

## Market Insights

**RECREATIONAL VEHICLE**  
Q1 2022



## RV Market Industry Overview

Seasonality was somewhat more pronounced in early 2022 than in the previous two years. This dynamic was also present in other specialty vehicle segments. Economic conditions continue to evolve, and it is likely the consumer is responding to some extent.

Looking at individual segments, the most recent 10 years of standard hitch travel trailer values averaged 5.6% higher in the 1<sup>st</sup> quarter of 2022 compared to the 4<sup>th</sup> quarter of 2021. Year-over-year, standard hitch units brought 30.1% more in the 1<sup>st</sup> quarter of this year compared to the same period of last year. Fifth-wheel units averaged 3.6% higher this quarter vs. last, and 16.9% higher year-over-year. Class A Motorhome values averaged 6.4% higher this quarter than last quarter, and 16.9% higher in 1Q 2022 vs. 1Q 2021. Class C Motorhome values averaged 4.7% higher in the 1<sup>st</sup> quarter of 2022 compared to the 4<sup>th</sup> quarter of 2021, and 25.7% higher in 1Q 2022 vs. 1Q 2021. Camping trailers brought 8.4% more money in 1Q 2022 vs. 4Q 2021, and 34.7% more than 1Q 2021. Truck camper values averaged 5.2% higher in early 2022 than late 2021, and 25.1% higher in early 2022 vs. early 2021.

Late last year, economic changes such as the end of individual stimulus, increasing competition for consumer dollars from the service and travel industries, gas prices, and general inflation had threatened to impact demand for RV's. Nonetheless, we had predicted historically strong values would remain in place. Since that last prediction, the Russian invasion of Ukraine has caused those economic factors to accelerate, and we may be seeing some effect in the marketplace. Upcoming weeks will provide more data.

## 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



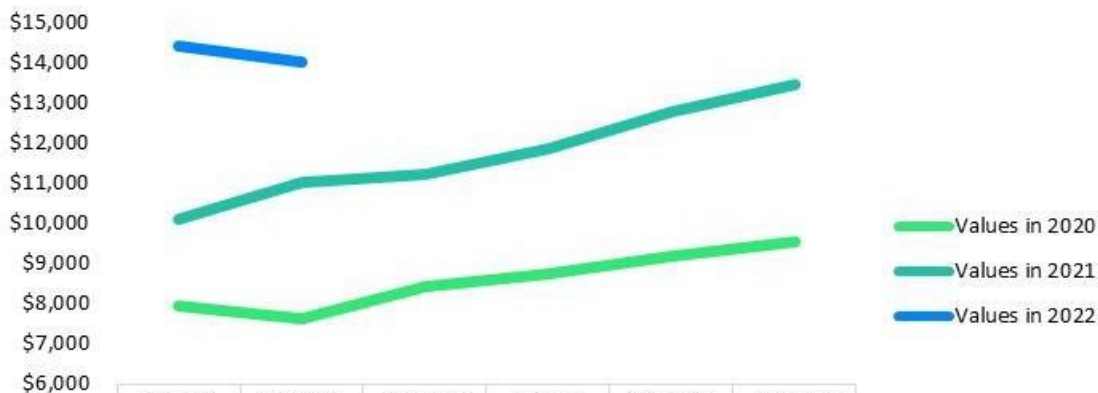
#### Class C



## Camping Trailer & Truck Camper Values

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

#### Camping Trailer



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2020	\$7,956	\$7,620	\$8,409	\$8,737	\$9,194	\$9,537
Values in 2021	\$10,105	\$11,003	\$11,201	\$11,854	\$12,783	\$13,434
Values in 2022	\$14,418	\$14,008				

#### Truck Camper



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2020	\$16,253	\$16,269	\$17,195	\$18,125	\$18,771	\$19,168
Values in 2021	\$20,337	\$21,717	\$22,580	\$23,401	\$24,594	\$25,388
Values in 2022	\$26,972	\$25,617				

