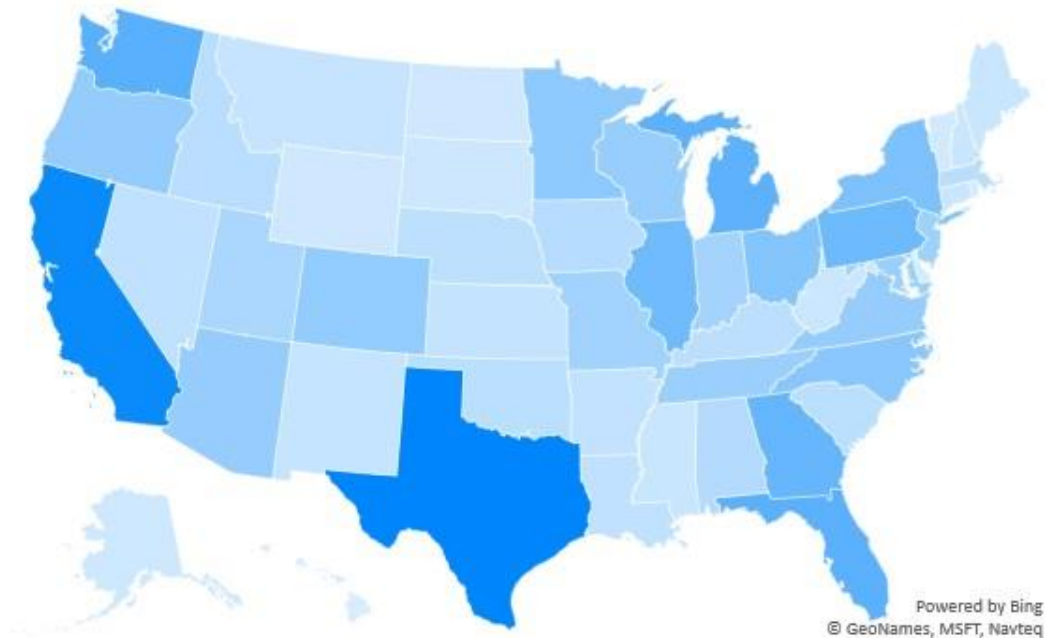
Class A Motorhome



Web Traffic by State

Traffic by State in 2021

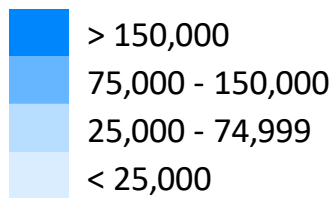
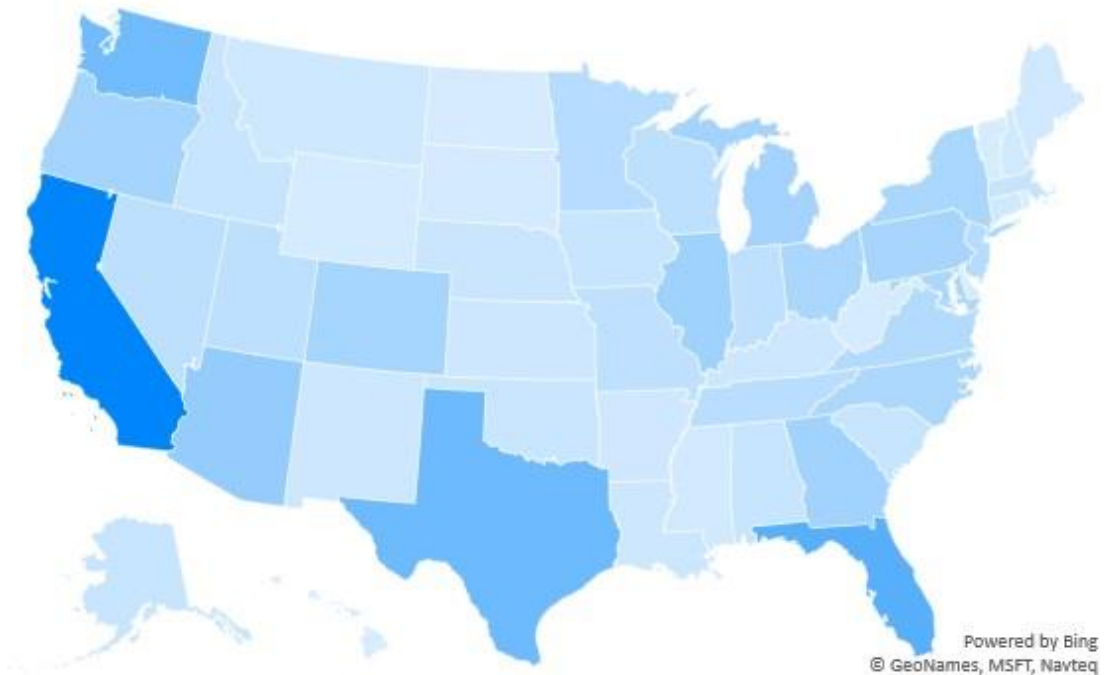
Travel Trailers



