

**J.D. POWER**

# **MARKET INSIGHTS**



RECREATIONAL VEHICLE  
2023 YEAR-END

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## **RV MARKET INDUSTRY OVERVIEW**

All segments of the RV market are depreciating in a market generally defined by higher supply and tougher finance conditions. However, values are still strong by historical standards.

Looking at individual segments, the most recent 10 years of Standard Hitch trailer values averaged 5.4% lower in the November-December period compared to September-October, and 4.0% lower in calendar-year 2023 compared to 2022. Fifth Wheel units averaged 4.0% lower in November-December compared to September-October, and 2.5% lower in full-year 2023 compared to 2022. In the Motorhome segment, Class A vehicles averaged 1.1% lower in November-December compared to September-October, and 2.5% lower in 2023 compared to 2022. Class C motorhomes averaged 2.9% lower in November-December compared to September-October, but 1.3% higher in 2023 compared to 2022. Camping Trailer values were 1.3% lower in November-December compared to September-October, and 3.3% lower in 2023 compared to 2022. Truck Campers averaged 4.5% lower in November-December compared to September-October, but 0.6% higher in 2023 compared to 2022.

Travel, fifth-wheel, and camping trailers saw the biggest turnaround in market conditions in 2023, flipping from appreciation early in the year to notable depreciation in the second half. Motorhomes behaved more moderately in 2023, generally losing minimal to moderate value throughout the year and bringing money on par with 2022. Market conditions should continue to correct in 2024 as headwinds increase.

