

Global and Australasia RV Market Study

December 2024

FROST & SULLIVAN

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Scope

Time Frame	<ul style="list-style-type: none">• Historical: 2019-2023• Base Year: 2023• Forecast: 2024E-2028E
Geographic Scope	<ul style="list-style-type: none">• Global• Australasia
Industry Scope	<ul style="list-style-type: none">• RV Market

Limitations

■ Source of Information

- Interviews with industry experts and competitors will be conducted on a best-effort basis to collect information in aiding in-depth analysis for this report.
- Frost & Sullivan will not be responsible for any information gaps where Interviewees have refused to disclose confidential data or figures.



- The study took 2023 as the base year and 2024-2028 as the forecast period. However, as the point of this study being 2024, some of the figures of 2023 may not be available at the moment from public statistical sources. Frost & Sullivan will use the latest information available (e.g. 2022) or make projections based on historical trends.

- Under circumstances where information is not available, Frost & Sullivan in-house analysis will be leveraged using appropriate models and indicators to arrive at an estimate.
- Source of information will be stated in the right hand corner at the bottom on each slide for easy reference.

■ Key Assumptions

- (i) Global and Australasia's economy is likely to maintain steady growth in the next decade; (ii) Global and Australasia's social, economic, and political environment is likely to remain stable from 2024 to 2028; and (iii) increasing needs of camping/outdoor activities are likely to drive the future growth of the industry. The impact of COVID-19 has been incorporated in the assumptions.

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Competitive Landscape Analysis

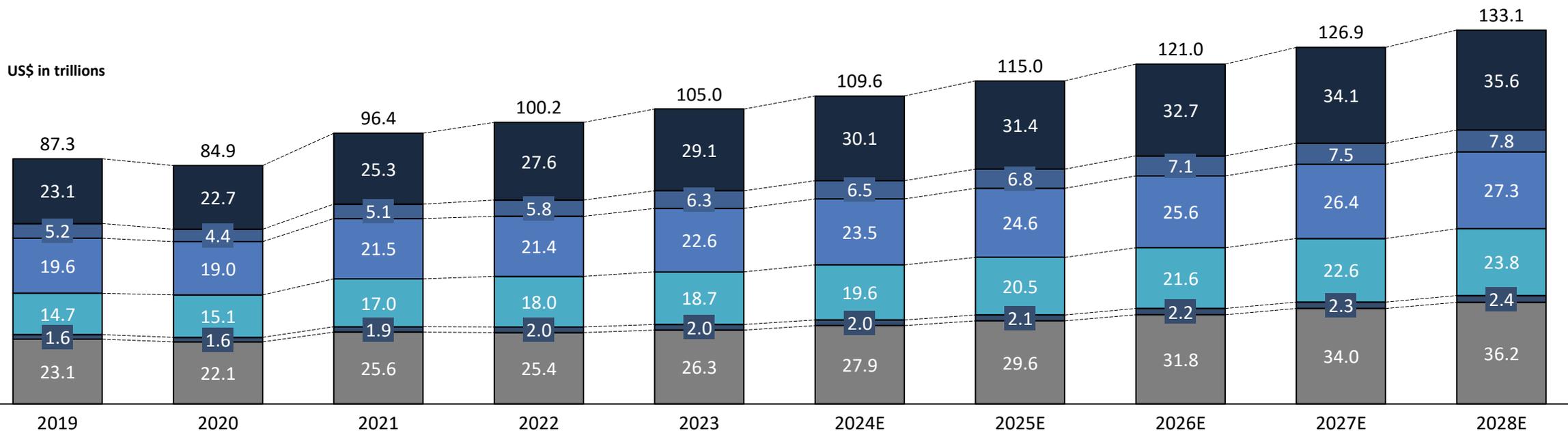
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Appendix

Global GDP by Regions, 2019-2028E

CAGR	2019-2023	2024E-2028E
North America	5.9%	4.3%
South America	4.9%	4.7%
Europe	3.6%	3.8%
China	6.2%	5.0%
Australasia	5.7%	4.7%
Rest of the World	3.3%	6.7%
Total	4.7%	5.0%

- The global macroeconomic development in the past five years has been marked by the unprecedented impact of the COVID-19 pandemic, which has caused severe contraction, disruption and inequality across countries and sectors. According to the International Monetary Fund (IMF), the global economy shrunk by 2.7% in 2020, the worst decline in the past decades. However, the global macroeconomic situation has shown a significant recovery in the past 2021-2023 years, under the backdrop of effective control of the pandemic. The rapid development and distribution of vaccines, the coordinated fiscal and monetary policies of major economies, and the gradual reopening of international trade and travel have all contributed to the rebound of global growth and confidence. In 2023, global GDP reached US\$105.0 trillion, representing a CAGR of 4.7% from 2019 to 2023.
- The global macroeconomic outlook for the next five years is positive, as the world recovers from the pandemic and adapts to new realities. Among the major economies, China and Australasia are expected to lead the growth, with CAGRs of 5.0% and 4.7% between 2024 and 2028, respectively. This is higher than other developed regions in the world, and reflects the resilience and dynamism of APAC countries such as China, Australia, and New Zealand. These countries have managed to contain the pandemic relatively well, and have benefited from strong domestic and international demand, digital transformation, and regional integration. They also have ample policy space to support their economies and invest in their future.

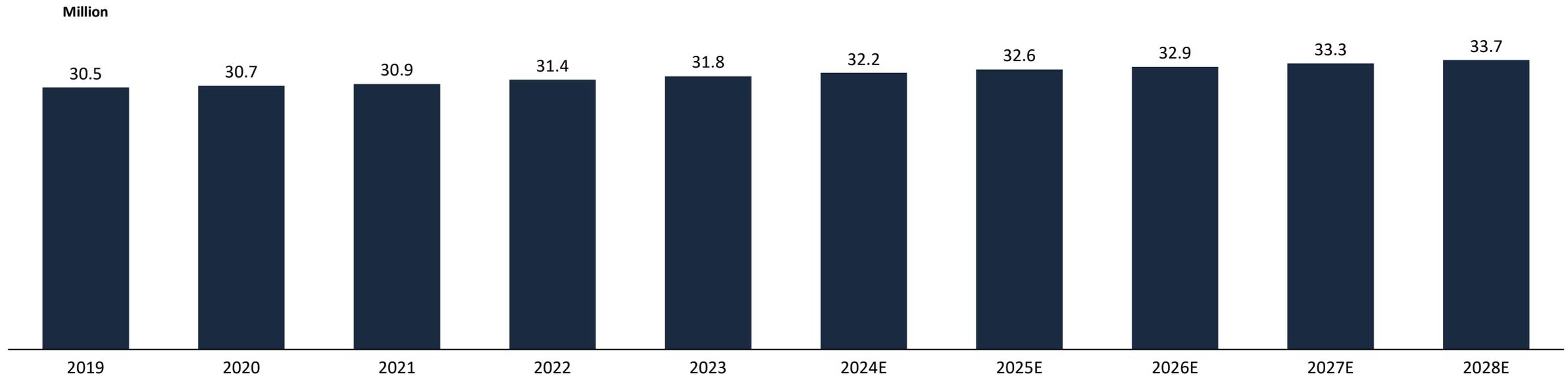


Source: NBS, NDRC, IMF, World Bank, Expert Interview and Frost & Sullivan Analysis

- From 2019 to 2023, the population of Australasia has shown steady growth, reaching 31.8 million in 2023, up from 30.5 million in 2019. This represents a CAGR of 1.0% during this period. The growth in population can largely be attributed to factors such as increased migration, both from international relocations and inter-regional movements within Australasia, as well as natural growth through higher birth rates compared to mortality rates. Additionally, the region's stable political and economic environment has made it an attractive destination for immigrants seeking new opportunities.
- Looking ahead to 2028, the population of Australasia is expected to continue its upward trend, projected to reach approximately 33.7 million. The CAGR between 2024 and 2028 is expected to slightly increase to 1.1%. This ongoing growth is anticipated to be driven by continued immigration, supported by Australasia's robust healthcare system, quality of life, and strong labor market, which are attractive to both skilled and unskilled workers from around the world. This sustained population increase is expected to provide further impetus for economic and social development in the region.

Total Population, Australasia, 2019-2028E

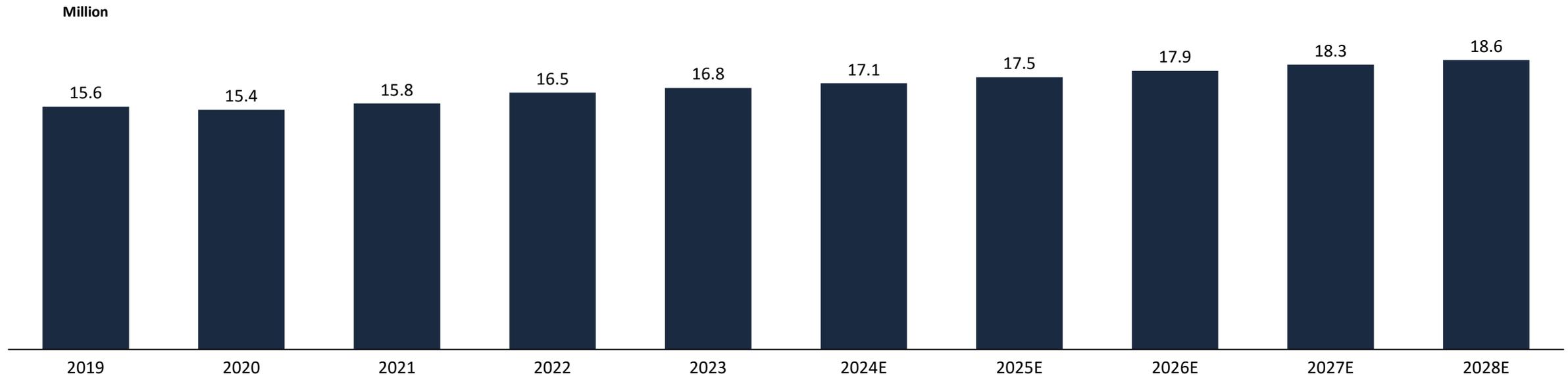
CAGR	2019-2023	2024E-2028E
Population	1.0%	1.1%



- From 2019 to 2028, Australasia's employment landscape has demonstrated resilience and growth, navigating through various economic challenges, most notably the COVID-19 pandemic. In 2020, employment figures dipped to 15.4 million as the pandemic disrupted businesses and industries, leading to layoffs and a temporary halt in hiring. However, starting in 2021, employment began to rebound robustly, reaching 16.8 million in 2023. This recovery can be attributed to the easing of pandemic restrictions, economic stimulus measures by governments, and the adaptation of businesses to new operational norms, which included an acceleration in digital transformation and remote working. By 2023, the CAGR from 2019 was 1.9%. The growth was supported by strong policy responses that facilitated economic recovery and spurred job creation in technology, renewable energy, and public health sectors, which were key areas of focus post-pandemic.
- Looking forward to 2028, employment in Australasia is expected to continue its upward trajectory, projected to reach 18.6 million. The CAGR for the 2024 to 2028 period is estimated at 2.1%, reflecting ongoing economic diversification and investment in sustainable industries, expected to drive further employment growth. This optimistic outlook is underpinned by continued governmental support, innovation, and an increasing integration of technology across all sectors of the economy.

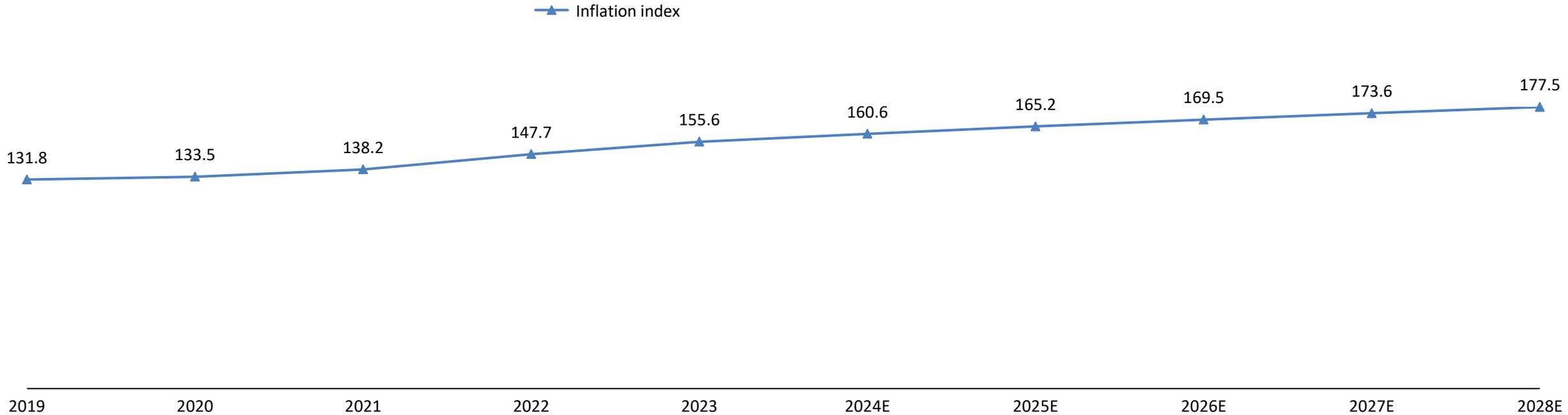
Total Employment, Australasia, 2019-2028E

CAGR	2019-2023	2024E-2028E
■ Employment	1.9%	2.1%



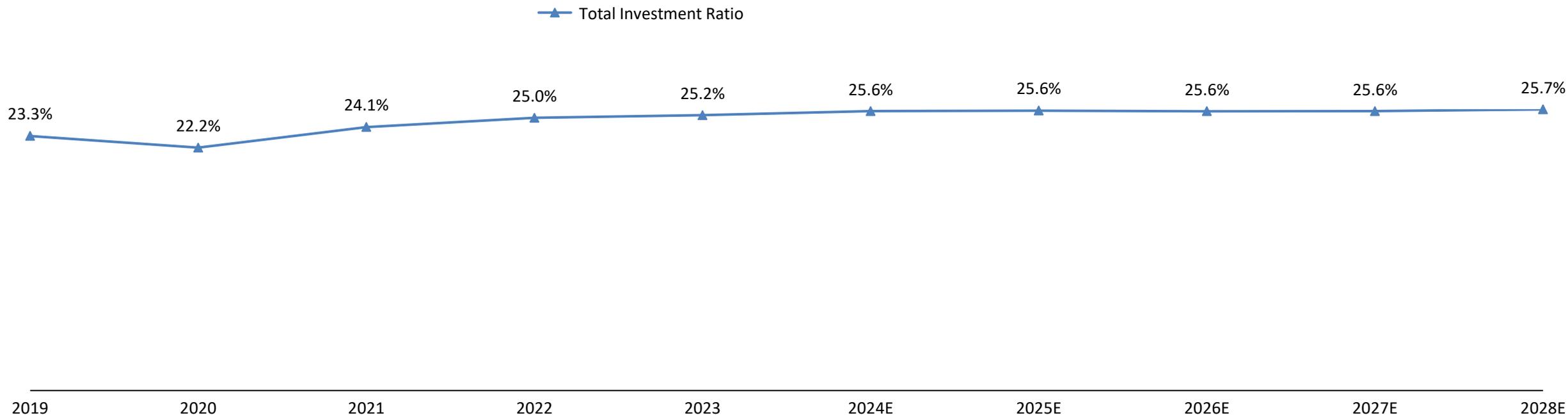
- From 2019 to 2023, the inflation index in Australasia exhibited a notable increase, rising from 131.8 to 155.6. This represents a cumulative increase that can be attributed to several factors including post-pandemic economic recovery, supply chain disruptions, and rising commodity prices which fueled inflationary pressures across the region. The resurgence in consumer demand, combined with constraints in supply chains, significantly contributed to inflation during this period.
- Looking ahead to the forecast period from 2024 to 2028, the inflation index is expected to continue its upward trend, reaching an estimated 177.5 by 2028. This anticipated rise is grounded in expectations of sustained economic growth, ongoing global supply chain adjustments, and potential increases in energy and labor costs. Moreover, as economies in Australasia are projected to expand, increased spending and investment could further exert upward pressure on prices, contributing to a steady rise in the inflation index. This forecast underscores the dynamic economic environment in Australasia, where growth prospects are balanced against inflationary risks.