Web Traffic by State

Traffic by State in 2021

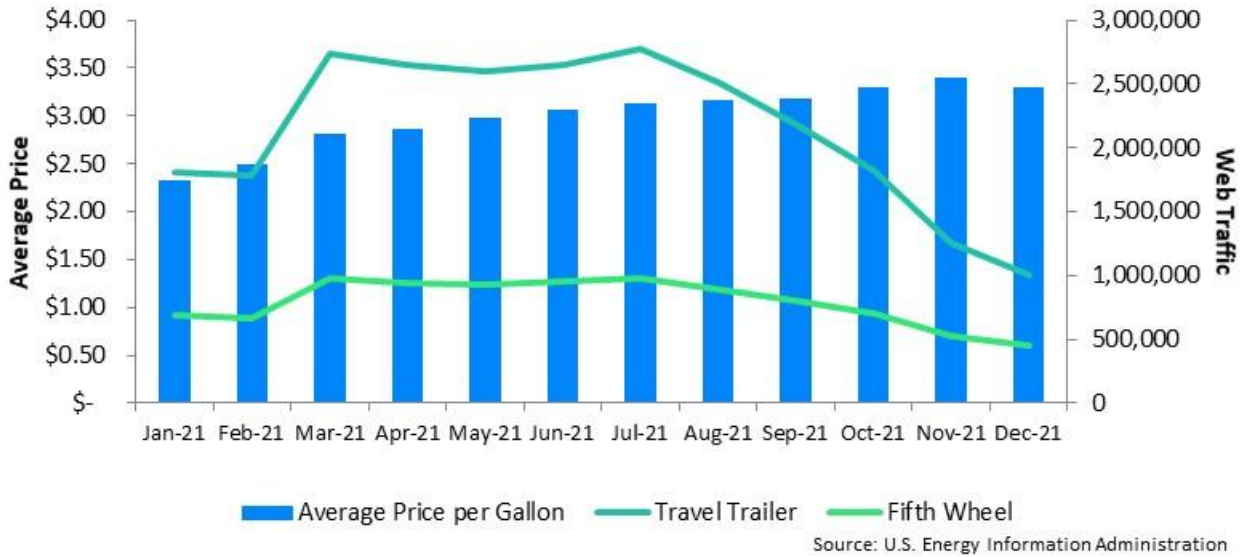
Class C Motorhomes



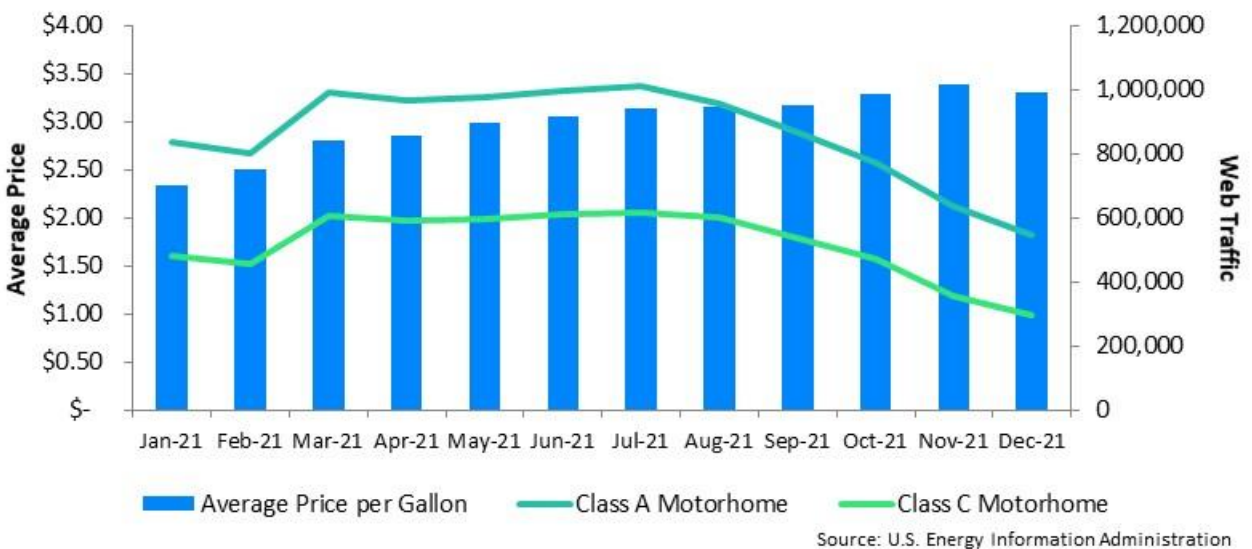
Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Travel