## Travel Trailer Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Standard Hitch



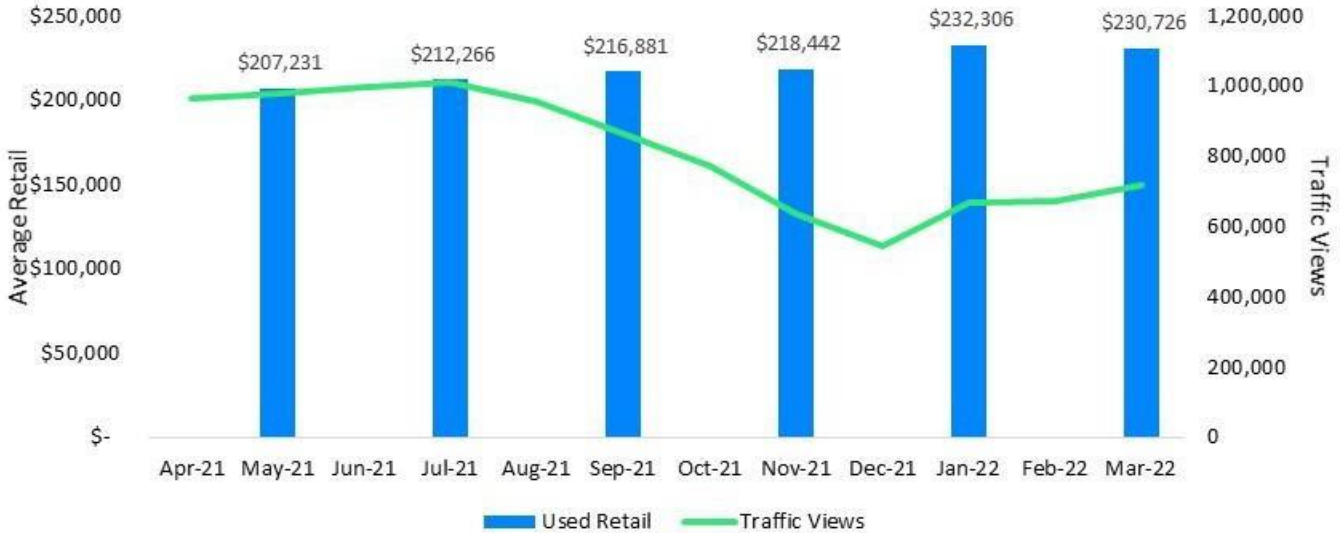
#### Fifth Wheel



## 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