Inflation Index, Australasia, 2019-2028E



- From 2019 to 2023, the total investment ratio in Australasia, expressed as a percentage of GDP, saw a gradual increase, rising from 23.3% in 2019 to 25.2% in 2023. This increase can be attributed to a strategic push by both governments and private sectors to bolster infrastructure, healthcare, and technology sectors, especially in response to the economic challenges posed by the COVID-19 pandemic. The enhancement of digital infrastructure and renewable energy projects particularly received significant investment, aiming to stimulate economic recovery and ensure long-term sustainable growth.
- Looking ahead from 2024 to 2028, the investment ratio is expected to maintain a steady rise, reaching an anticipated 25.7% by 2028. This forecasted growth is based on continued commitments to upgrading and expanding critical infrastructure, increasing residential and commercial construction, and investing in technological advancements to keep up with global trends. Additionally, there is an ongoing focus on diversifying the economy through support for new industries such as clean energy and digital services, which are expected to require substantial investment inflows. These initiatives are projected to drive the investment ratio steadily upwards as Australasia seeks to enhance its competitive edge and economic resilience.

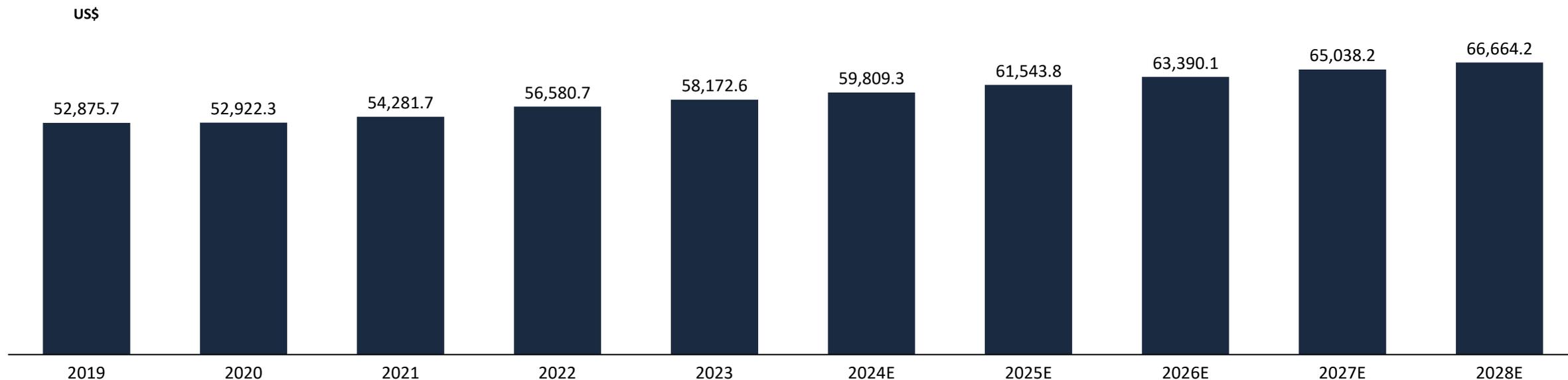
Total Investment Ratio, Australasia, 2019-2028E



- From 2019 to 2023, the median household income in Australasia experienced steady growth, reaching \$58,172.6 in 2023 from \$52,875.7 in 2019, representing a CAGR of 2.4%. This income growth can be attributed to a robust economic performance across key sectors such as technology, services, and commodities, which boosted employment and wages. Additionally, government policies supporting wage increases and job stability contributed to this upward trend in household earnings.
- Looking forward from 2024 to 2028, median household income in Australasia is projected to continue rising, with an expected increase to \$66,664.2 by 2028, forecasting a CAGR of 2.7%. This expected growth is likely to be driven by ongoing economic expansion, continued investment in high-wage sectors, and demographic factors such as an aging population leading to a tighter labor market, which typically pushes wages upward. Furthermore, continued emphasis on innovation and skills development in the workforce is expected to keep boosting income levels, aligning with broader economic strategies to enhance living standards across the region.

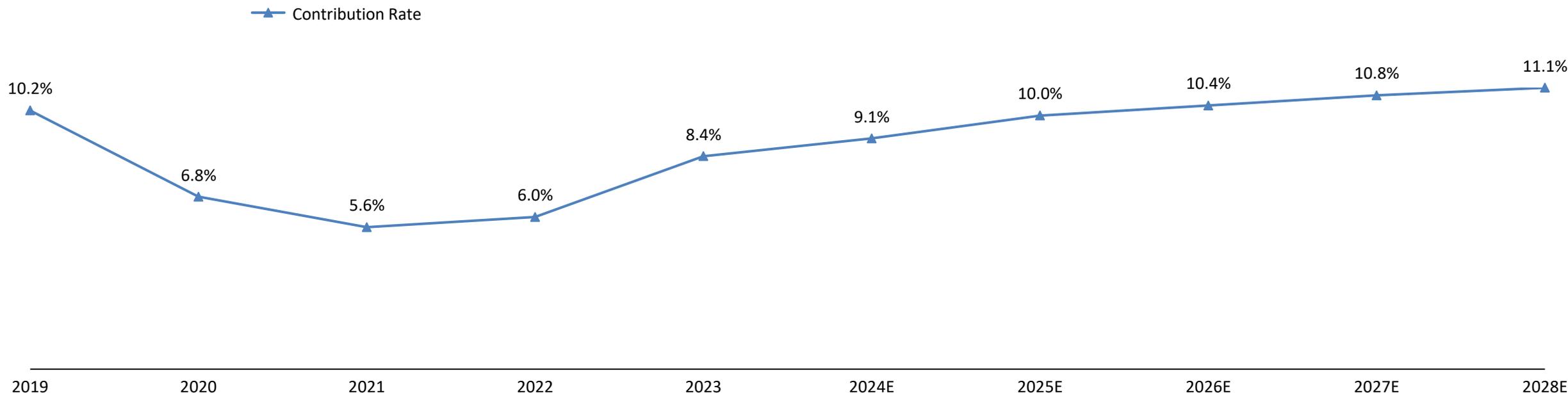
Median Household Income, Australasia, 2019-2028E

	CAGR	2019-2023	2024E-2028E
Median Household Income		2.4%	2.7%



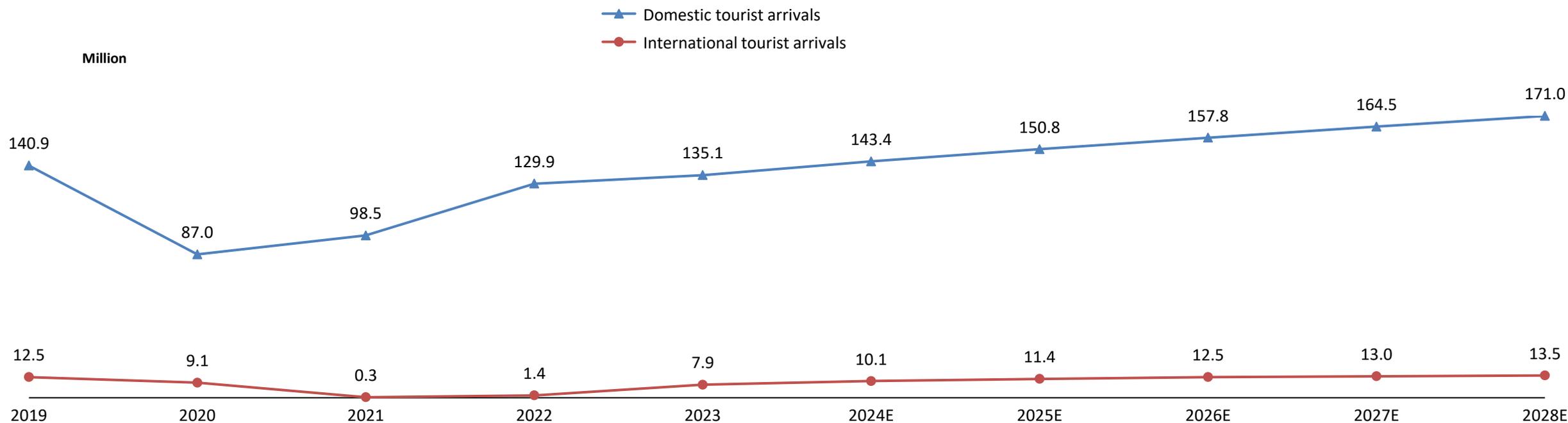
- From 2019 to 2028, the tourism industry's contribution to Australasia's GDP has seen significant fluctuations, primarily influenced by the COVID-19 pandemic. In 2019, the tourism sector contributed 10.2% to the GDP, but with the onset of the pandemic in 2020, this rate dropped sharply to 6.8%, further declining to a low of 5.6% in 2021 as international travel restrictions and local lockdowns severely impacted the sector. Starting in 2022, the contribution began to recover, reflecting a gradual easing of travel restrictions and a resurgence of both domestic and international tourism. The industry is projected to return to its pre-pandemic contribution level by 2025, driven by robust marketing efforts, enhancements in tourism infrastructure, and global vaccination progress which are expected to restore traveler confidence and stimulate demand.
- By 2028, the tourism industry's contribution to GDP is expected to reach 11.1%, surpassing pre-pandemic levels. This optimistic forecast is based on several factors: ongoing global economic recovery, Australasia's strengthening position as a safe and attractive travel destination, and strategic investments in sustainable and culturally rich tourism experiences that appeal to a broad international audience. Continued innovation in travel services and a focus on creating unique, value-added experiences will also play crucial roles in driving the sector's growth over this period.

Tourism Industry's GDP Contribution Rate, Australasia, 2019-2028E



- From 2019 to 2028, the pattern of tourist arrivals in Australasia has shown a sharp decline and a robust recovery, primarily influenced by the COVID-19 pandemic. In 2020, international arrivals plummeted to 9.1 million from 12.5 million in 2019, and domestic tourism also saw a significant reduction, dropping from 140.9 million in 2019 to 87.0 million. By 2021, international arrivals had further decreased to a mere 0.3 million due to stringent travel restrictions. However, recovery began in 2022 as restrictions eased, with domestic tourism rebounding to 129.9 million and international tourism gradually increasing.
- By 2028, expectations are for domestic tourist arrivals to reach 171.0 million and international arrivals to climb to 13.5 million. This anticipated growth is underpinned by several key drivers: continued global economic recovery, increasing connectivity through direct international flights, and major international events hosted in the region. Additionally, Australasia's strong focus on sustainable and culturally rich tourism offerings is expected to continue attracting both domestic and international travelers, leveraging its reputation as a safe and diverse travel destination.