## TRAVEL TRAILERS VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

### STANDARD HITCH



### FIFTH WHEEL



## MOTORHOME VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

CLASS A



CLASS C



## CAMPING TRAILER & TRUCK CAMPER VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

### CAMPING TRAILER



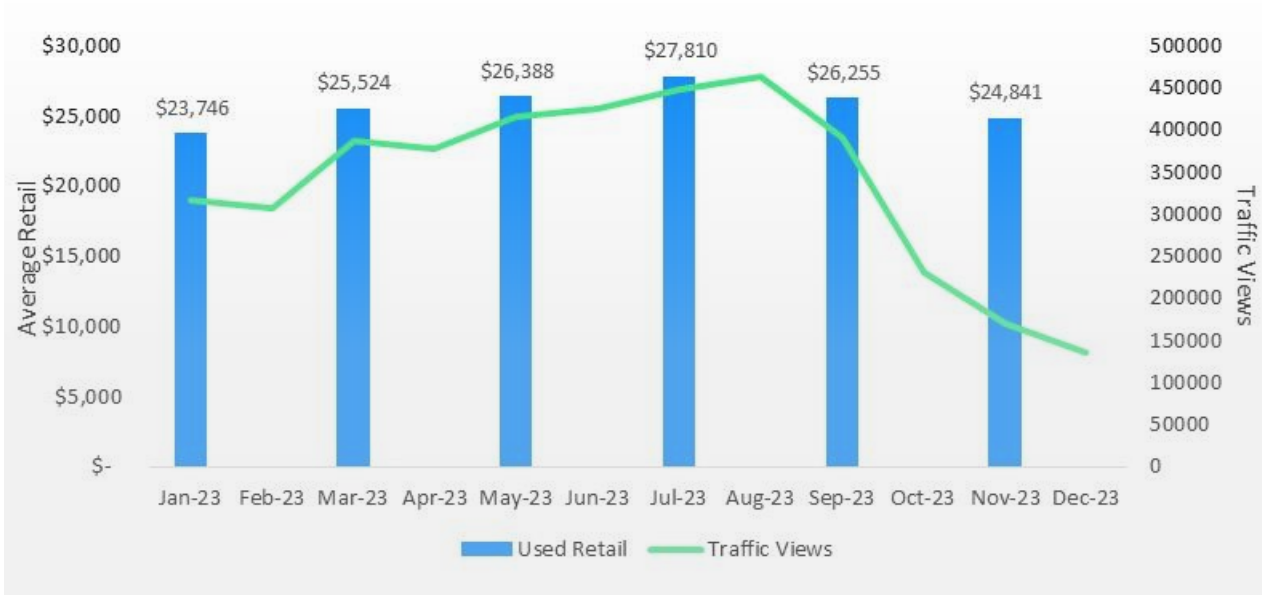
### TRUCK CAMPER



## TRAVEL TRAILERS VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

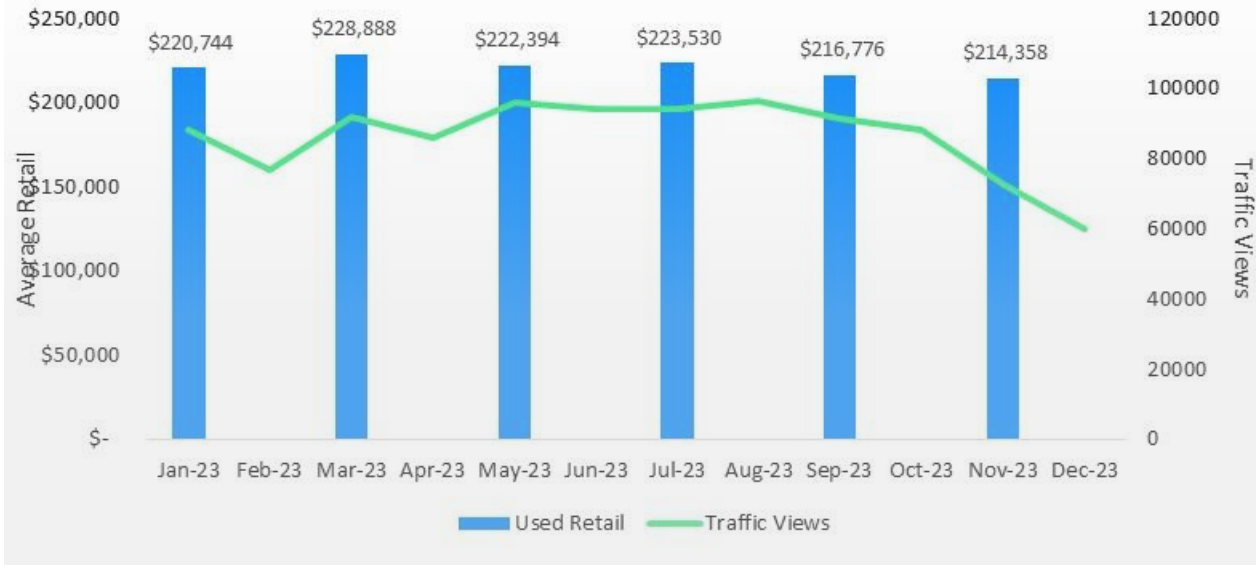