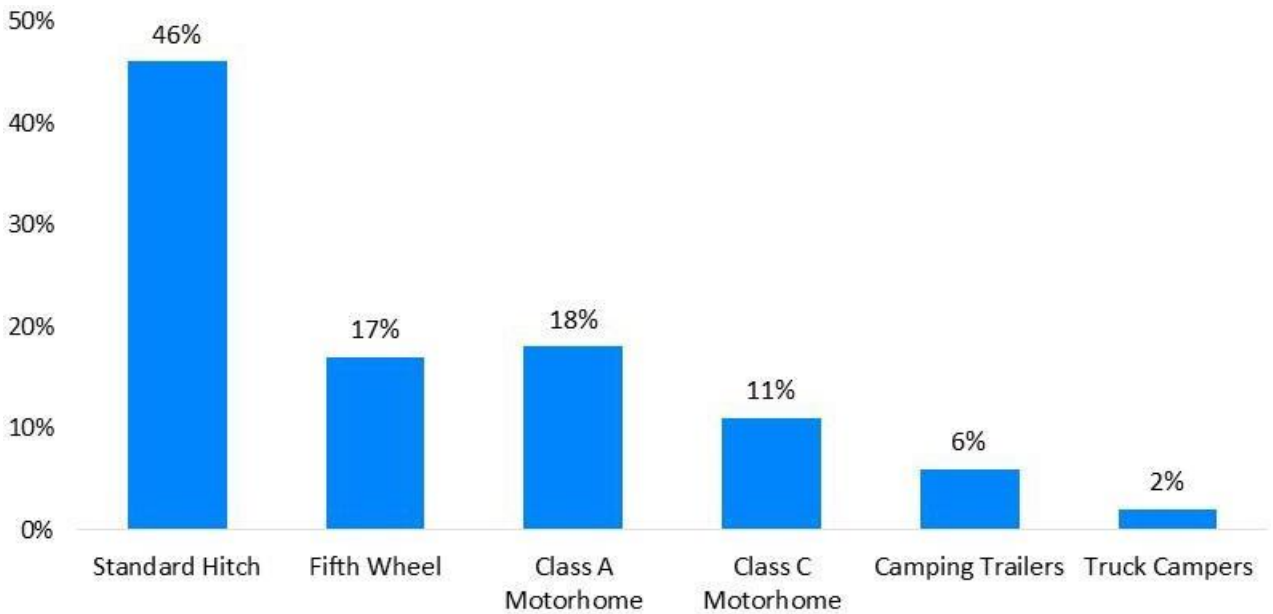
### Truck Camper





## RV Categories

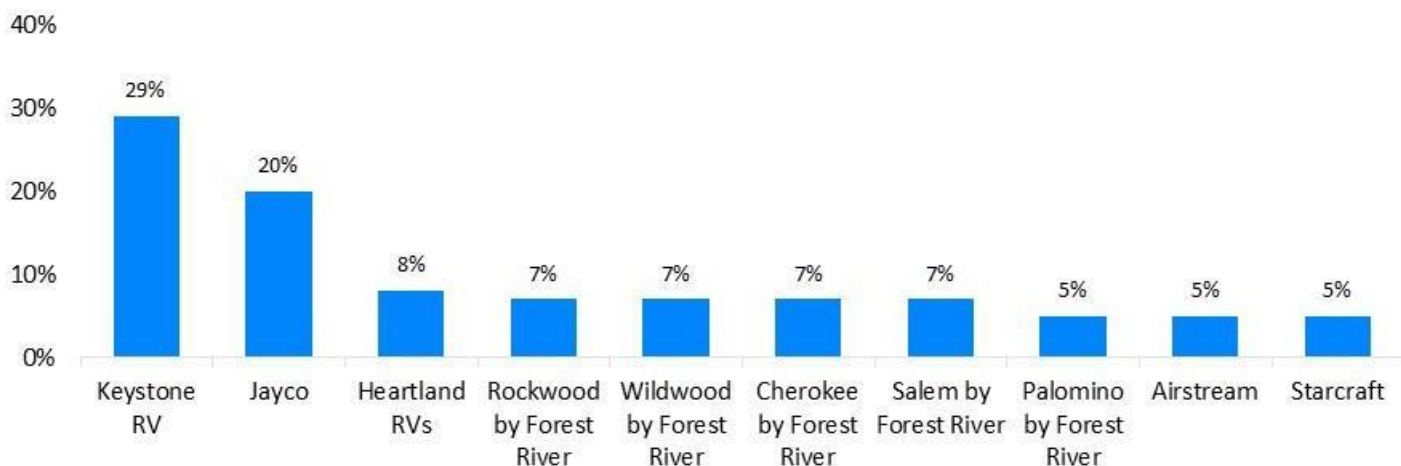
### Views in 2022 Q1



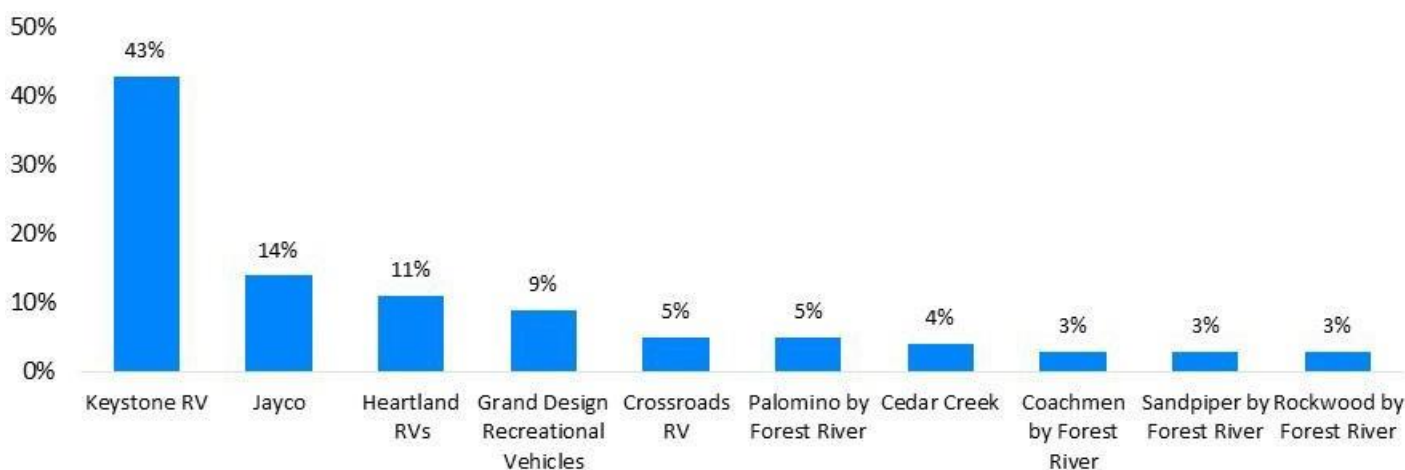