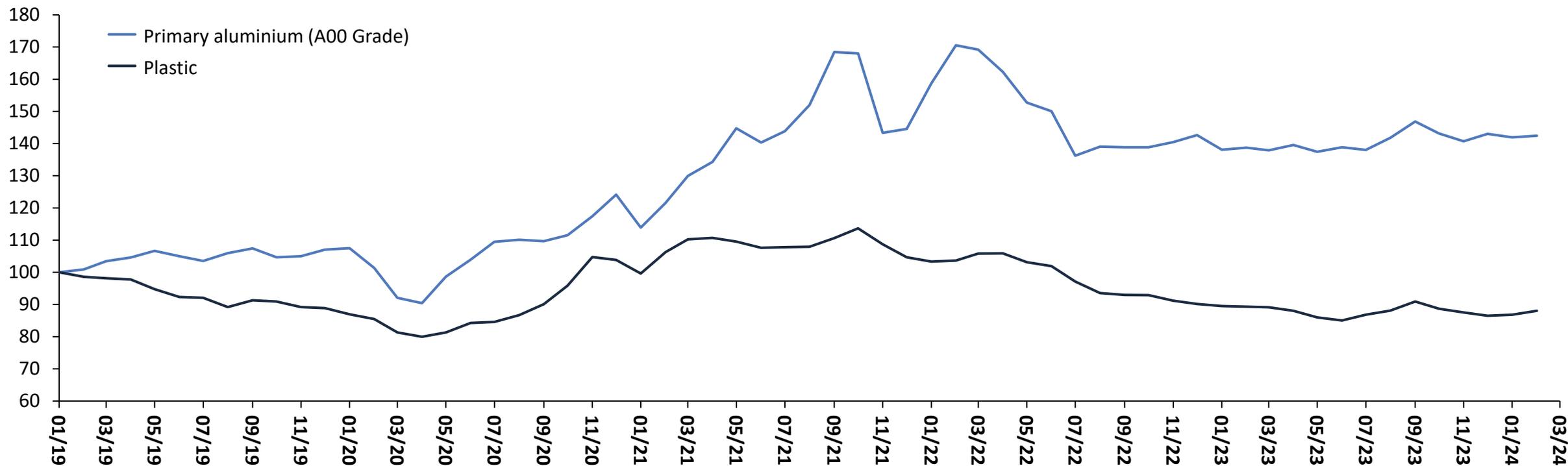
Number of International and Domestic Tourist Arrivals, Australasia, 2019-2028E



Price index of primary aluminum and plastic

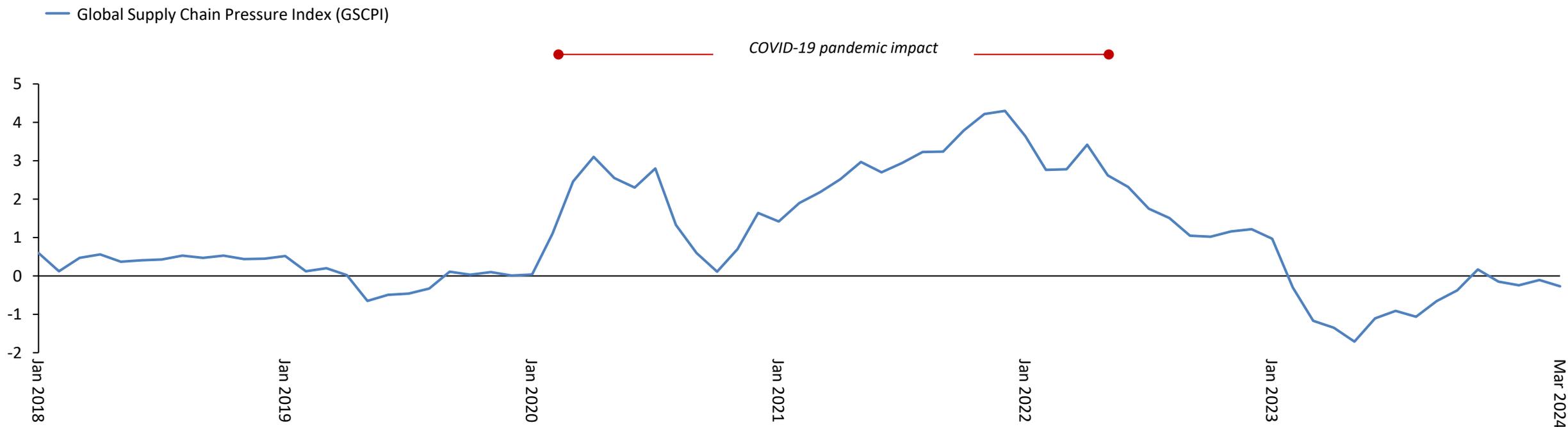
- The price trends of primary aluminum and plastic from January 2019 to March 2024 illustrate distinct trajectories. For primary aluminum, the price index shows a volatile pattern with a significant rise during 2020-2021, peaking around mid-2021. This spike was largely due to disruptions caused by the COVID-19 pandemic, which impacted the global manufacturing supply chain along with rising energy prices and increased shipping costs. After reaching its peak, aluminum prices demonstrated some fluctuations but generally trended slightly downwards towards 2024, stabilizing above the baseline set in 2019. This suggests that while prices have retracted from their peak, they remain elevated compared to pre-pandemic levels, likely due to ongoing adjustments in the supply chain and persistent high energy costs.
- In contrast, the price index for plastic shows a more stable but gradually declining trend over the same period. After a modest rise during 2020-2021, plastic prices began a consistent descent, reflecting a normalization of supply chains and possibly improved production efficiencies or reduced raw material costs. By March 2024, plastic prices had not only returned to pre-pandemic levels but had continued to decrease, indicating a recovery in production and possibly reduced demand pressures.
- Overall, while both materials experienced price increases due to the pandemic, their paths diverged post-2021 with aluminum maintaining higher relative price levels and plastic prices showing a return to and descent below pre-pandemic figures. The sustained high prices of aluminum may continue to impact industries reliant on this material, such as RV manufacturing, where aluminum is a key component. Conversely, the reduction in plastic prices could alleviate cost pressures in sectors where plastic is extensively used.

Price Index of Major Raw Materials, Jan. 2019 – Mar. 2024 (2019.1.1=100)



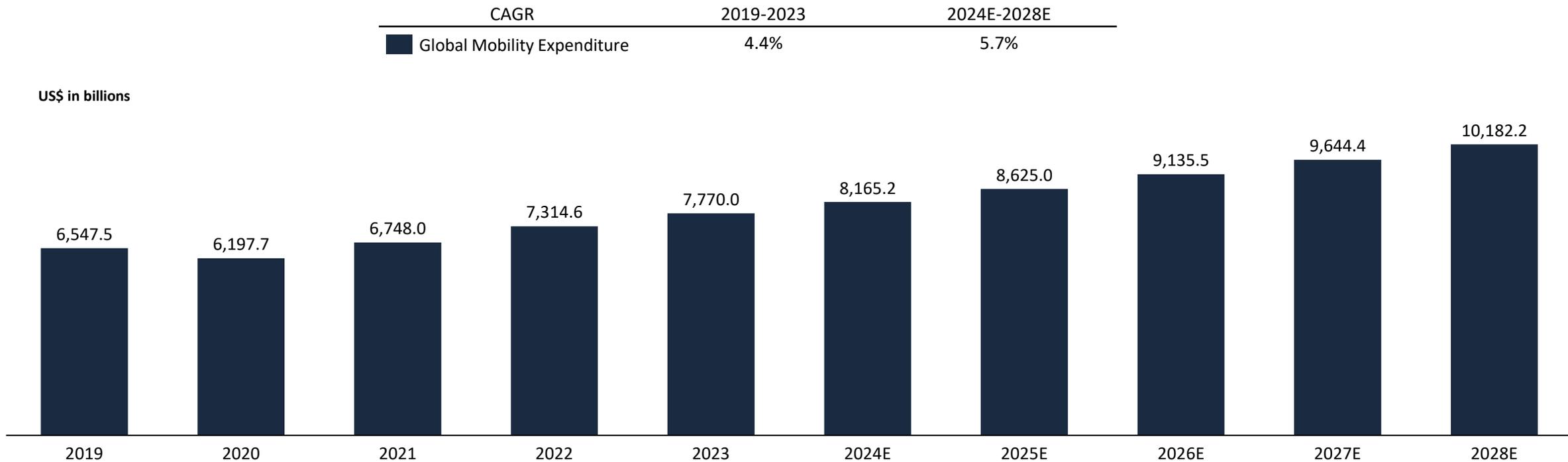
- The Global Supply Chain Pressure Index (GSCPI) is a measure of global supply chain conditions, created by the Federal Reserve Bank of New York. It combines data from transportation and manufacturing indices, such as delivery times, prices, and inventory. The GSCPI shows that supply chain pressure increased dramatically during the COVID-19 pandemic, as factory shutdowns, mobility restrictions, and widespread lockdowns disrupted global trade and production. The index reached a peak of 4.3 in December 2021, indicating severe supply chain stress. However, the GSCPI also shows that supply chain pressure has started to ease since then, as vaccination rates improved and some economies reopened. The index declined to 2.78 in April 2022, suggesting some relief for global supply chains.

Global Supply Chain Pressure Index (GSCPI), Jan. 2018 to Mar. 2024



- The global mobility expenditure has seen a robust increase from 2019 to 2023, rising to an estimated \$7,770.0 billion in 2023, reflecting a compound annual growth rate (CAGR) of 4.4%. This growth was largely influenced by recovering economic activities post-COVID-19, a resurgence in travel demand, and increasing investments in public transport infrastructure. Additionally, the increased adaptation of ride-hailing and car-pooling services, propelled by technological advancements and changing consumer preferences towards shared mobility, significantly contributed to this upsurge.
- Looking forward, the global expenditure on mobility is projected to continue its growth trajectory, reaching an estimated \$10,182.2 billion by 2028, with a CAGR of 5.7% from 2024 to 2028. This forecasted growth will likely be driven by further technological innovations in transportation, an ongoing shift towards greener and more sustainable mobility solutions, and increased urbanization that necessitates efficient public transport systems. The expansion of electric and autonomous vehicle technologies, along with growing governmental support for sustainable transport options, will also play critical roles in shaping the future mobility landscape.

Global Expenditure on Mobility, 2019-2028E

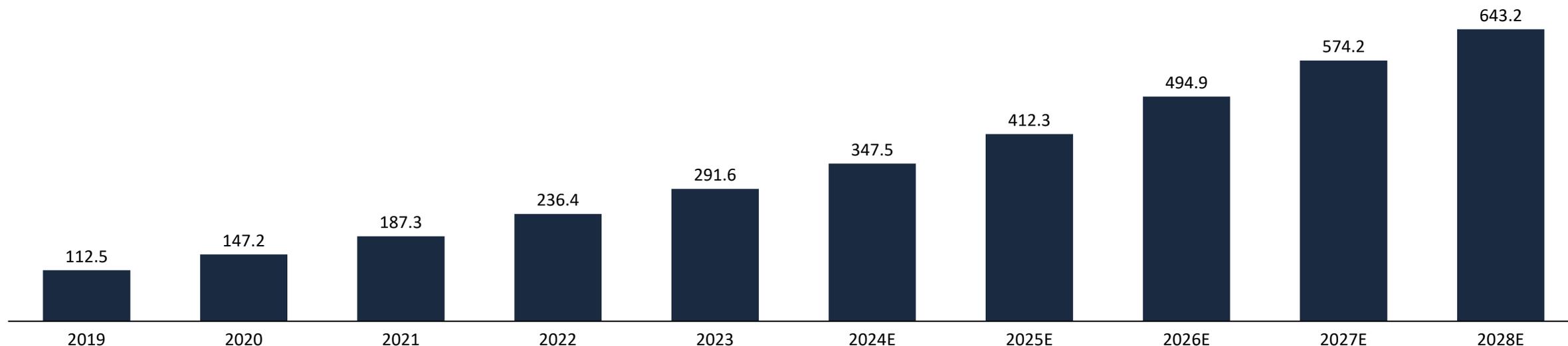


- The global mobility service market has seen robust growth from 2019 to 2023, with the market size reaching USD 291.6 billion in 2023, demonstrating a compound annual growth rate of 26.9%. This impressive growth can be attributed to several key factors. The rise of digital platforms has revolutionized how consumers access transportation, making services like ride-hailing, car-sharing, and carpooling more accessible and efficient. Additionally, the increasing penetration of smartphones and the internet, coupled with improvements in GPS technology, have significantly facilitated the expansion of these services.
- Looking ahead, the market is projected to continue expanding, reaching an estimated USD 643.2 billion by 2028, with a CAGR of 16.6% from 2024 to 2028. The expected growth will likely be driven by further technological advancements, an increasing acceptance of sharing economy principles, and greater investment in autonomous vehicle technologies, which promise to reshape mobility services. Moreover, as urbanization continues globally, more consumers are likely to turn to these services to avoid the costs and hassles associated with personal vehicle ownership.

Global Mobility Service Market Size, 2019-2028E

CAGR	2019-2023	2024E-2028E
Global Mobility Service Market Size	26.9%	16.6%

US\$ in billions



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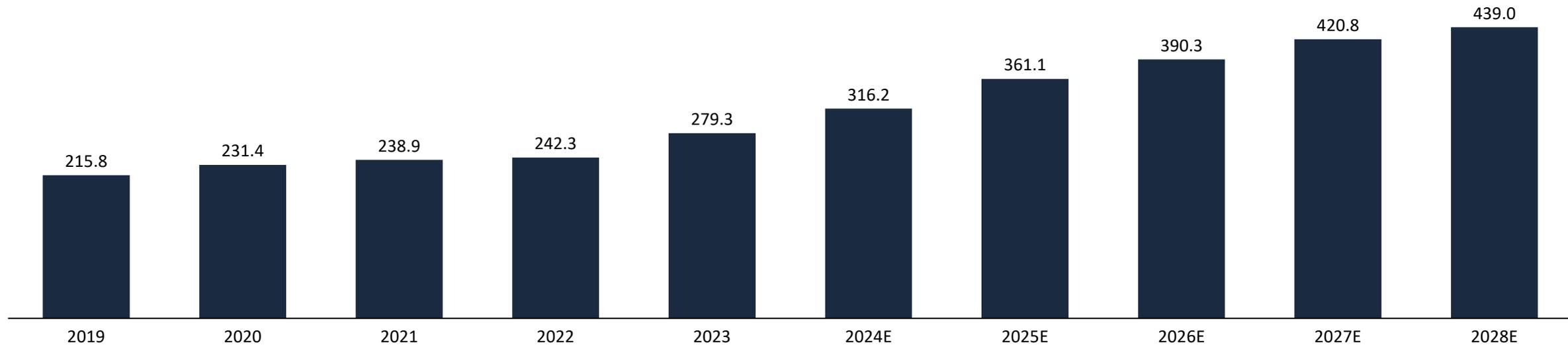
Appendix

- From 2019 to 2023, the global camping user scale exhibited a healthy growth pattern, increasing from 215.8 million users in 2019 to 279.3 million in 2023. This growth corresponds to a CAGR of 6.7%. The rise in camping enthusiasts can be attributed to an increased desire for outdoor activities, particularly driven by health and wellness trends and a shift towards vacation options that allow for social distancing amidst the global COVID-19 pandemic. The growth was also supported by technological advancements in booking platforms and the improved accessibility of camping sites.
- Looking forward to the period from 2024 to 2028, the number of camping users is expected to rise dramatically to 439.0 million by 2028, with a CAGR of 8.5%. This forecasted increase is largely driven by ongoing investments in infrastructure by camping sites, which include better amenities and connectivity. Moreover, as travel norms continue to evolve post-pandemic, camping is expected to remain popular due to its appeal as a sustainable and flexible travel option. Increasing marketing efforts by tourism boards and private entities to promote camping as an ideal way to explore natural environments will also contribute to this growth. These factors combine to sustain and amplify interest in camping, projecting a robust upward trend in the global camping market.