Trailer / Fifth Wheel

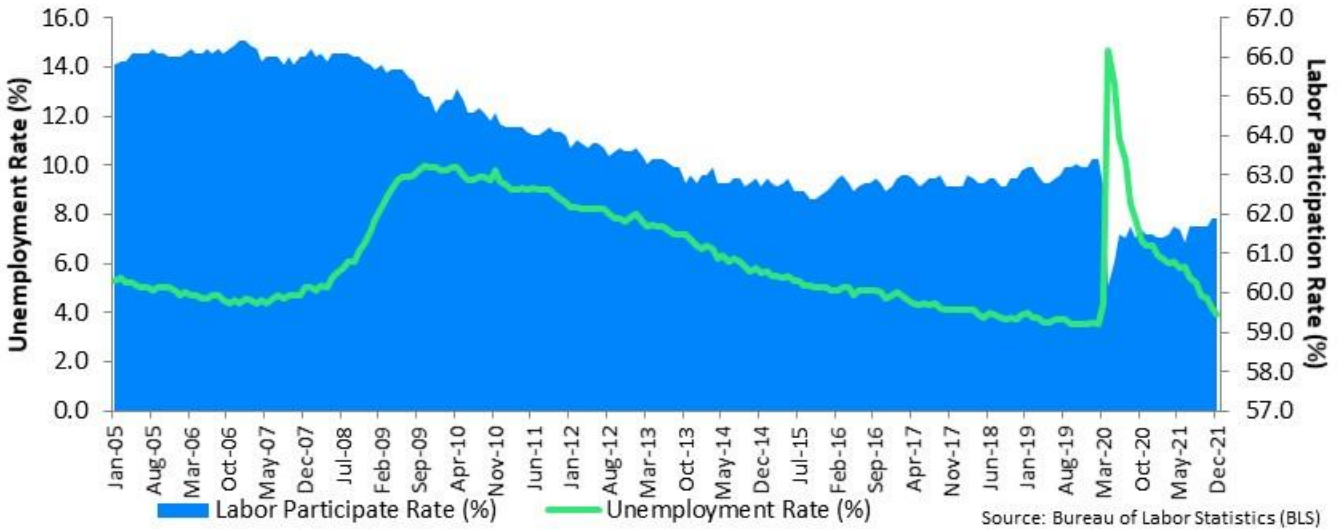


Motorhomes



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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