## Travel Trailer Brands

### Top Researched Brands in 2022 Q1

#### Standard Hitch Brands



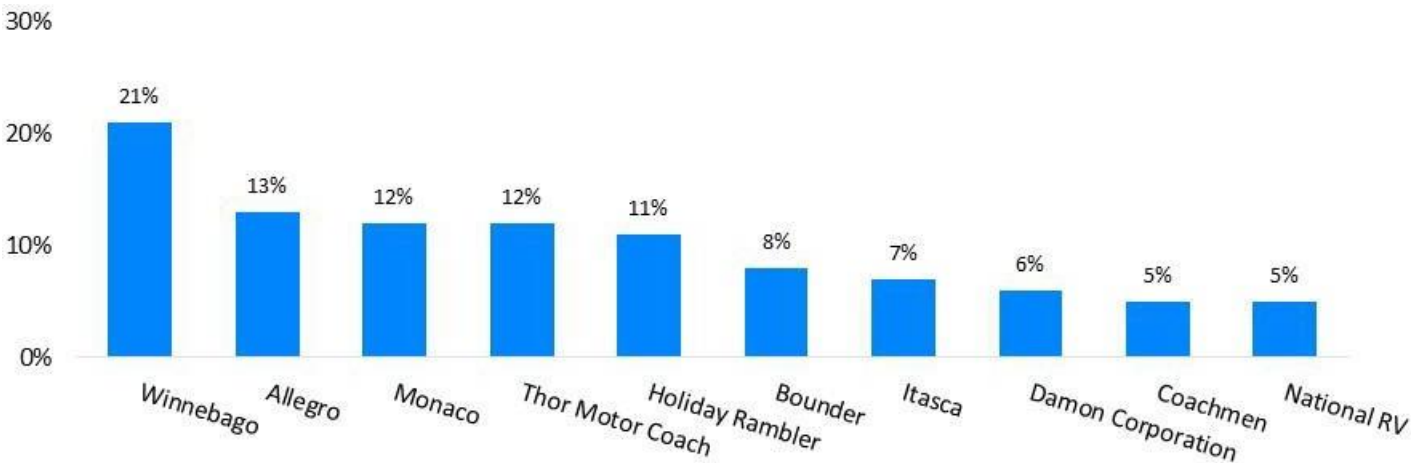
#### Fifth Wheel Brands



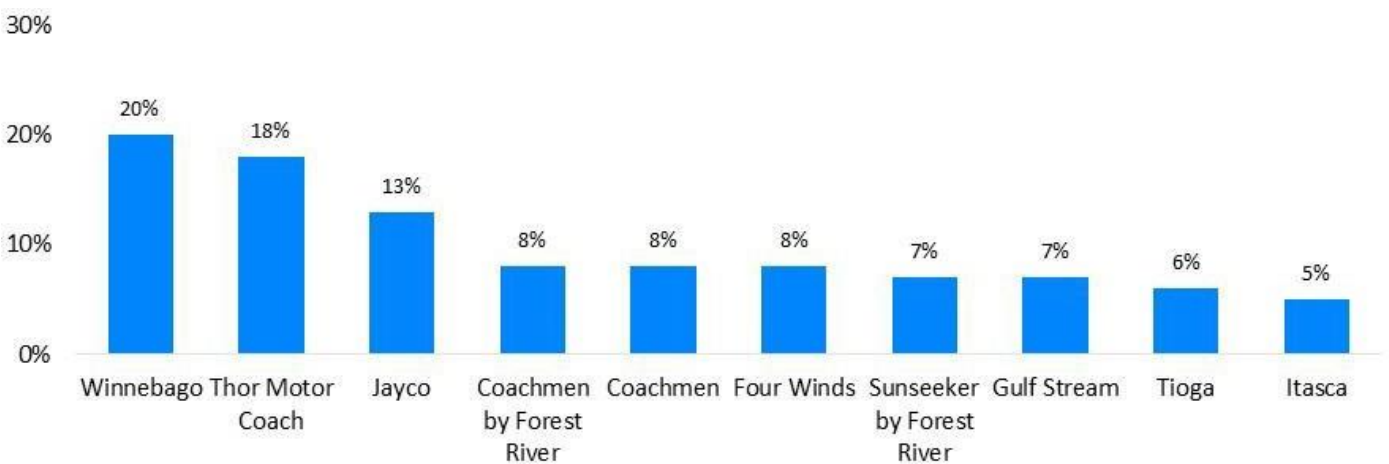