Global Camping User Scale, 2019-2028E

	CAGR	2019-2023	2024E-2028E
Global Camping User Scale		6.7%	8.5%

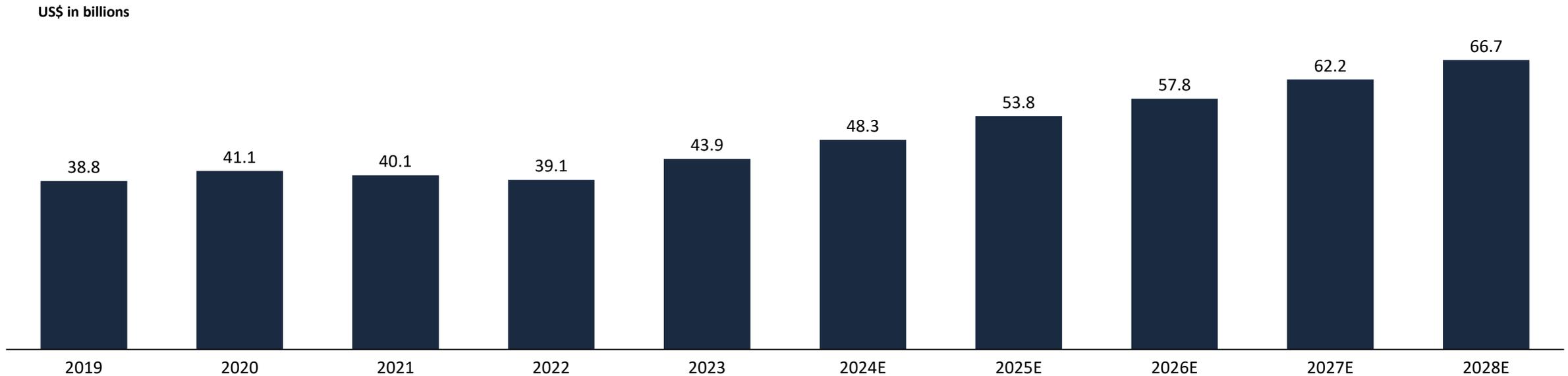
Million



- The Camping market includes bookings at camping sites for pitches using tents, campervans, or RVs. The market includes pitches booked online, e.g., via websites, and offline via phone or other means. Users represent the number of guests at the campsite. The scope includes domestic and outbound travel.
- From 2019 to 2023, the global camping market size has demonstrated notable growth, increasing from \$38.8 billion in 2019 to \$43.9 billion in 2023, reflecting a CAGR of 3.1%. This growth has been driven by a resurgence in outdoor activities following the initial impact of the COVID-19 pandemic. With travel restrictions easing globally and a renewed focus on health and wellness, more individuals have turned to camping as a safe and appealing way to vacation and reconnect with nature. The increase in remote work arrangements also allowed people more flexibility to camp during the week, further boosting demand.
- Looking ahead to the forecast period from 2024 to 2028, the market is expected to continue its upward trajectory, with projections indicating it will reach \$66.7 billion by 2028, which translates to a CAGR of 8.4%. This anticipated growth is largely due to continued interest in outdoor and wellness-related activities and increasing investments in camping infrastructure. Furthermore, technological advancements in booking systems and campsite facilities are likely to enhance customer experience and accessibility, making camping an even more attractive option. Additionally, the growing trend of eco-conscious travel is expected to drive further growth in the camping market as campsites adapt to provide more sustainable travel experiences.

Global Camping Market Size, 2019-2028E

CAGR	2019-2023	2024E-2028E
Global Camping Market Size	3.1%	8.4%



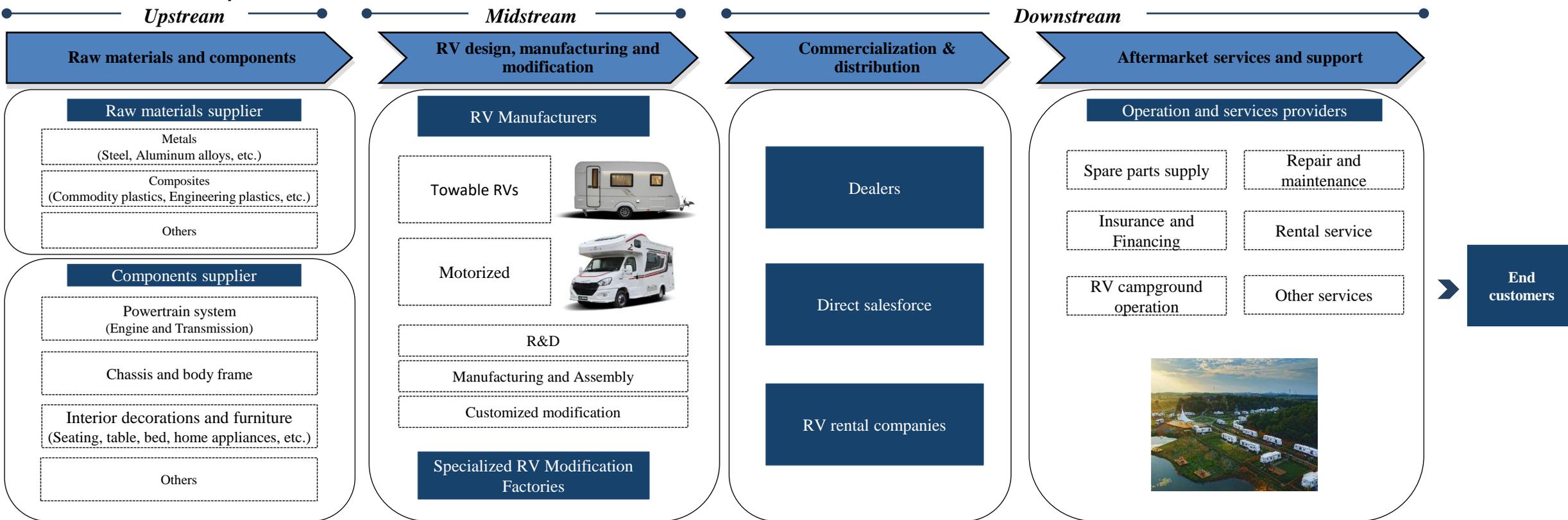
	Towable RVs	Motorized
Body Design	The detachable living units and trailer combination offer flexible configuration options meeting diverse consumer demands while offering cost-effective options.	Integrated body designs optimize interior space utilization, enhancing living and storage convenience. This approach caters to market demands for a premium living experience, reflected in higher manufacturing and market prices.
Flexibility	Leveraging the detachable features of Towable RVs, the towing vehicle can explore and surroundings while leaving the trailers at the campsite, offering significant flexibility for those seeking diverse travel experiences.	While offering immediate living convenience, the lack of flexibility in exploring surroundings may diminish their attractiveness in the adventure travel market.
Model Diversity	Offers a broad range of choices from caravans, camper trailers, pop tops, slide-on campers, etc. Catering to users with varying needs and budgets.	The model variety spans from the luxurious Class A to the compact Class B and C. The price range and size variations are more limited compared to Towable RVs.
Total Cost of Ownership	The relatively lower initial investment and maintenance costs make it a cost-effective option, particularly suitable for consumers with limited budgets.	Higher Total Cost of Ownership ("TCO"), including higher purchase prices, insurance costs, maintenance and repair expenses, as well as fuel consumption.

- RVs can be categorized into Towable RVs and Motorized. Towable RVs, including travel trailers, fifth-wheel trailers, and pop-up campers, require an external motor vehicle for towing. The Towable RVs range from fully-equipped, stationary living spaces to more simplistic, collapsible setups for easy transportation. While motorhomes integrate the living quarters and driving area into a self-sufficient unit, categorized into Class A, B, and C, with each class offering a different balance of size, luxury, and functionality to cater to various consumer preferences and needs.

- RVs are categorized into luxury, mid-end, and semi-off-road brands. Luxury RVs offer premium interiors and comprehensive amenities, akin to high-end residences. Mid-end RVs, accounting for 77.3% of the market in 2023, provide practical and cost-effective travel options for families and long-term travelers. Semi-off-road RVs are designed for exploring remote areas with sturdy designs and essential living facilities for extended outdoor adventures.

Type	Definition	2023 Market share by units in Australasia (%)
Luxury Brands	<ul style="list-style-type: none"> Luxury RV brands are renowned for their premium interiors and comfortable living experiences. They are typically equipped with modern technology and comprehensive amenities, offering a lifestyle akin to high-end residences or five-star hotels. The price of the luxury brands' RV usually over 70 thousand AUD by list price. 	<p>Luxury Brands 10.8%</p>
Mid-end Brands	<ul style="list-style-type: none"> Mid-end RV brands offer practical and comfortable travel experiences, focusing on cost-effectiveness, making them suitable for families and long-term travelers. They use durable materials and designs, providing essential entertainment and living facilities, ensuring a comfortable and reliable choice. The price of the mid-end brands' RV usually between 25 thousand AUD to 70 thousand AUD by list price. 	<p>Mid-end Brands 77.3%</p>
Semi-off-road Brands	<ul style="list-style-type: none"> Semi-off-road RV brands are designed for travelers looking to explore remote areas and rough terrains, offering some off-road capabilities. They feature sturdy chassis and body designs, equipped with necessary living facilities, making them ideal for extended outdoor living. 	<p>Semi-off-road Brands 11.9%</p>

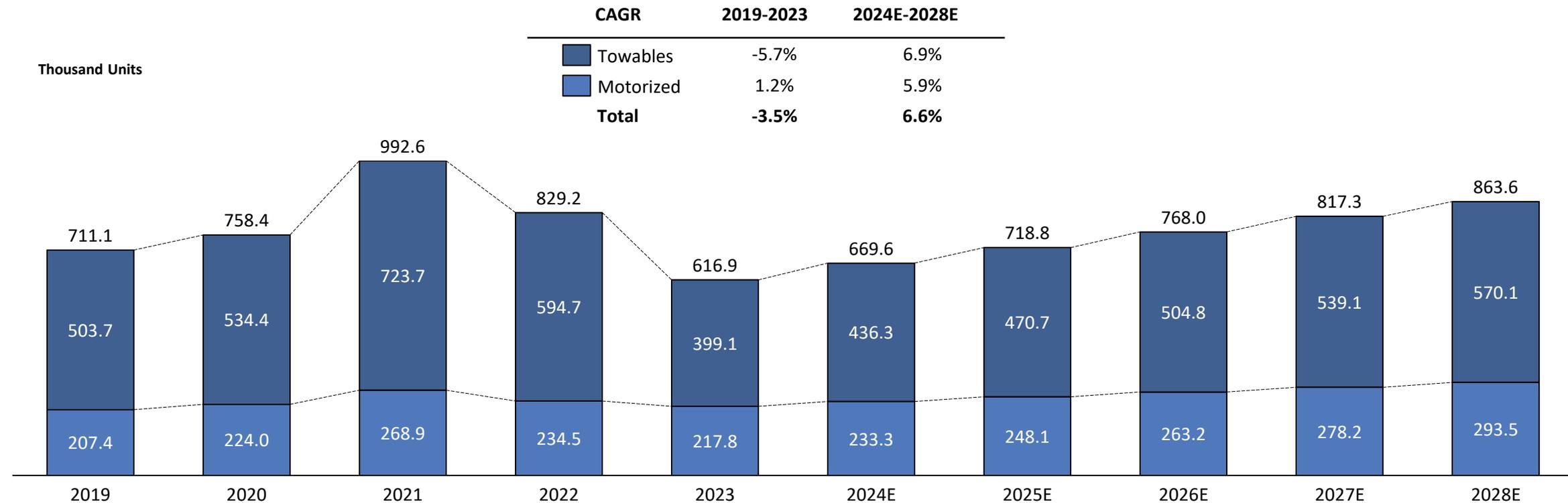
Value Chain of RV Industry



- The RV industry's value chain, as depicted in the diagram, is comprehensively structured into three main segments: upstream, midstream, and downstream, each playing a critical role in the lifecycle of an RV.
- **Upstream Segment:** The upstream part of the value chain is focused on the sourcing and supply of raw materials and components necessary for RV manufacturing. This includes suppliers of metals like steel and aluminum alloys, essential for the structural framework of RVs, and plastics, which are used extensively in both the interior and exterior components. Additionally, this segment includes suppliers of electronics and powertrain systems, which are crucial for the operational functionality of RVs. The collaboration between RV manufacturers and these suppliers is vital to ensure the quality and availability of these fundamental materials.
- **Midstream Segment:** In the midstream segment, the focus shifts to the design, manufacturing, and modification of RVs. This includes the assembly of Towable RVs and motorized RVs from the raw materials procured upstream. RV manufacturers here engage in both standard production processes and bespoke modifications tailored to meet specific customer demands. This segment also includes specialized RV modification factories where customizations and upgrades are implemented, often to enhance luxury, efficiency, or specific customer-required capabilities.
- **Downstream Segment:** The downstream segment is where the RVs reach the market, involving activities such as sales through dealerships, direct sales forces, and RV rental companies. This segment is crucial for delivering the finished product to the end consumer. After the sale, the focus shifts to after-sales services, which include maintenance and repair services, spare parts supply, and additional services like insurance and financing. RV campgrounds also play a role in this segment, providing operational services that enhance the RV user experience. These services are essential for maintaining customer satisfaction and fostering long-term customer relationships.