TRAVEL TRAILERS



## MOTORHOME VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

CLASS A



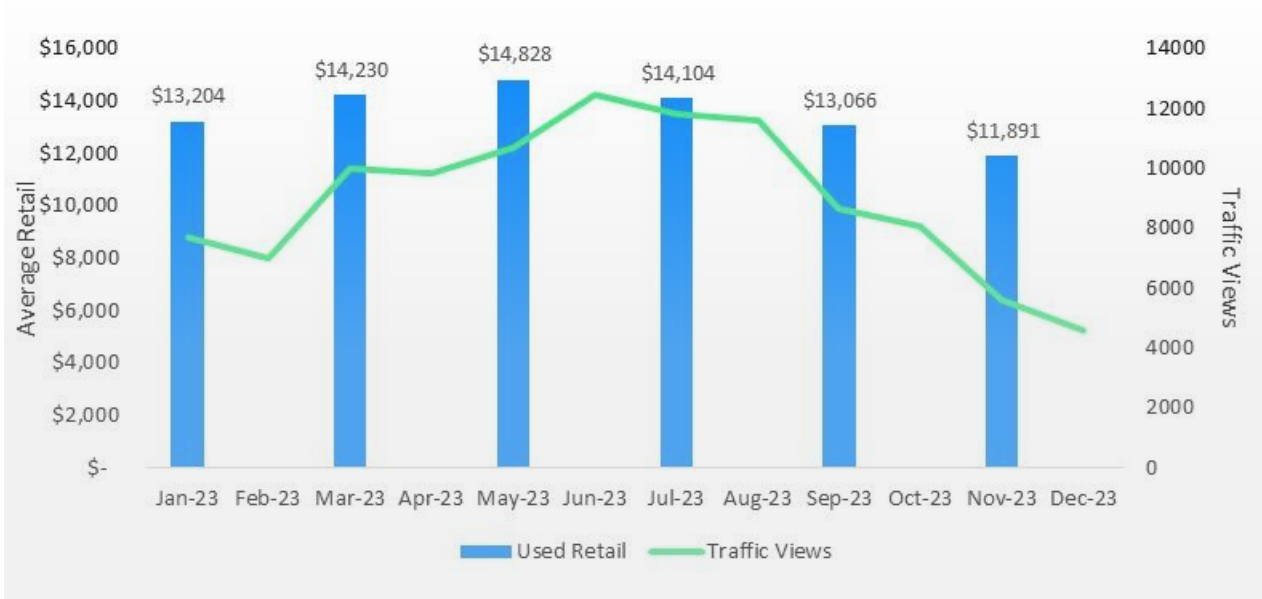
CLASS C



## CAMPING TRAILER & TRUCK CAMPER VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

### CAMPING