## Motorhome Brands

### Top Researched Brands in 2022 Q1

#### Class A Brands



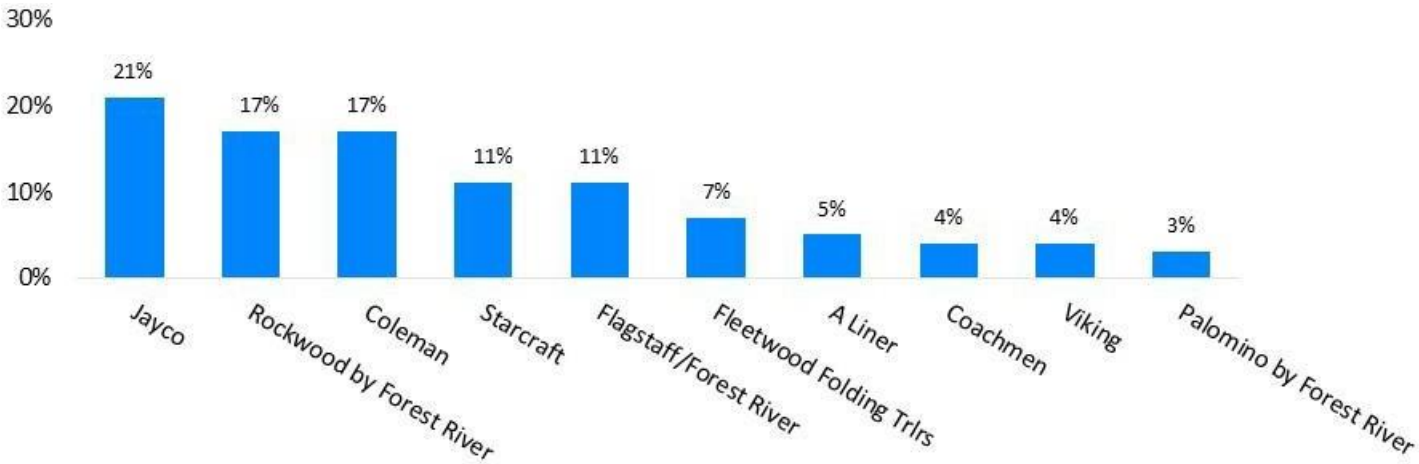
#### Class C Brands



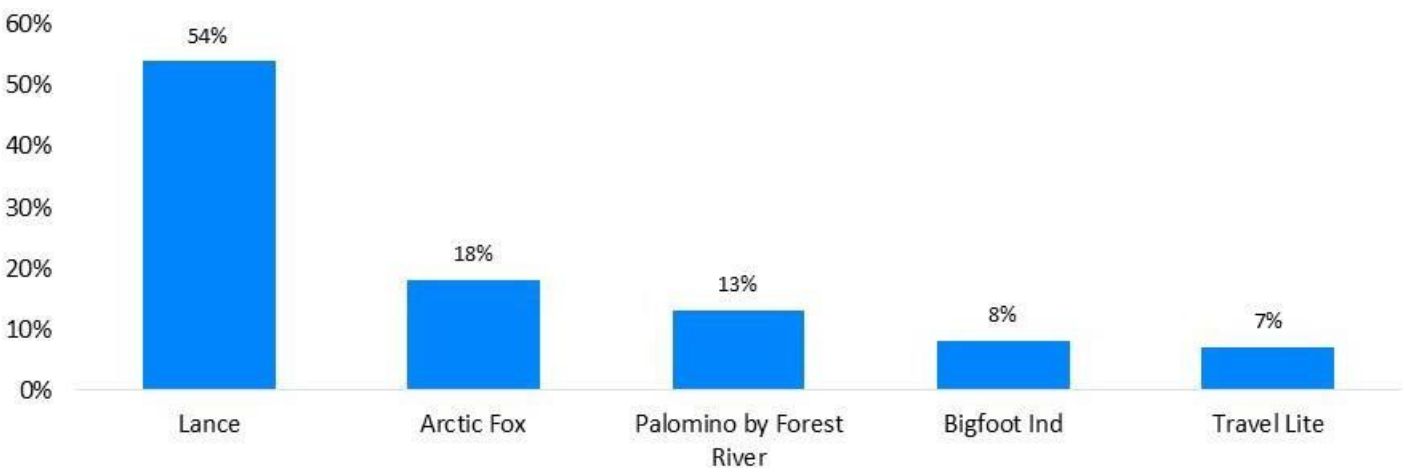
## Camping Trailer & Truck Camper Brands