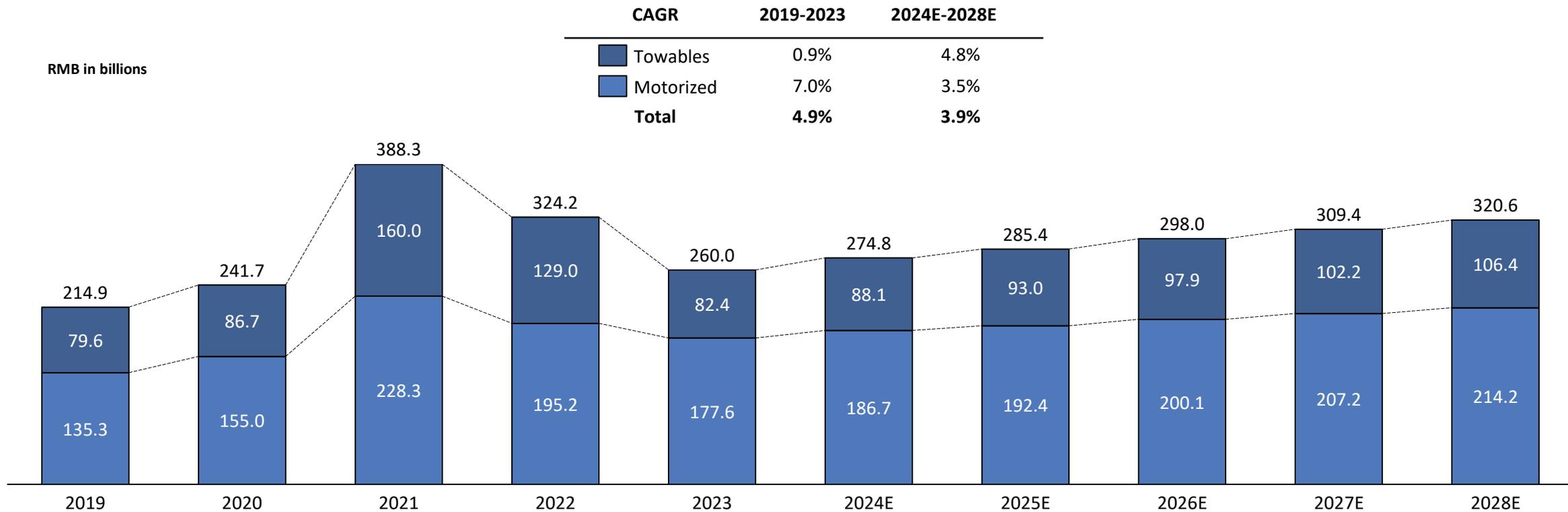
- From 2019 to 2023, global RV sales volumes experienced fluctuations, peaking in 2021 with sales volume reaching 992.6 thousand units during the COVID-19 pandemic as more individuals opted for RVs for tourism and mobility due to social distancing measures. This surge led to a market overextension, resulting in a notable decline in sales volumes in 2022 and 2023 for two consecutive years, reaching 616.9 thousand units in 2023, representing a CAGR of -3.5% from 2019 to 2023. From 2021 to 2023, the stability in the sales of motorized RVs compared to the significant drop in towable RVs can be largely attributed to regional market dynamics, particularly in North America. In 2021, North America, which is heavily dominated by the towable RV market, was more severely impacted by COVID-19 compared to other major RV markets like Europe and Australasia. This region, being the largest RV market and towable RV market globally, contributed to 79% of the incremental RV sales volume in 2021. The surge in towable RV sales during the pandemic was driven by increased domestic travel and outdoor activities as international travel was restricted. However, as the pandemic eased in 2022, the heightened demand subsided, leading to a notable drop in towable RV sales. In contrast, motorized RVs, which typically have higher price points and are seen as more versatile and self-contained units, maintained relatively stable sales.
- Looking ahead to 2024-2028, with the continued recovery of global tourism and the booming camping economy in the post-pandemic era, RV travel is expected to drive an increase in consumer demand for RVs. Total sales volume is expected to reach 863.6 thousand units, surpassing pre-pandemic level in 2019, representing a CAGR of 6.6% from 2024 to 2028. Among which, Towable RVs are anticipated to recover faster than motorized RVs, which can be attributed to several advantages that appeal to a broad consumer base. Towable RVs generally offer greater affordability and lower TCO compared to their motorized counterparts, making them a more accessible option for individuals and families looking to purchase their first RV or those with budget constraints. Additionally, Towable RVs offer enhanced flexibility in usage, they can be detached from the towing vehicle, allowing for easier local exploration and the use of the vehicle separately from the living quarters. This dual functionality enhances practicality and convenience, aligning with consumer preferences for versatile and economical travel solutions in the post-pandemic era.

Global RV Market Size, by Sales Volume, 2019-2028E



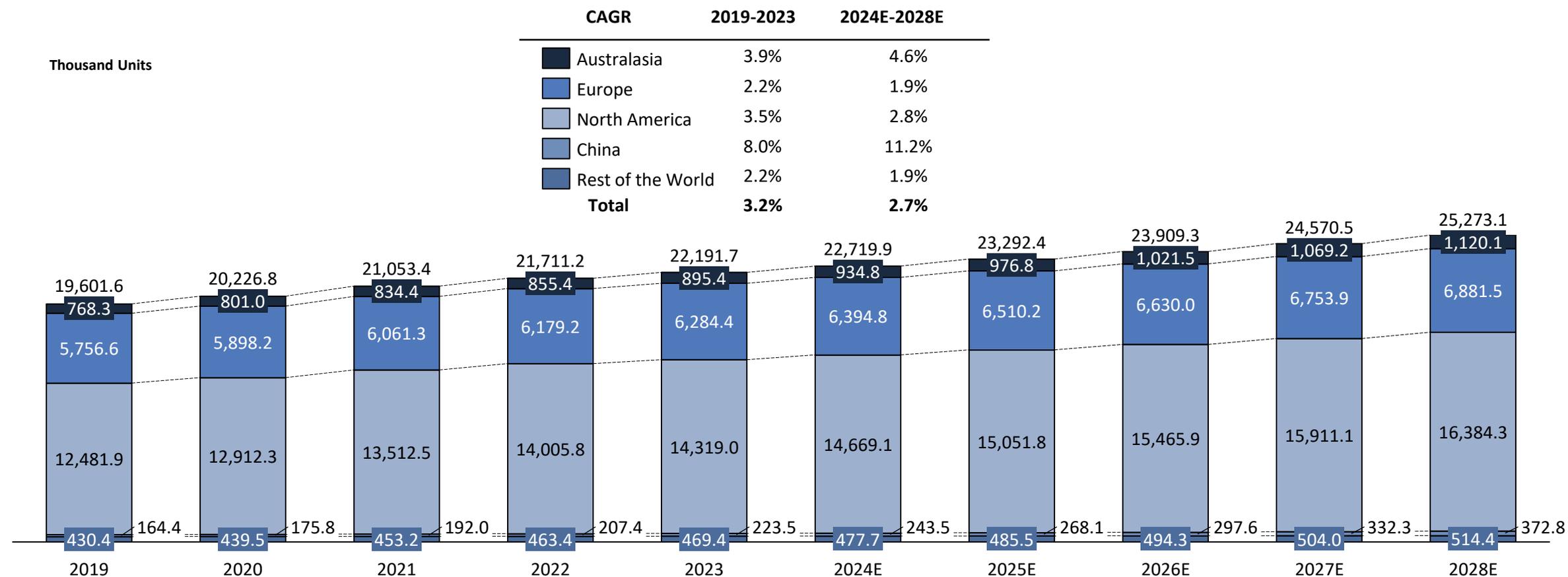
- Measured by revenue, the global RV market was RMB260.0 billion in 2023, representing a CAGR of 4.9% since 2019. It is expected that the total market size will reach RMB320.6 billion in 2028, representing a CAGR of 3.9% from 2024 to 2028. When measured by revenue, motorized RVs are the dominant segment. This is due to the fact that the sales price of motorized RVs is typically 3–4 times higher than that of towable RVs. Consequently, despite the higher sales volume of towable RVs, motorized RVs contribute a larger share to the global market revenue.

Global RV Market Size, by Revenue, 2019-2028E



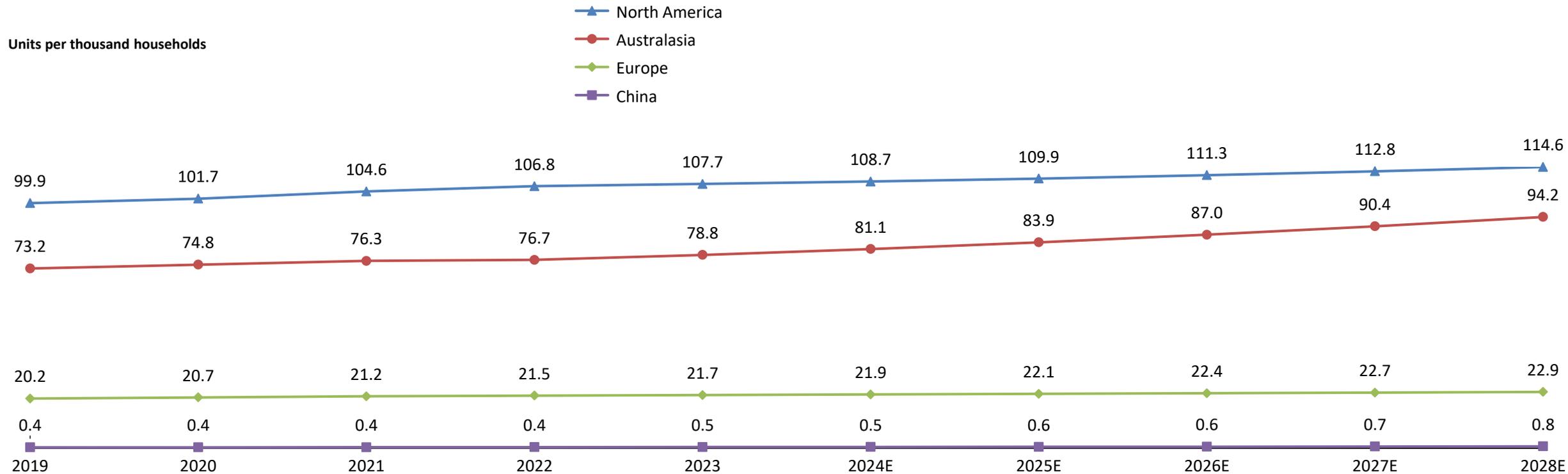
- North America, Europe, and Australasia are the top three RV markets globally, RV in use in the three markets collectively account for approximately 97% of the global total volume in 2023. Australasia, the third largest behind North America and Europe, had 895.4 thousand RVs in use in 2023, representing a CAGR of 3.9% from 2019 to 2023.
- Driven by a booming tourism industry and a high number of international visitors, road trips through RVs have become a mature travel method in Australasia. Measured by RV household penetration, Australasia had a remarkable ownership rate of 78.8 RVs per thousand households in 2023, significantly surpassing Europe’s rate of 21.7 and ranking second globally, just behind North America’s leading figure of 107.7 RVs per thousand households.
- The economic vitality injected by tourists traveling in RVs has led to development of RV-related infrastructure by Australasian governments, including free overnight RV camping sites, parking facilities in central business districts, and well-developed campsite infrastructure. It is expected that the total RV in use in Australasia will reach 1,120.1 thousand units in 2028, representing a CAGR of 4.6% from 2024, outpacing the growth in North America and Europe.

Global RV Market Size, by Total Number of RV in Use and by Regions, 2019–2028E



- From 2019 to 2028, the global RV penetration, measured by units per thousand households, reveals significant regional disparities. As of 2023, North America leads with 107.7 units per thousand households, while Australasia shows a penetration of 78.8 units, and Europe stands at 21.7 units. China, still in the nascent stages of RV adoption, records a much lower figure of 0.5 units.
- By 2028, the projections indicate that North America will further increase its lead to 114.6 units per thousand households. However, it's in Australasia where the growth is notably dynamic, with expected penetration rising to 94.2 units, representing a compound annual growth rate (CAGR) from 2024 to 2028 of approximately 3.7%. Europe and China are also expected to see growth, with Europe reaching 22.9 units and China accelerating to 0.8 units.
- The increasing RV penetration in Australasia is driven by several factors. The region's vast and diverse landscapes make it ideal for RV travel, supporting a growing culture around road trips and camping. Moreover, Australasian governments have been proactive in developing RV-friendly policies, including the establishment of more RV parks and improved roadside amenities, which make RV travel more accessible and appealing. The rising trend of 'staycations' and domestic tourism, spurred initially by travel restrictions during the COVID-19 pandemic, has continued to boost the RV market. As awareness and infrastructure continue to improve, RV travel is becoming increasingly integrated into the Australasian tourism and leisure landscape, setting the stage for continued growth in RV penetration.

Global RV Penetration, by Regions, 2019-2028E



01

Increased Income levels

Increased income levels play a crucial role in fueling the growth of the global RV market. As economies expand, higher disposable incomes enable more individuals to allocate funds towards leisure and travel, which are perceived as lifestyle enhancements. This economic prosperity allows consumers to invest in RVs, which combine the freedom of travel with the comforts of home, making them attractive for those seeking flexible and comfortable travel options.

RVs cater to a variety of lifestyle aspirations, such as the desire to explore remote natural landscapes, engage in outdoor activities, and spend quality time with family away from the usual hectic life. These vehicles offer the convenience of home amenities while on the road, such as sleeping quarters, kitchens, and restrooms, providing a self-sufficient way to travel and live temporarily in new locations without the need to book hotels or eat out, which can further save costs and appeal to budget-conscious travelers.

The growing middle class, especially in emerging markets, has also contributed to the expansion of the RV market. As these new consumers enter the market, their interest in affordable and versatile travel options drives demand for various types of RVs, from luxury motorhomes to more compact travel trailers. This trend is supported by improved financing options and lower entry costs for RV ownership, making it more accessible to a broader audience.

02

Growing Interest in Tourism and Outdoor Activities

The rising interest in tourism and outdoor activities, especially adventure tourism, has been a significant driver of the global RV market. RVs offer the unique ability to explore remote regions and natural landscapes flexibly, making them ideal for those who enjoy self-driving tours, camping, and outdoor adventures. This trend has been further fueled by the widespread sharing of travel experiences on social media platforms, which has amplified the desire for free, flexible, and personalized travel options.

The COVID-19 pandemic has played a pivotal role in accentuating this trend. During the pandemic, international travel restrictions and concerns about public transportation safety made many people turn to RVs as a safer and more self-contained means of travel and vacation. The inherent social distancing afforded by RV travel became a highly appealing aspect, as it allowed travelers to avoid crowded hotels and public transport, thus minimizing contact with others. The ability of RVs to offer a self-sufficient travel experience—complete with sleeping, cooking, and bathroom facilities—has made them even more attractive during the pandemic.

Moreover, the pandemic has led to a renewed focus on domestic travel and nature-based activities. As people sought ways to vacation safely, RVs became a popular choice for exploring local and national parks, scenic landscapes, and remote areas, further promoting the RV lifestyle. The ongoing recovery phase of the pandemic continues to see heightened interest in RV travel, as consumers remain cautious about international trips and crowded tourist spots, maintaining the popularity of RVs for exploring the outdoors safely and comfortably.