TRAILER



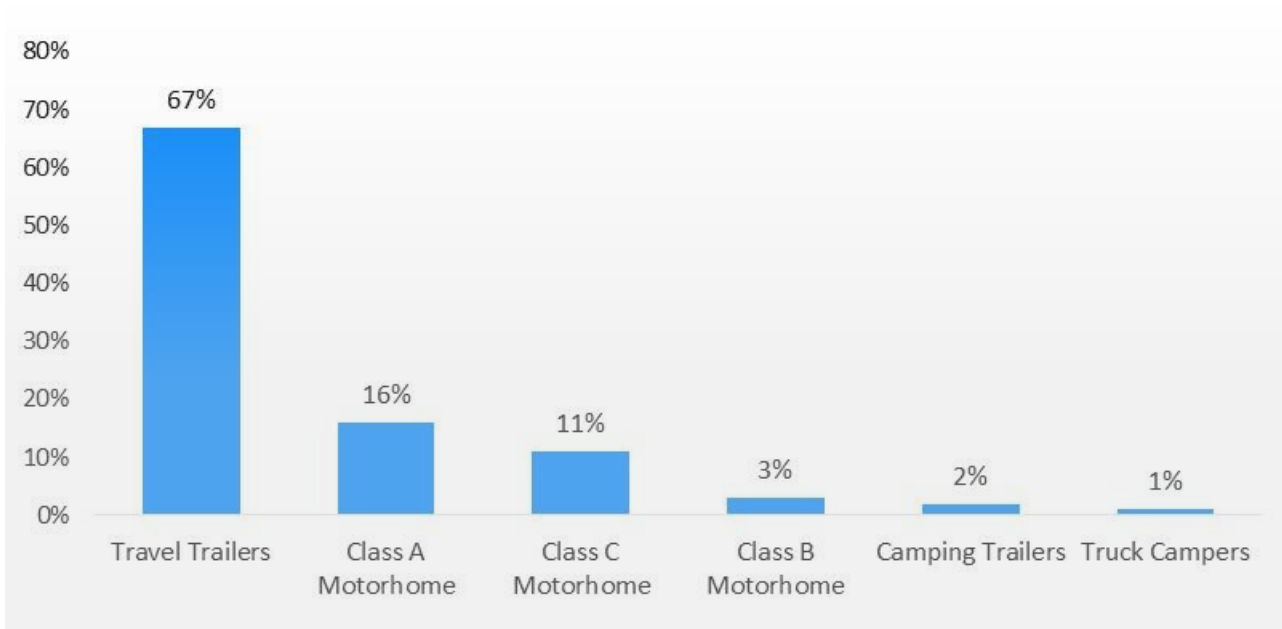
### TRUCK CAMPER





## RV CATEGORIES

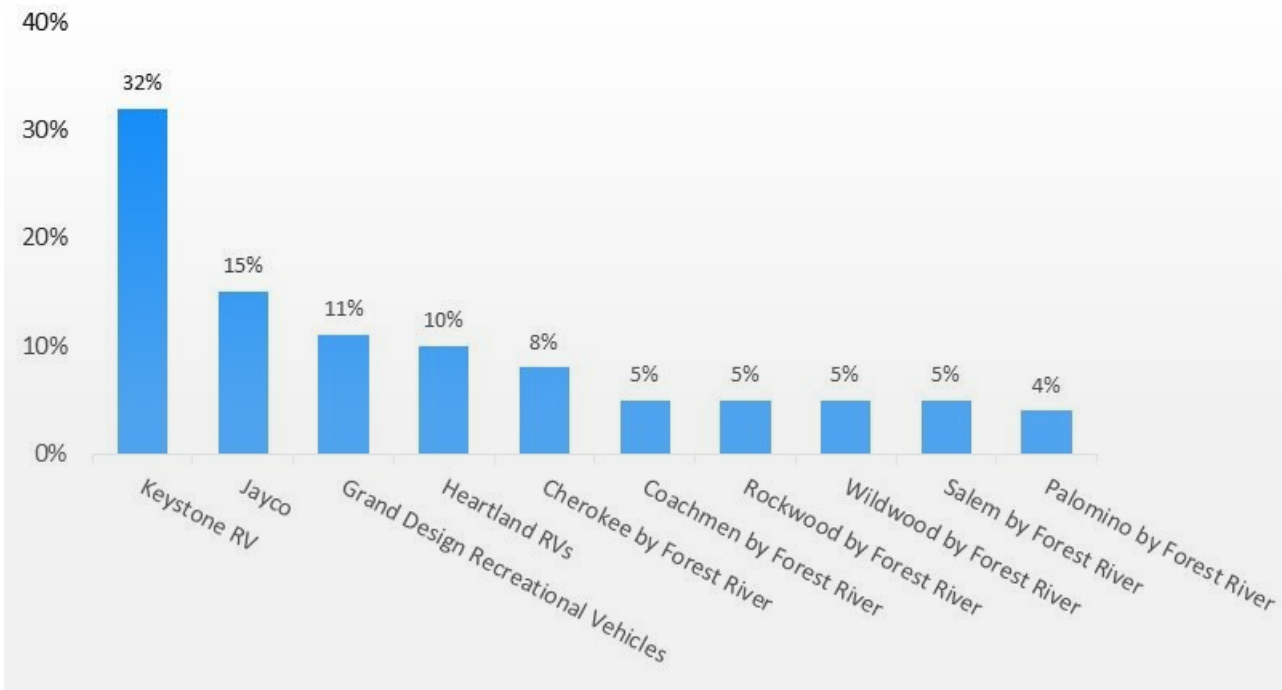
VIEWS IN 2023



## TRAVEL TRAILER BRANDS

TOP RESEARCHED BRANDS IN 2023

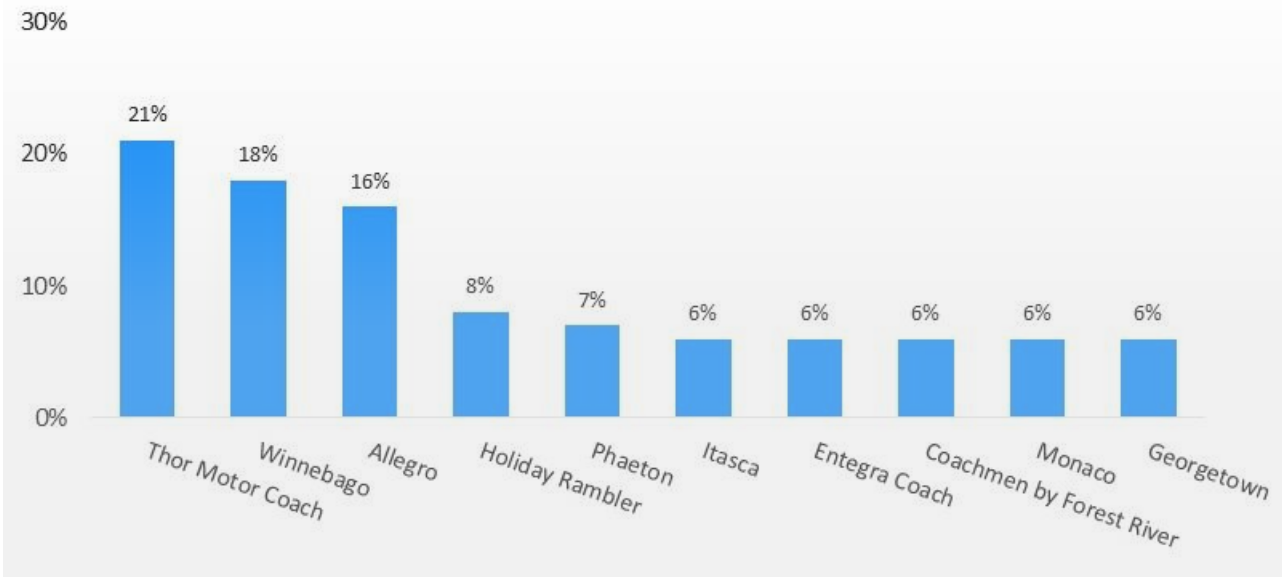