### Top Researched Brands in 2022 Q1

#### Camping Trailer Brands



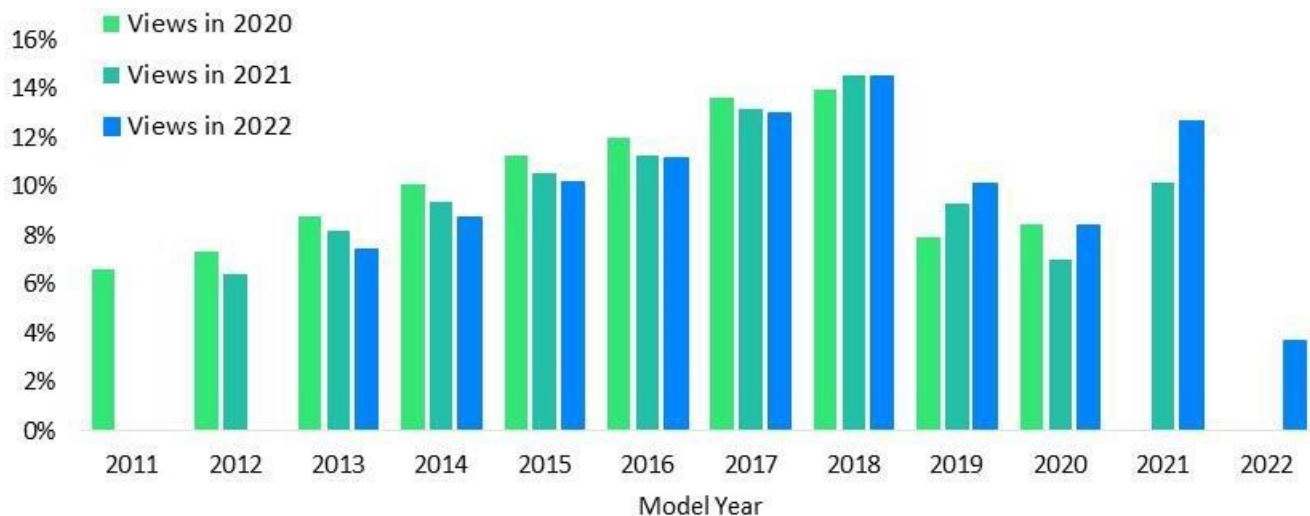
#### Truck Camper Brands



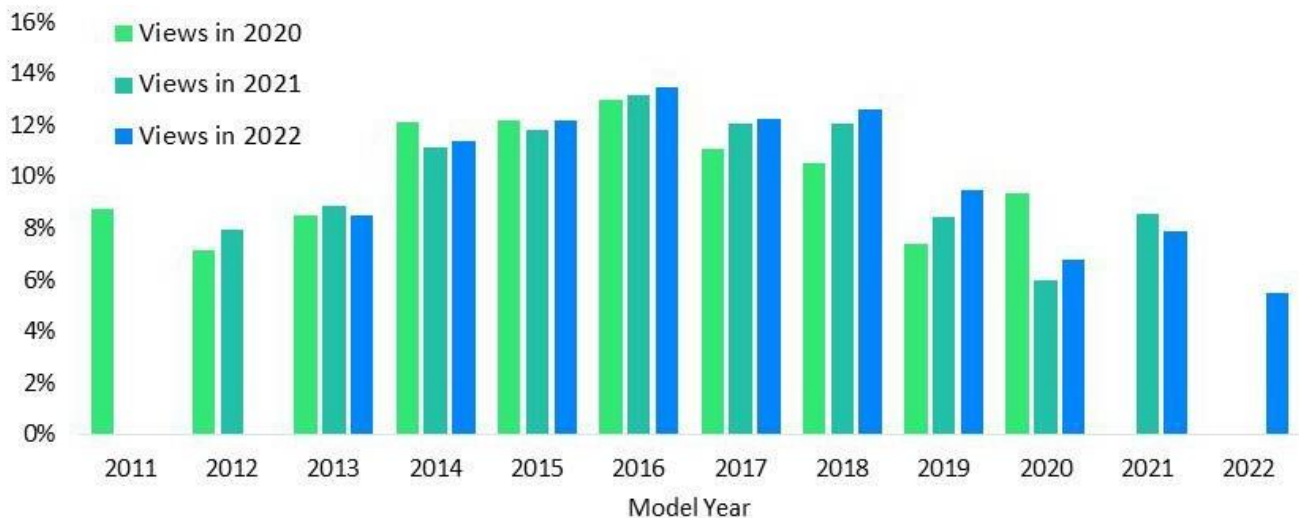
## Model Years

### Top Researched Model Years by Category

#### Standard Hitch Travel Trailer



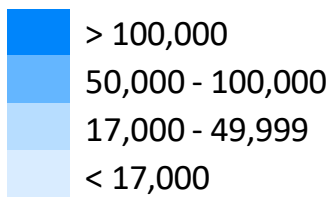
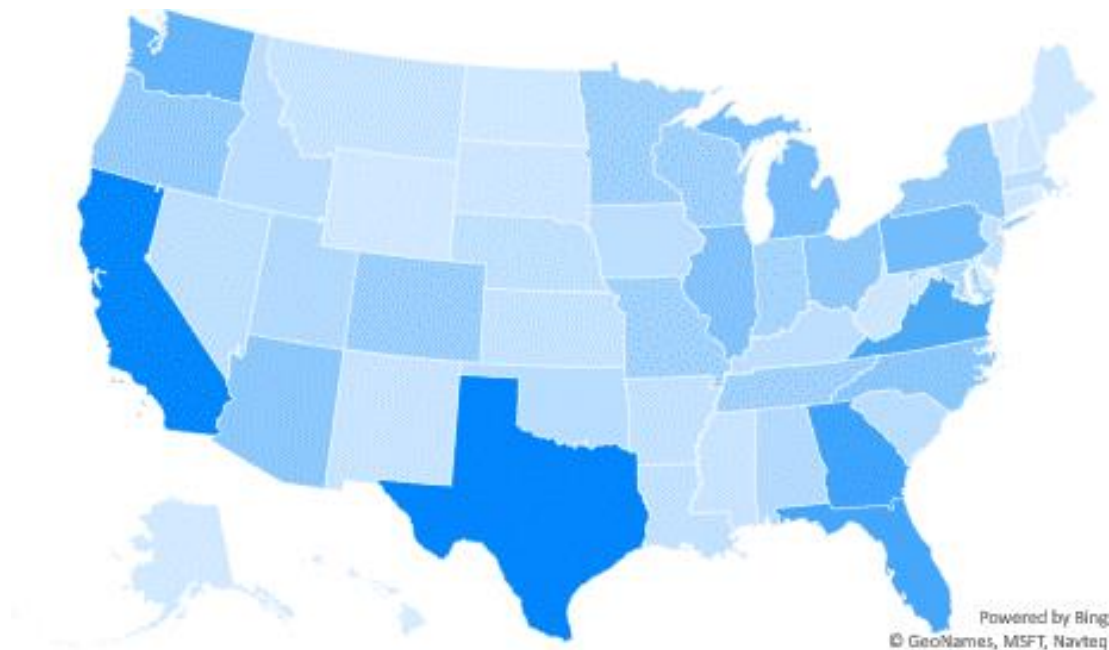
#### Class A Motorhome