These factors combined have not only sustained but also are expected to continue to drive the popularity and growth of the RV market in the post-pandemic era.

03

Technological Innovations and Enhanced Product Features

Technological innovations and enhanced product features significantly drive the growth of the global RV market. Manufacturers are integrating advanced technologies into RV designs to meet the rising consumer expectations for comfort, efficiency, and sustainability. Notable advancements include the development of more eco-friendly power systems such as solar-powered components and electric and hybrid engines. These innovations not only reduce the RVs' reliance on fossil fuels but also lower their carbon footprint, making RV travel a more sustainable option.

Furthermore, the use of new lightweight and durable materials in construction improves fuel efficiency and vehicle longevity, enhancing the overall performance of RVs. Intelligent living solutions, such as smart thermostats, automated lighting, and advanced security systems, are being incorporated to increase the comfort and safety of these mobile homes. Efficient space utilization techniques, such as multi-functional furniture and modular interiors, allow for a more spacious and flexible living area within the compact confines of an RV.

Additionally, the integration of smart home systems in RVs offers unprecedented convenience and security, enabling features like remote control of internal systems and real-time monitoring of vehicle diagnostics. These smart systems help in maintaining an optimal living environment and ensure vehicle safety, appealing particularly to tech-savvy travelers.

The aesthetic and functional customization options available in today's RV market also play a crucial role in attracting a broader audience. Consumers can choose from a variety of designs that cater to different tastes and needs, from minimalistic and modern interiors to more opulent and feature-rich setups, thus broadening the market's appeal across diverse demographic groups. These technological advancements and customized options are transforming RVs into desirable travel options for a range of consumers, from adventure seekers to families looking for convenient holiday solutions.

04

Expansion of RV Rental Markets

The expansion of the rental markets is a significant growth driver for the global RV market. This growth is largely fueled by the increasing accessibility and flexibility that rental services offer to consumers. Here are several ways in which the rental market expansion is influencing the RV industry: 1) Lower Barrier to Entry: Renting an RV lowers the barrier for entry into RV travel by eliminating the need for a large upfront purchase. This accessibility allows individuals and families to experience RV travel without the financial commitment of owning an RV. It opens up the market to a broader audience who may not be ready to purchase but are interested in exploring the lifestyle. 2) Variety and Flexibility: Rental services typically offer a wide range of RV models, from luxury motorhomes to compact travel trailers. This variety allows renters to choose a vehicle that best suits their needs for specific trips, whether it's a weekend getaway or an extended road trip. The flexibility to test different types of RVs can also inform consumers' purchasing decisions in the future. 3) Seasonal and Occasional Use Appeal: For many, RV travel is not a frequent activity but rather a seasonal or occasional adventure. Rental options cater perfectly to this demographic, providing the opportunity to use an RV only when needed without the ongoing maintenance and storage costs associated with ownership. 4) Growth of Online Platforms: The rise of online rental platforms has made it easier for consumers to find and book RVs. These platforms often provide user reviews, transparent pricing, and comprehensive details about each listing, enhancing consumer trust and simplifying the booking process. 5) Market Testing for Manufacturers: Rental market trends provide valuable insights for RV manufacturers on which models are most popular among consumers. This feedback can influence future designs and features, aligning production more closely with consumer preferences.

The expansion of RV rental markets not only makes RV travel more accessible but also stimulates the broader RV industry by fostering interest and allowing potential buyers to experience the benefits of RV travel without a significant initial investment.

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Overview of Global RV Market

4**Overview of Australasia RV Market****5**

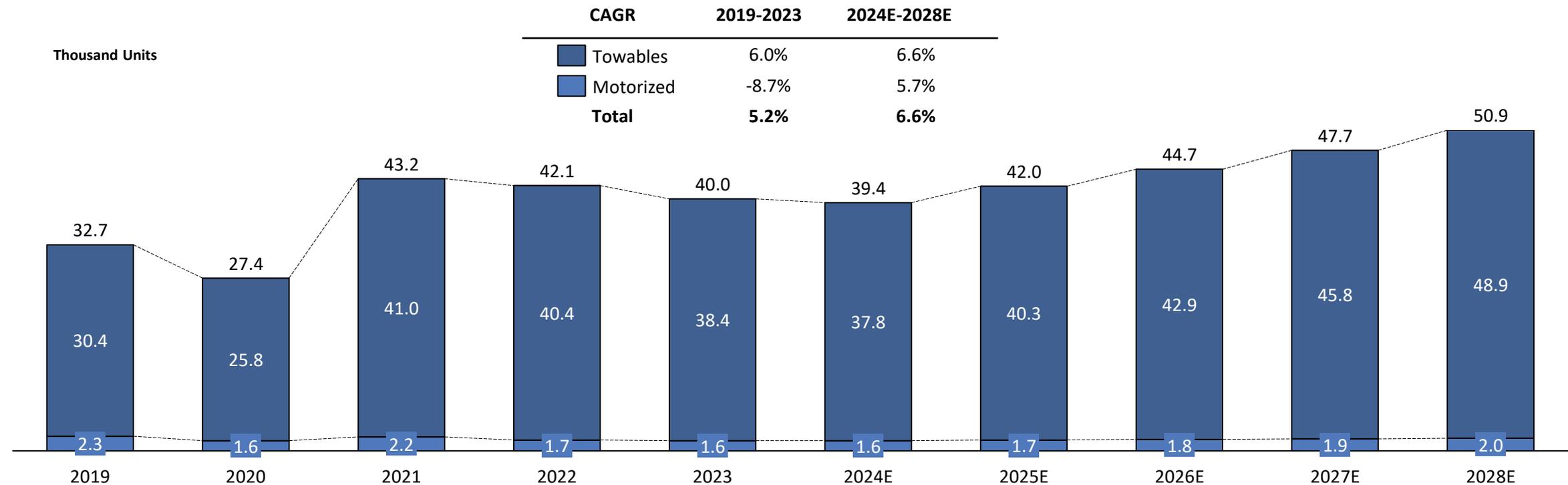
Competitive Landscape Analysis

6

Appendix

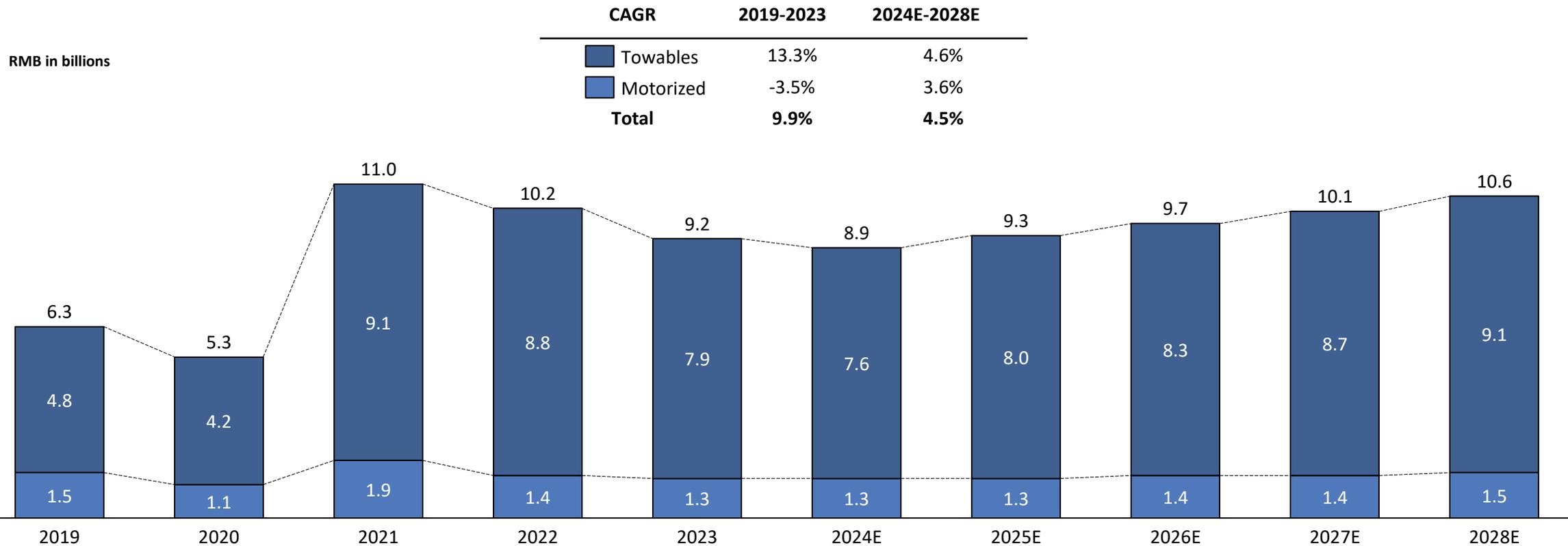
- Regional preferences for RV types vary significantly across the global market. In Australasia, towable RVs are especially popular due to their suitability for the region’s diverse and vast landscapes. This preference is driven by the availability of wide-open spaces and well-developed camping infrastructure, ideal for long-distance travel and outdoor activities. Towable RVs appeal to adventurers eager to explore remote natural areas, supporting a dynamic market rich in caravan models and customization options to meet varied travel needs and preferences.
- In Australasia, over 90% of newly sold RVs each year are towable RVs, with this proportion increasing from 93% in 2019 to 96% in 2023. This trend is expected to continue, with projections showing towable RVs reaching 48.9 thousand units by 2028, accounting for 96.1% of total new RV sales volume, a growth reflected by a CAGR of 6.6% from 2024 to 2028. The rising preference for towable RVs is largely due to their affordability, including lower acquisition costs and TCO, coupled with greater flexibility, making them an increasingly popular choice among consumers seeking economical and versatile travel solutions.
- While the global RV market experienced a significant decline in sales volume from 2021 to 2023 due to economic uncertainties, supply chain disruptions, and rising material costs, the Australasia market remained relatively stable. This stability can be attributed to several factors: government support and incentives promoting domestic travel, a cultural preference for outdoor and adventure activities, and a more resilient supply chain that ensured the availability of RVs. Many companies in the RV industry adopted strategies such as increasing inventory levels and establishing dual sourcing to ensure a steady supply of essential materials. By holding higher inventories and diversifying their supplier base, they were able to mitigate the risks associated with supply chain interruptions. These elements collectively helped maintain the demand for RVs in Australasia despite global market challenges. The Australasia RV market is expected to experience fluctuations in 2024, followed by a moderate recovery from 2024 to 2028, gradually returning to a more stable growth trajectory.

Australasia RV Market Size, by Sales Volume, 2019-2028E



- Measured by revenue, the Australasia RV market reached RMB9.2 billion in 2023, representing a CAGR of 9.9% since 2019. The market is expected to continue its growth, with total revenue projected to reach RMB10.6 billion by 2028, reflecting a CAGR of 4.5% from 2024 to 2028.
- The Australasia RV market is anticipated to experience a slight decrease in both volume and revenue in 2024, driven by a combination of market overextension and rising inflation. Firstly, the market overextension that began post-pandemic is expected to persist into 2024, as the rapid surge in RV purchases during the COVID-19 period led to a saturation of demand. This has resulted in a cyclical downturn where consumer interest and purchasing power are temporarily reduced, contributing to the projected decline in sales. Secondly, the inflationary pressures that have risen in the first half of 2024 are likely to exacerbate this decline. Increased costs of living and higher prices for goods and services are expected to further dampen consumer spending.

Australasia RV Market Size, by Revenue, 2019-2028E

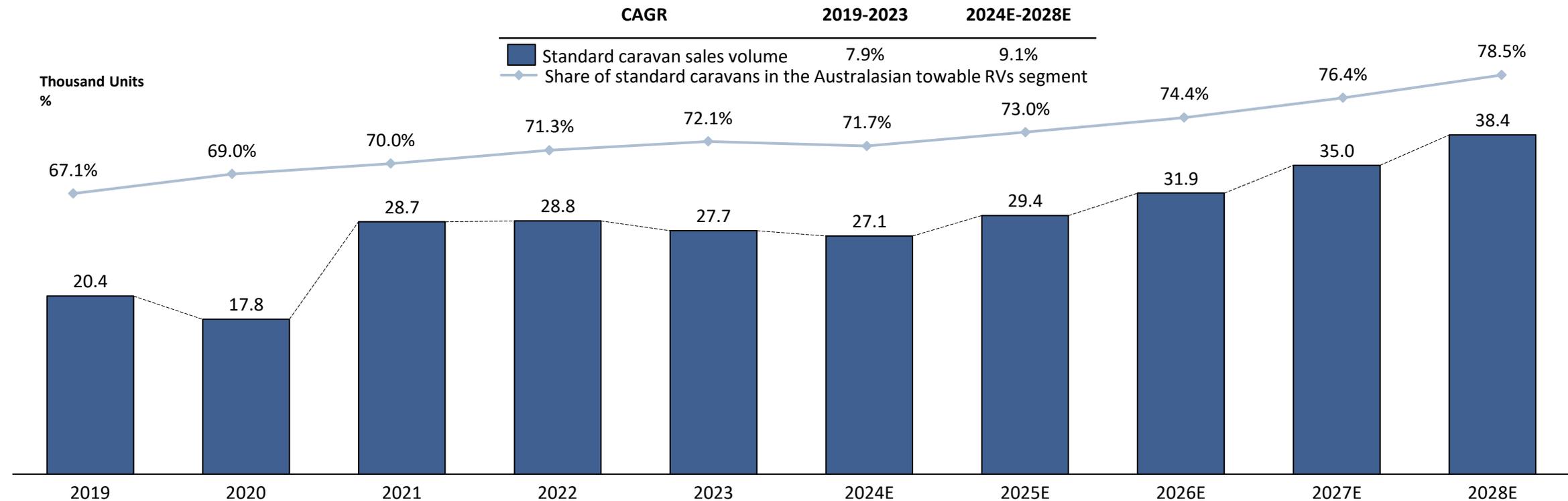


- Based on different structures and features, Towable RVs can be mainly segmented into standard caravans, pop-tops, and camper trailers: (i) standard caravans offer a solid structure with complete living facilities including a fixed roof. They typically provide amenities like beds, a kitchen, and a bathroom, and are suitable for longer stays and varied weather conditions, reflecting a higher level of comfort and convenience that usually comes at a higher price point, (ii) pop-tops are similar to standard caravans but feature a roof that can be raised when parked to provide additional headroom and compactness while traveling. This makes them easier to tow and more fuel-efficient due to the reduced height during transit, (iii) camper trailers are more basic than caravans and usually lighter. They often come with a fold-out tent section, which is stored in a compact trailer when not in use.