TRAVEL TRAILERS



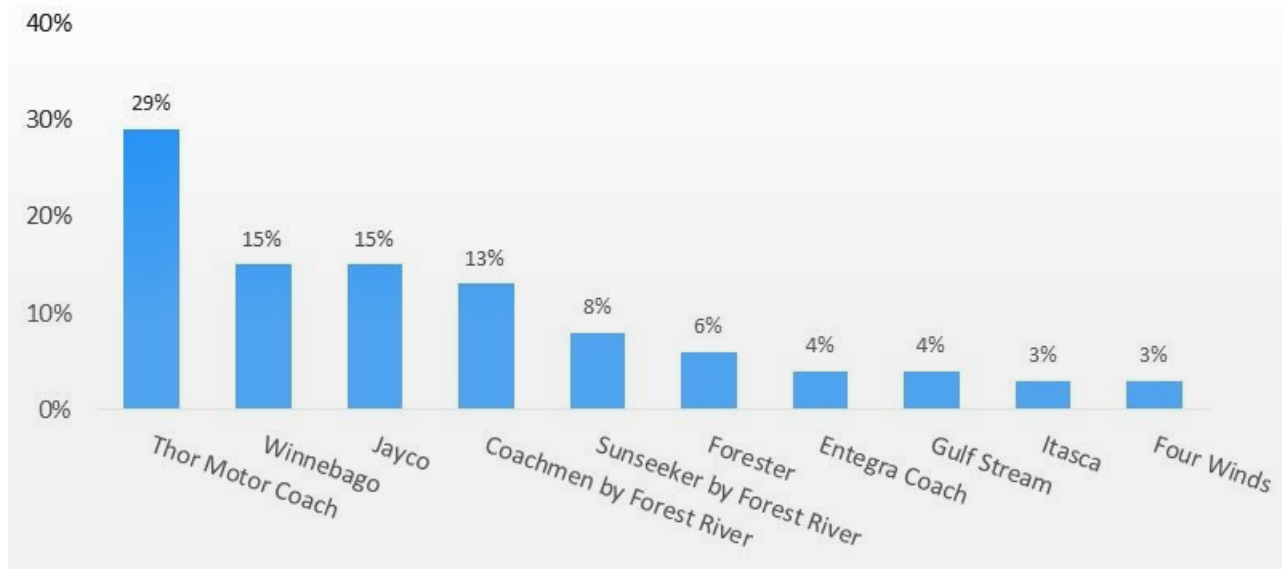
## MOTORHOME BRANDS

TOP RESEARCHED BRANDS IN 2023

CLASS A



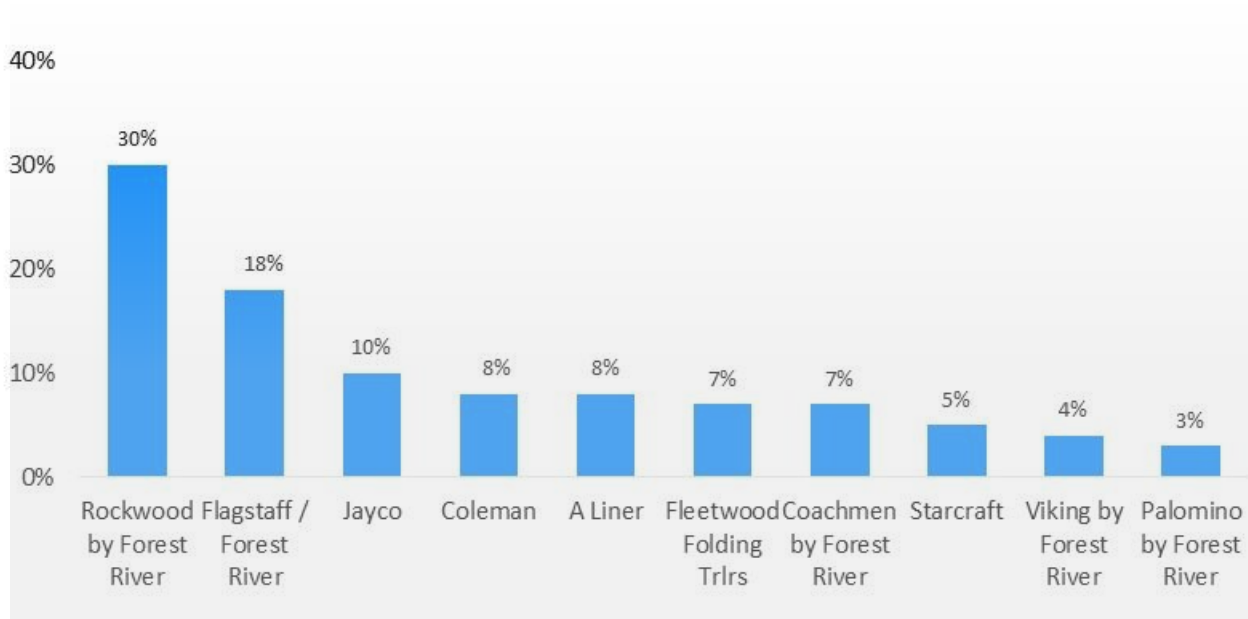
CLASS C



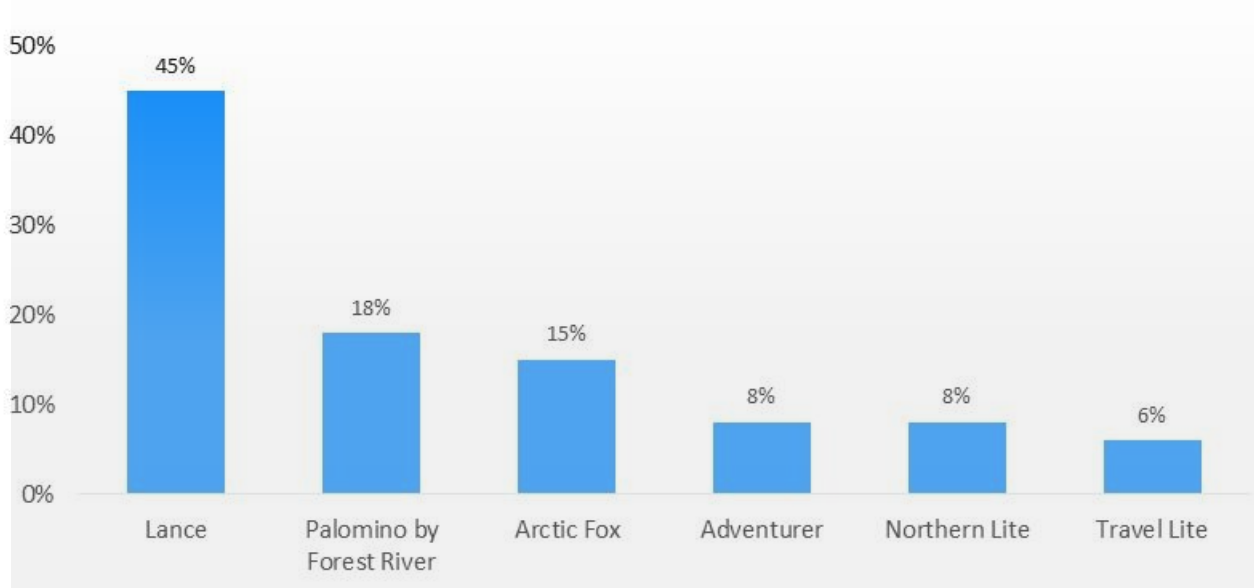
## CAMPING TRAILER & TRUCK CAMPER BRANDS