## Web Traffic by State

### Traffic by State in 2022 Q1

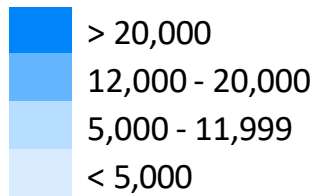
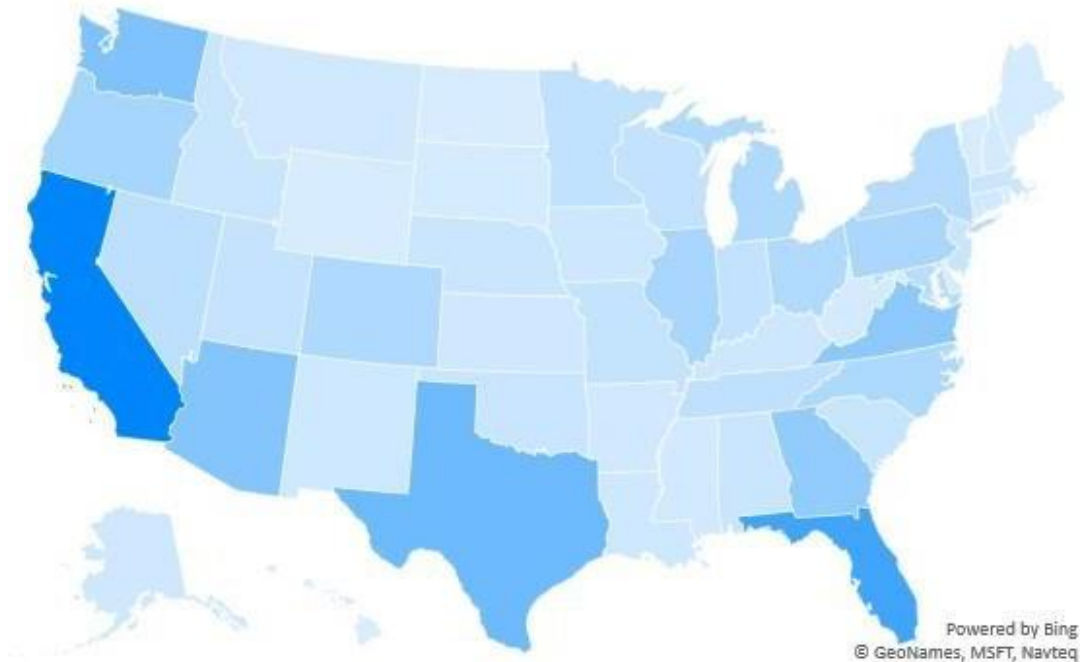
#### Travel Trailers