	Standard Caravans	Pop-tops	Camper Trailers
Body Design	Solid structure with a fixed roof, complete living facilities including beds, kitchen, bathroom, etc.	Simpler construction comparing to standard caravans with a roof that can be raised when parked to provide additional headroom, generally less costly to produce than the fully integrated, rigid structures of standard caravans	Come with a fold-out tent section, which is stored in a compact trailer when not in use, more basic and minimalistic living facilities
Average Selling Price (AUD)	Around 78.0 thousand	Around 57.0 thousand	Around 42.0 thousand
Market Positioning	Premium	Medium	Entry
Illustrative Models			

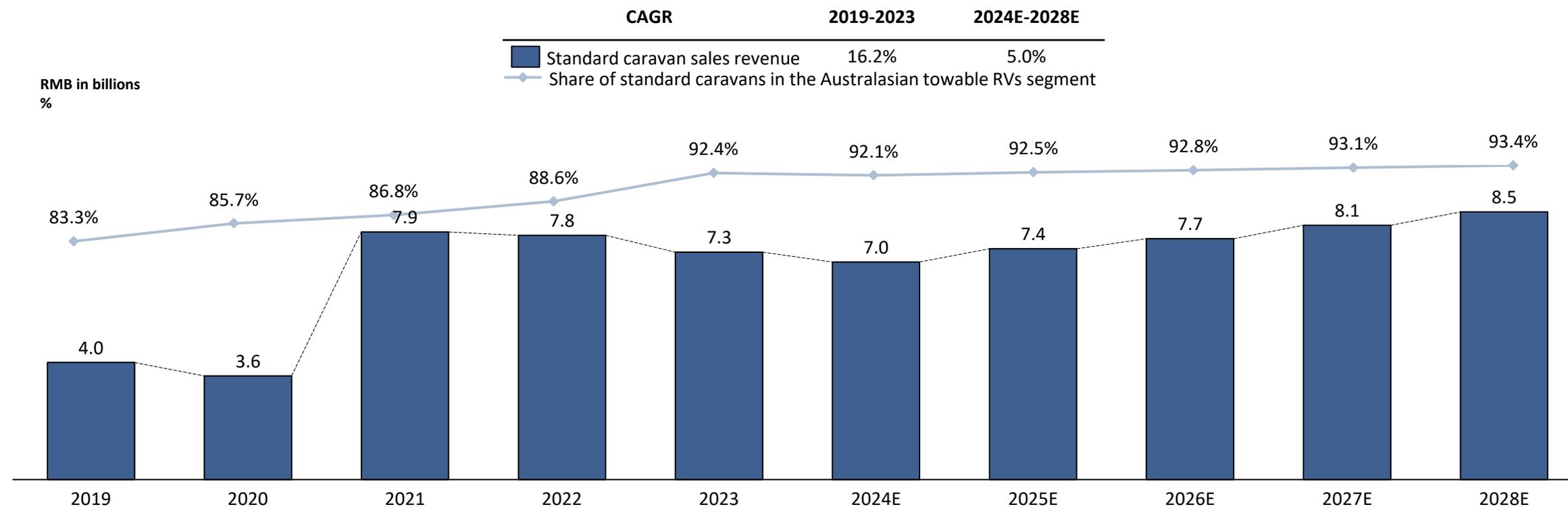
- In 2023, the standard caravan was the major segment in the Australasian market, capturing a substantial 72.1% share, up from 67.1% in 2019. This growth can be attributed to several factors including an increasing preference among consumers for more spacious and comfortable RV options, the rise in domestic travel that favors the amenities offered by standard caravans, and technological advancements that have enhanced the appeal of these models. Looking forward, the standard caravan segment is poised for significant growth, projected to reach 38.4 thousand units by 2028, accounting for 78.5% of total new towable RVs sales volume, with a CAGR of 9.1% from 2024 to 2028. This growth rate outpaces the overall expansion of both the towable RVs and the broader RV market in Australasia, highlighting the segment’s increasing dominance and appeal.

Market Size and Share of Standard Caravans in the Australasian Towable RVs Segment, By Sales Volume, 2019-2028E



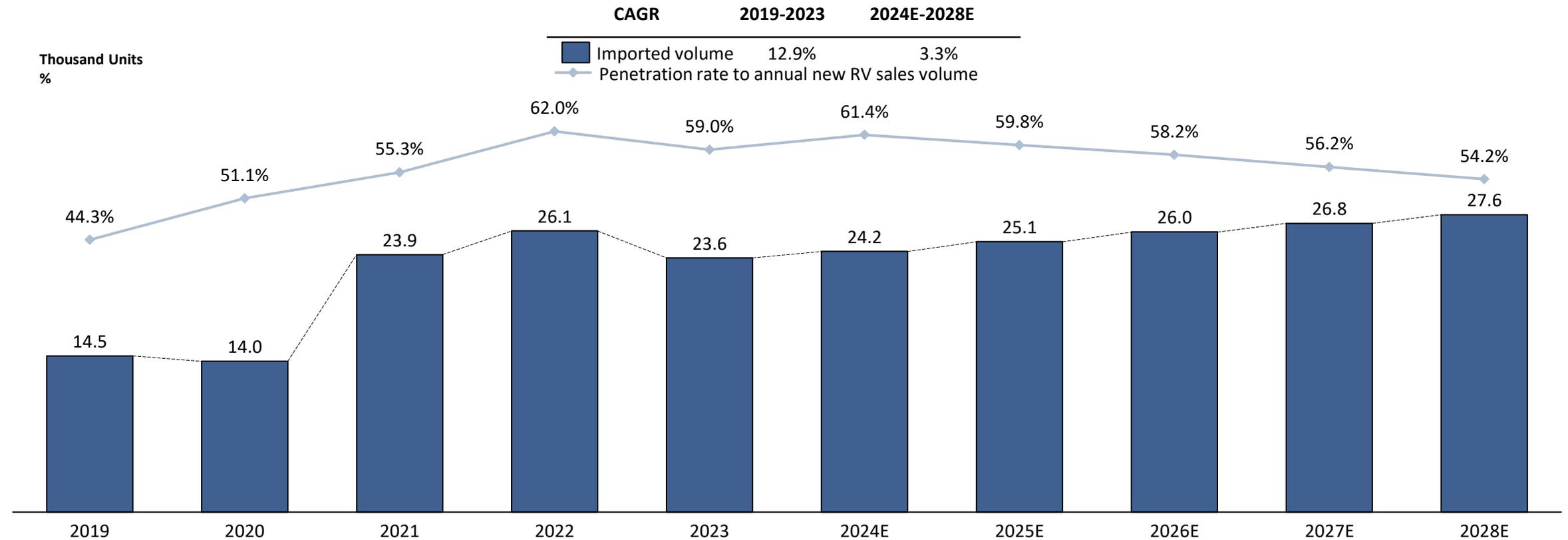
- Measured by revenue, the Australasia standard caravan market reached RMB7.3 billion in 2023, representing a CAGR of 16.2% since 2019. This market captured a 92.4% share, higher than the 72.1% share when measured by sales volume, indicating the higher average price of standard caravans compared to other Towable RVs. The standard caravan market is expected to continue its growth, with total revenue projected to reach RMB8.5 billion by 2028, reflecting a CAGR of 5.0% from 2024 to 2028.

Market Size and Share of Standard Caravans in the Australasian Towable RVs Segment, By Revenue, 2019-2028E



- Overseas imports have become a significant source of RVs in Australasia, with annual imports exceeding 14.5 thousand units since 2019 and reaching about 23.6 thousand units in 2023, nearly 60% of the year's new RV registrations. China is Australasia's leading source of RV imports, a status underpinned by its manufacturing efficiency, cost-effectiveness, and product variety. RV manufacturers in China possess large-scale manufacturing capabilities and technological prowess enable the production of high-quality yet affordable RVs and accessories, aligning with Australasia's diverse product needs. The robust trade relationship and logistical synergy between China and Australasia bolster the appeal of Chinese RVs in the Australasian market. In 2023, the imported volume of RVs from China reached 18.6 thousand units, constituting 78.6% of the total import volume and 46.5% of new RV registrations in Australasia, underscoring China's significant impact. This dynamic, coupled with Australasia's growing affinity for RV travel, has swiftly cemented China's role as a principal import source.

Australasia RV Imported Volume, 2019-2028E



Growth Drivers and Trends

Evolution of travel culture and lifestyle

The burgeoning RV market in Australasia is closely intertwined with the evolving dynamics of travel culture and lifestyle preferences in the region. In 2023, the travel and tourism sector's contribution to Australasia's GDP stood at 8.4%, surpassing the global average of around 6%. This robust involvement underscores the region's distinctive approach to tourism and outdoor activities, which significantly fuels the demand for RV travel.

Australasia's unique tourism culture, characterized by a strong inclination towards outdoor lifestyles, offers expansive opportunities for RV enthusiasts. The region's rich and varied landscapes—from pristine beaches and lush forests to rugged deserts—serve as perfect backdrops for the RV lifestyle. This variety not only attracts domestic travelers but also international visitors seeking authentic and adventurous travel experiences.

Australasia's median household income increased from US\$52.9 thousand in 2019 to US\$58.2 thousand in 2023 and is expected to grow further to US\$66.7 thousand by 2028, representing a CAGR of 2.8% from 2024 to 2028. This steady rise in disposable income is likely to boost demand for RV travel as households gain more spending power for leisure activities. Additionally, trip expenditure by domestic overnight visitors in Australasia saw significant growth, rising from US\$108.5 billion in 2019 to US\$151.6 billion in 2023. This figure is projected to reach US\$184 billion by 2028, with a CAGR of 4.0%. This increasing expenditure highlights a growing domestic tourism market, reinforcing the appeal and potential for the RV industry as more travelers seek flexible, nature-centric travel experiences.

Moreover, the concept of escaping the fast-paced pressures of modern life to reconnect with nature and spend quality time with family is gaining traction among the population. RV travel facilitates these experiences by providing the freedom to explore remote areas at one's own pace, with the comforts of home at hand. This growing appreciation for flexible and personal travel experiences is expected to continue driving the RV market's expansion in Australasia, as more individuals and families choose RVs as their preferred mode of travel to explore and enjoy the natural beauty and cultural richness of the region. This trend is likely to persist, reinforcing the RV market's growth trajectory in the forthcoming years.

Policy support and relatively developed infrastructure

The RV market in Australasia has benefited significantly from supportive government policies and well-established infrastructure, setting a robust foundation for its growth. These favorable policies have catalyzed the development of high-quality campsites and RV parks across the region. Enhanced with essential utilities such as electricity, water, and sanitation, these facilities often include additional comforts like Wi-Fi access, laundry services, and recreational areas, which greatly enhance the overall RV travel experience.

Moreover, the strategic focus of government initiatives on boosting tourism has played a pivotal role in promoting RV travel. These policies not only cater to domestic travelers but also attract international visitors, encouraging them to explore the vast and diverse landscapes of Australasia through the unique perspective of an RV. The combination of advanced infrastructure and proactive promotional efforts significantly contributes to the ongoing expansion of the RV market, making it increasingly appealing for both short-term getaways and extended travels.

This well-rounded support system not only ensures a comfortable and convenient travel experience but also positions Australasia as a leading destination for RV enthusiasts, promising sustained growth in this sector.

Growth Drivers and Trends

Technological Innovation

Technological innovation continues to be a pivotal growth driver in the Australasia RV market, significantly enhancing both user experience and product capabilities. The RV industry globally is experiencing a technological revolution, incorporating advanced features that align with modern lifestyle demands. Smart RVs are at the forefront of this transformation, integrating autonomous driving technology, which promises safer and more efficient travel. Additionally, efficient energy management systems and connectivity with internet-enabled devices are standard in newer models, catering to a generation that values smart, interconnected living spaces.

Moreover, RV designs are seeing the incorporation of lightweight materials that not only reduce the overall weight of the vehicles but also improve fuel efficiency, making RV travel more environmentally friendly and cost-effective. Flexible space configurations within RVs are also a response to consumer demand for versatile living spaces that can adapt to various travel needs. These innovations are not merely enhancing the functional aspects of RVs but are redefining the travel experience by blending convenience, comfort, and efficiency. As these technologies advance, they continue to draw new consumers to RV lifestyles, particularly those who prioritize sustainability and high-tech living solutions.

Electrification and energy conservation are becoming increasingly prominent

The RV market in Australasia is experiencing a significant shift towards electrification and energy conservation, reflecting a broader trend in the automotive industry. This move is marked by an increasing consumer interest in electric RVs, which are seen as a way to reduce reliance on fossil fuels and minimize environmental impact. Additionally, the incorporation of energy-saving technologies such as solar panels and LED lighting in towable RV designs is becoming more common. These features not only enhance the energy efficiency of RVs but also appeal to eco-conscious travelers by offering a more sustainable travel option.

Heightened awareness among consumers about environmental issues, coupled with governmental support for green initiatives, is propelling this trend forward. In Australasia, where the natural environment plays a central role in the region's tourism appeal, the demand for eco-friendly travel solutions is particularly strong. The government's endorsement of eco-friendly policies facilitates this shift by providing incentives for manufacturers to develop and consumers to adopt greener RVs. As a result, Australasia's RV market is increasingly focusing on innovations that promote energy efficiency and reduce carbon emissions, aligning with global efforts towards sustainability and responsible travel.

Increasingly personalized and diversified demands are driving a move towards more specialized services

The RV market in Australasia is witnessing a significant shift towards more personalized and diversified consumer demands, leading to an expansion of specialized services and niche market offerings. This trend is characterized by an increasing desire for customization in RV features, including bespoke appliance choices and tailored interior and exterior designs, reflecting consumers' unique preferences and lifestyle needs. Notably, there is a growing segment within the market focusing on eco-friendly RVs that offer sustainable travel options, luxury models equipped with advanced technology, and compact designs that are ideal for navigating urban environments more easily.