TOP RESEARCHED MODEL YEARS BY CATEGORY

### CAMPING TRAILERS



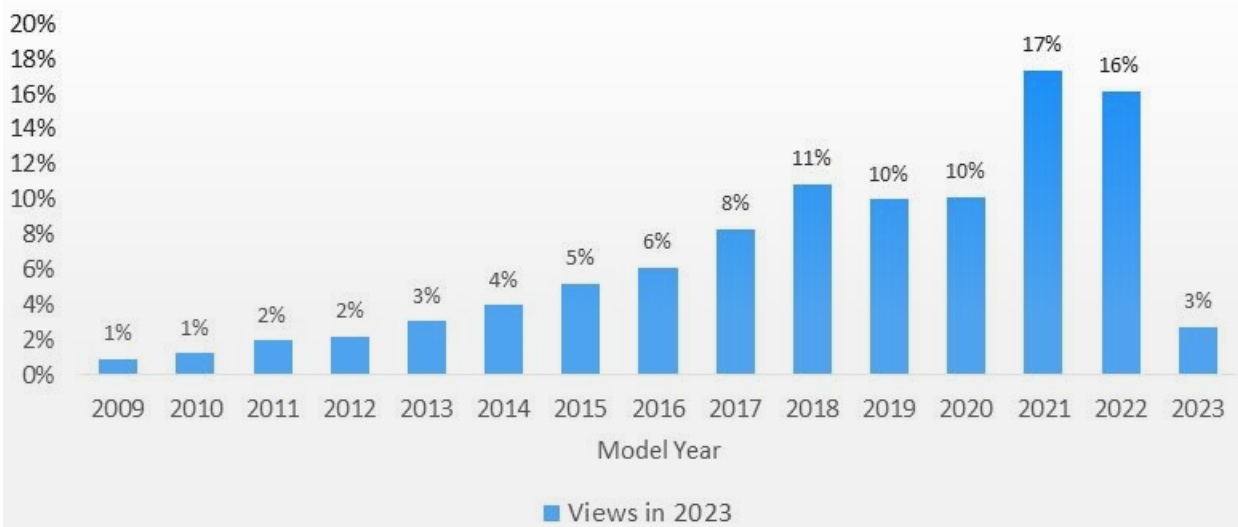
### TRUCK CAMPERS



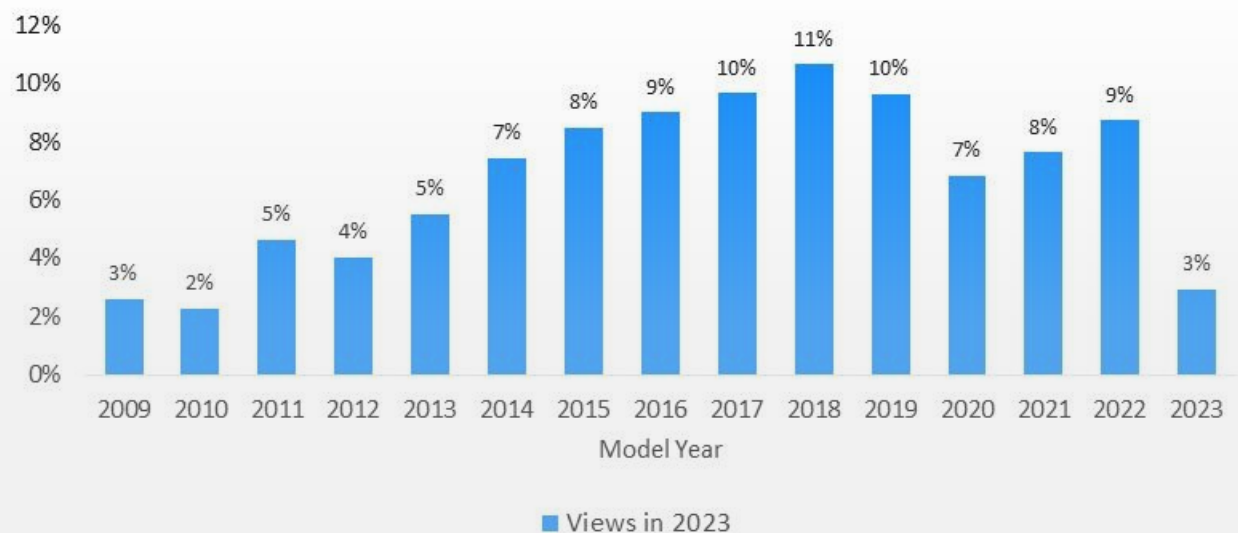
## MODEL YEARS

TOP RESEARCHED MODEL YEARS BY CATEGORY

TRAVEL TRAILERS

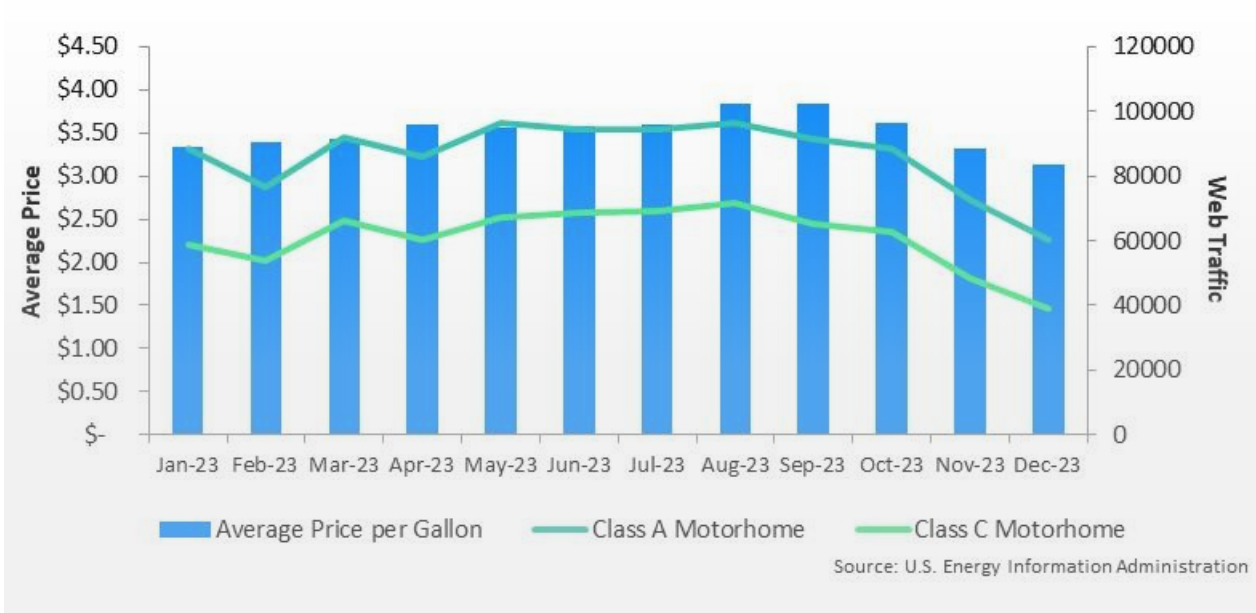