## Web Traffic by State

### Traffic by State in 2022 Q1

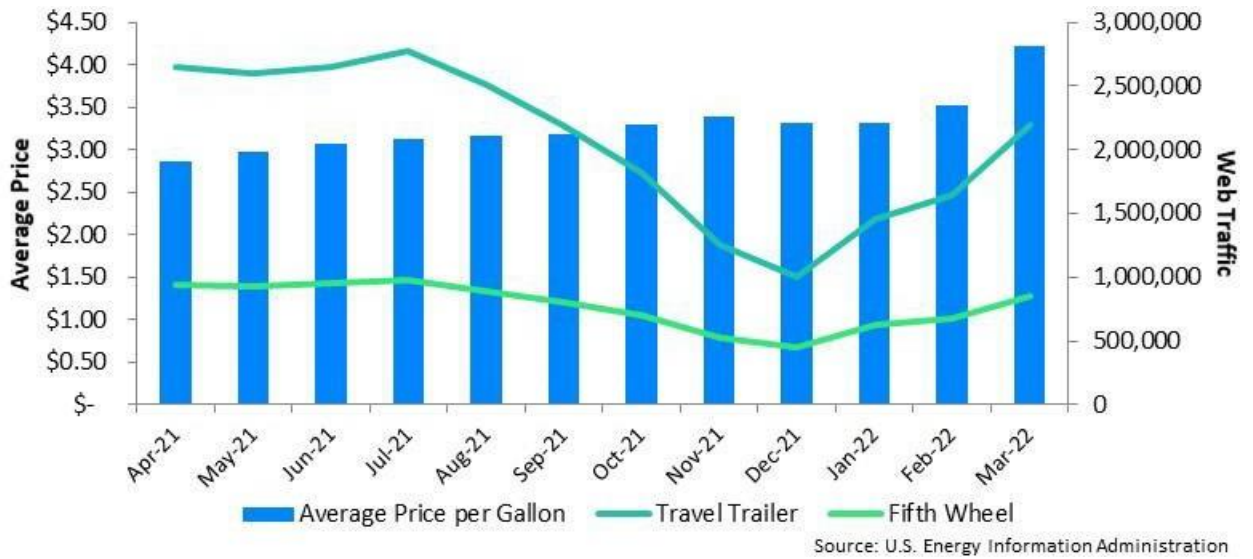
#### Class C Motorhomes



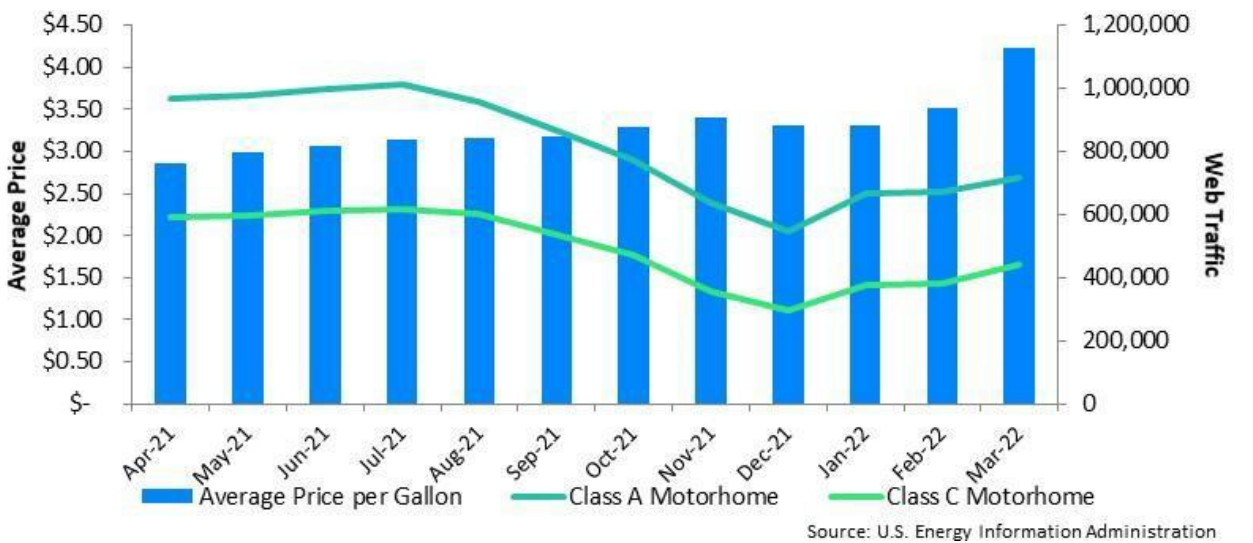
## Fuel Price Data

### Regular Grade Gasoline Prices vs. Consumer Traffic by Category

#### Travel Trailer / Fifth Wheel



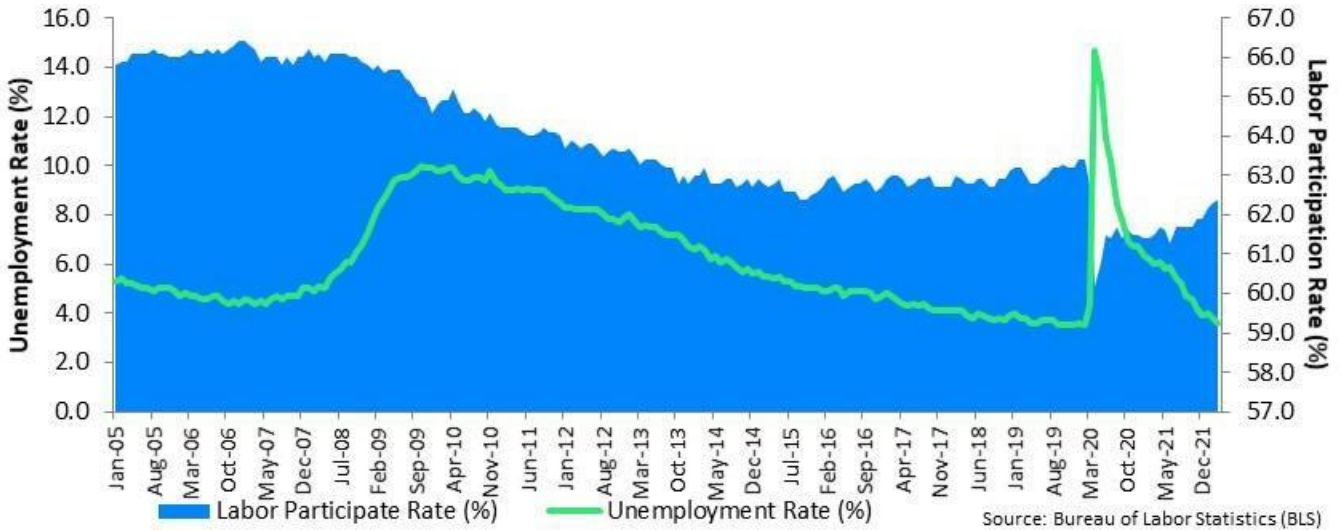
#### Motorhomes





## Economic Data

### Unemployment & Labor Participation Rate (Seasonally Adjusted)



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