CLASS A MOTORHOMES



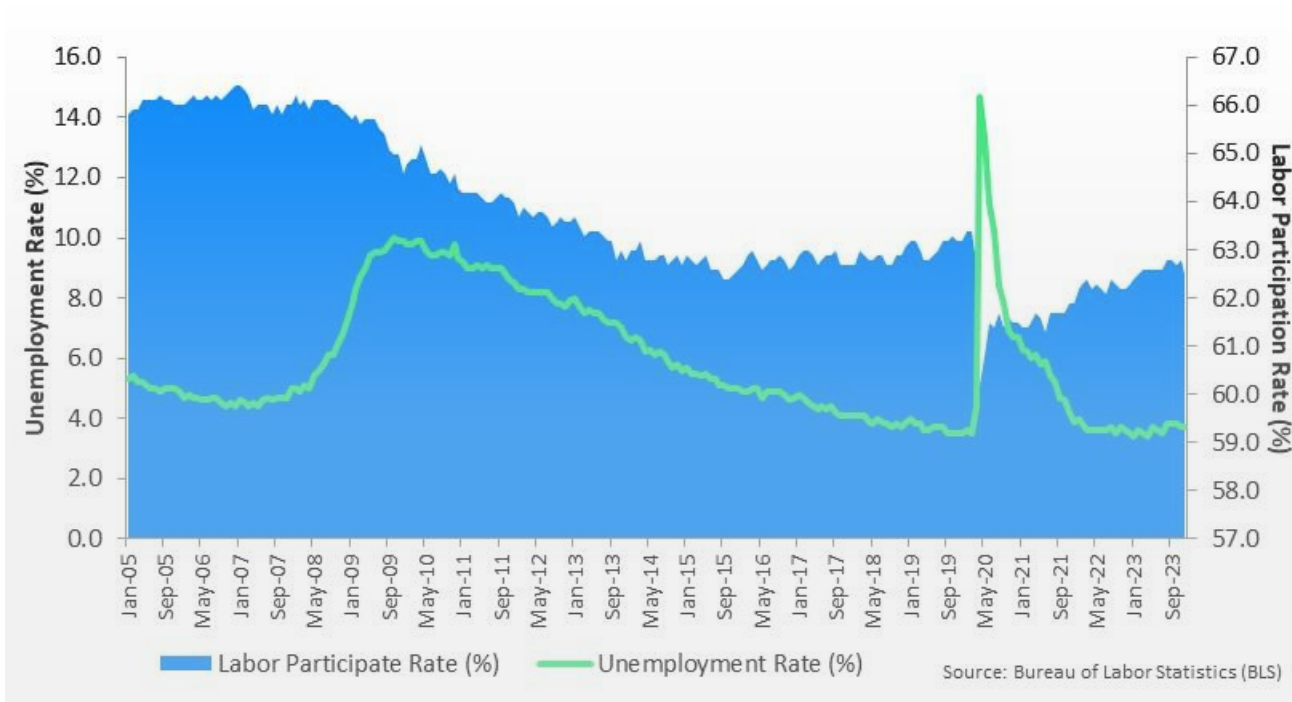
## FUEL PRICE DATA

REGULAR GRADE GASOLINE PRICES VS. COMMERCIAL TRAFFIC BY CATEGORY



## ECONOMIC DATA

UNEMPLOYMENT & LABOR PARTICIPATION RATE (SEASONALLY ADJUSTED)



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