The rising demand for personalized RVs is also driving the need for enhanced RV-related services, such as specialized RV rental options, customized travel planning, and professional maintenance services. These services are becoming crucial in meeting the diverse requirements of today's RV users, who seek both the comfort of customization and the convenience of comprehensive support services. This evolution in the market is not only fulfilling a broader array of consumer preferences but is also opening new avenues for growth and differentiation within the RV industry, enabling businesses to cater to a more segmented and discerning customer base. This dynamic change is expected to continue, propelling the industry towards greater innovation and customer-centric offerings.

Entry barriers

Continuous and Large-Scale Capital Investment

Continuous and large-scale capital investment is a significant entry barrier in the RV industry, necessitating a substantial financial commitment from new entrants. This barrier stems from the high costs associated with setting up and maintaining state-of-the-art production facilities that are capable of manufacturing RVs to industry standards. Additionally, substantial investment is required in research and development to innovate and stay competitive against established brands. These innovations may include developing more efficient, eco-friendly RV models or integrating advanced technological features that meet the evolving demands of consumers.

Furthermore, effective market entry often requires extensive marketing efforts to establish brand recognition and customer trust, which involves further significant expenditures. These financial prerequisites can deter new entrants without sufficient capital, ensuring that only those with the resources to invest heavily in these critical areas can compete effectively in the RV market.

Brand and Market Recognition

Brand and market recognition are vital components for success in the RV industry, where the competition is stiff and consumer expectations are high. Establishing a strong brand serves as a fundamental strategy for new entrants seeking to secure a foothold in this market. This involves not only creating high-quality products that meet or exceed industry standards but also deploying effective marketing strategies that resonate with target demographics.

For newcomers, building trust and brand loyalty is essential and can be achieved through consistent customer satisfaction and maintaining high standards in product reliability and service. Engaging marketing campaigns that effectively communicate the unique selling propositions of their RVs can help in distinguishing their offerings from those of established competitors.

Additionally, customer testimonials, strategic brand partnerships, and visibility at industry events are crucial for building brand reputation. Effective use of digital marketing tools such as social media, SEO, and content marketing can also accelerate brand recognition and help new entrants connect with potential customers globally.

Entry barriers

Compliance with Diverse Global Market Regulations and Safety Standards

Compliance with diverse global market regulations and safety standards is a significant barrier to entry in the RV market due to the varied and complex legal environments across different regions. To successfully compete and operate in the global RV market, businesses must thoroughly understand and adapt to a myriad of regulatory systems that govern vehicle safety, environmental emissions, and road usage.

These regulations can differ markedly between countries and even between states or provinces within a country, affecting every stage of RV design, production, and sale. For example, manufacturers must ensure that their RVs meet specific safety standards related to construction and roadworthiness, which can vary widely. They also must comply with environmental regulations, which can dictate everything from the materials used in construction to the emissions produced by the RV's engine.

Furthermore, understanding these regulations is not a one-time task. Companies must continuously monitor for changes in laws to ensure ongoing compliance. This requires a proactive approach, often necessitating legal expertise and potentially significant adjustments to manufacturing processes and business operations to meet new requirements.

This compliance challenge not only affects how RVs are built but also how they are marketed and sold in different territories, influencing packaging, documentation, and even advertising practices. As such, the ability to navigate these legal complexities effectively can be a considerable advantage, protecting companies from potential fines, legal challenges, and reputational damage, while also enhancing their competitiveness by enabling access to and success in more markets globally.

Brand and Market Recognition

Effective supply chain management is crucial in the RV industry, as it can significantly enhance a company's ability to maintain competitiveness and profitability. An efficient supply chain ensures the stable and timely delivery of essential raw materials and components, which is fundamental in maintaining production schedules and meeting market demands.

Stable supply chains minimize disruptions caused by shortages or delays in the delivery of key materials, thereby avoiding production halts that could lead to lost sales and damaged customer relationships. Effective cost control within the supply chain also plays a vital role. By optimizing procurement processes and negotiating favorable terms with suppliers, RV manufacturers can reduce their production costs, potentially leading to lower prices for consumers or higher margins for the company.

Additionally, the ability to rapidly respond to market changes is another advantage provided by a robust supply chain. This agility can be particularly beneficial in a dynamic market like that of RVs, where consumer preferences and technological advancements evolve quickly. Companies with flexible supply chains can adapt more swiftly to new trends, such as increased demand for eco-friendly or technologically advanced RV models, allowing them to seize market opportunities before competitors.

Entry barriers

After-Sales Service and Customer Relations

Providing high-quality after-sales service and maintaining robust customer relationships are pivotal factors for staying competitive in the RV market, especially given the high-value nature of these products. RVs are significant investments for consumers, and the expectation for a corresponding level of service is naturally high. Effective after-sales service not only includes handling repairs and routine maintenance but also offering support for any issues that customers might encounter during the usage of their RV.

Comprehensive after-sales support can encompass a range of services such as warranty management, spare parts availability, technical support, and regular service check-ups. By ensuring that customers receive prompt and effective service post-purchase, companies can significantly enhance customer satisfaction and loyalty. This is crucial because satisfied customers are more likely to provide positive reviews and recommend the brand to potential buyers, which can lead to increased sales and a stronger market presence.

Furthermore, maintaining good customer relations extends beyond solving problems when they arise; it involves ongoing engagement and communication with customers. This might include providing updates on new accessories, upgrades, and tips on RV maintenance. Educating customers about how to maximize the lifespan and enjoyment of their RV can deepen customer engagement and promote a long-term relationship. Ultimately, robust after-sales service and customer relations not only help in retaining customers but also act as a differentiator in a competitive market. Companies that excel in these areas are better positioned to build a strong brand reputation and achieve sustained business growth.

Market opportunities

The Prevalence of Camping Culture

Australasian have a strong camping culture, providing a solid foundation for the RV industry. Families, young people, and retirees enjoy RV holidays, embracing outdoor life. Numerous active RV clubs and communities regularly organize trips and activities, enhancing the appeal and social opportunities of RV tourism. This widespread cultural acceptance and community support give RV tourism a unique market advantage in Australasian.

Advanced Infrastructure

Australasian offer a comprehensive network of RV parks and campsites, equipped with facilities such as electricity, water supply, and sanitation, greatly facilitating RV travel. Government and tourism departments continually develop and promote new RV routes and destinations, attracting more tourists. These advanced infrastructures and resources position Australasian as ideal RV destinations, driving market growth.

Technological Innovation and Environmental Awareness

With increasing environmental awareness, manufacturers have introduced more eco-friendly RVs, such as electric and solar-powered models, catering to sustainable travel demands. Modern RVs are also equipped with advanced technologies like smart home systems, navigation, and safety devices, enhancing the travel experience and attracting high-end customers. This innovation and environmental focus make RV tourism convenient and sustainable, providing a competitive edge.

Diverse Travel Experiences

Australasian offer rich natural landscapes, such as remote national parks, wildlife reserves, and indigenous cultural areas. RV travel allows tourists to access these unique destinations, often unreachable by traditional means. Depending on interests, tourists can enjoy diverse experiences through RV travel, including culinary, wine, and adventure tours. This diversity, combined with rich natural and cultural resources, gives Australasian a significant advantage in the RV tourism market.

Threats**Environmental Impact**

Recreational vehicles (RVs) typically exhibit higher fuel consumption, leading to increased carbon emissions. This is particularly scrutinized in environmentally conscious Australasian, potentially triggering criticism from environmental organizations and stricter regulatory measures. Improper disposal of wastewater and garbage can also pollute local environments. Given the pristine natural landscapes of Australasian, stringent waste management regulations may be enforced, thereby increasing operational costs for RV users and service providers.

Dependency on Supply Chains

Australia's RV industry heavily relies on overseas supply chains, primarily due to its weak industrial base and lack of a robust automotive sector. This reliance exposes the Australian RV manufacturing sector to fluctuations in international markets, logistics disruptions, and supply chain issues, consequently increasing operational risks and costs. During times of global supply chain instability, this dependence can significantly impact the RV industry.

Economic Uncertainty

Economic downturns can reduce consumer expenditure on travel and leisure activities, affecting the demand for RV rentals and sales. Australasian, reliant on tourism, are susceptible to fluctuations in the global economy. Currency fluctuations can also impact the import costs of RVs and their components, influencing overall pricing and market demand. These economic uncertainties compound the operational challenges faced by the RV industry.

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Appendix

- The Australasia RV market encompasses a wide range of recreational vehicles catering to diverse customer preferences and travel needs. Major players in this market offer various types of RVs, including motorhomes, caravans, camper trailers and pop-tops, with options ranging from budget-friendly to luxury models. The market is driven by several factors, including the increasing popularity of road trips and outdoor adventures, the desire for flexible travel options, and the rise in demand for eco-friendly and sustainable travel solutions. Digitalization has also impacted the market, with online booking platforms, mobile apps, and connectivity features becoming increasingly important for customers. Competitive strategies in the Australasia RV market include product innovation, marketing campaigns targeting different customer segments, partnerships with tourism and hospitality organizations, and a focus on customer service and satisfaction. Companies are also investing in technologies such as solar power, energy-efficient systems, and smart connectivity to enhance the RV experience and meet evolving consumer expectations.
- The Australasia RV market exhibits a relatively concentrated structure. According to 2023 sales volume data, the top five participants collectively hold approximately 55.4% of the market share. In the same year, our group ranked as the second-largest RV company in Australasia, selling 2.7 thousand units and capturing about 6.8% of the market share.
- The market participant data is derived from publicly available information and expert interviews. Due to confidentiality regulations of the participants, there might be discrepancies between this data and the participants’ internal financial records. The major RV companies in Australasia mainly consists of the Company, Austrack, Essential, MDC and Jayco.
- Key background info of leading players:
 - Jayco: Founded in 1975, this company is a privately held RV manufacturer headquartered in Dandenong South, Victoria, Australia. It offers a variety of products including towable RVs and motorized RVs.
 - MDC: Founded in 2005, this company is a privately held firm headquartered in Buena Park, California, USA. It offers travel trailers and other products.
 - Austrack: Established in 2009, this company is a privately held firm headquartered in Caboolture, Queensland, Australia. It provides travel trailers and other products.
 - New Age: Established in 2004, this company is a privately held firm headquartered in Campbellfield, Victoria, Australia. It provides various products such as travel trailers, camping equipment, and apparel.

Competitive Landscape of Australasia RV market in 2023

Ranking	Company	Sales Volume of RVs in 2023 (thousand units)	Market Share (%)	Revenue of RVs in 2023 (RMB in millions)	Market Share (%)	Major Product Offerings
1	Jayco	12.6	31.5%	2,683.8	29.2%	Standard Caravans, Camper Trailers, Pop-tops
2	Our Group	2.7	6.8%	720.3	7.8%	Standard Caravans
3	MDC	2.4	6.0%	492	5.3%	Standard Caravans, Camper Trailers, Pop-tops
4	Austrack	2.3	5.8%	471.5	5.1%	Standard Caravans, Camper Trailers, Pop-tops
5	New Age	2.1	5.3%	424.2	4.6%	Standard Caravans, Camper Trailers, Pop-tops

- The Australasia caravans market is a vibrant and diverse industry comprising various manufacturers and models catering to different customer preferences and travel needs. Key players offer a range of caravan options, from compact and lightweight models suitable for off-road adventures to luxurious and spacious designs for extended vacations. Market trends in the Australasia caravans market include a growing demand for eco-friendly and sustainable caravan options, integration of smart technology for convenience and connectivity, and customization options to meet specific customer requirements. Competitive strategies among caravan market include continuous product innovation, strategic marketing campaigns, partnerships with dealerships and travel agencies, and a focus on enhancing the overall customer experience. Companies also prioritize quality, safety, and durability to meet industry standards and customer expectations.

Competitive Landscape of Australasia Standard Caravan market in 2023

Ranking	Company	Sales Volume of Standard Caravans in 2023 (thousand units)	Market Share (%)	Revenue of Standard Caravans in 2023 (RMB in millions)	Market Share (%)	Major Product Offerings
1	Jayco	6.7	24.2%	1,701.8	23.3%	Standard Caravans, Camper Trailers, Pop-tops
2	Our Group	2.7	9.7%	720.3	9.9%	Standard Caravans
3	New Age	1.6	5.8%	379.2	5.2%	Standard Caravans, Camper Trailers, Pop-tops
4	MDC	1.2	4.3%	284.4	3.9%	Standard Caravans, Camper Trailers, Pop-tops
5	Austrack	1.0	3.6%	237	3.2%	Standard Caravans, Camper Trailers, Pop-tops

- Queensland, Australia, is globally renowned for its rich tourism offerings, presenting a diverse array of attractions tailored to travelers of every interest. From the renowned Great Barrier Reef, a UNESCO World Heritage site bustling with marine life and vibrant coral reefs, to the ancient Daintree Rainforest, among the planet's oldest rainforests, Queensland showcases natural marvels that captivate millions of visitors annually.
- A primary driver for the heightened demand for RVs in Queensland stems from the state's expansive and varied landscapes. Travelers are enticed by the prospect of venturing through Queensland's coastal expanses, hinterlands, remote outback territories, and national parks at their own pace, making RV travel an enticing choice for those seeking autonomy and adaptability in their journeys. The convenience of self-contained lodging on wheels further amplifies the appeal of RV travel, particularly for families and adventure enthusiasts. With a comprehensive network of RV parks and campgrounds offering modern amenities and convenient access to popular tourist hubs, complemented by well-established road infrastructure and supporting services, Queensland emerges as a top-tier destination for unforgettable RV adventures in Australia.
- Queensland, Australia, demonstrates a notably robust demand for RVs. In 2023, RV sales in Queensland constituted 26.6% of Australia's total RV sales by volume. Our group secured the position of the second-largest RV company in the Queensland market that year, with sales of 1.2 thousand units and approximately 11.3% market share.

The ranking and market share of the top five participants in Queensland, Australia's RV market in 2023 by sales volume

Ranking	Company	Sales Volume of RVs in 2023 <i>(thousand units)</i>	Market Share <i>(%)</i>	Major Product Offerings
1	Jayco	4.4	41.5%	Standard Caravans, Camper Trailers, Pop-tops
2	Our Group	1.2	11.3%	Standard Caravans
3	Austrack	1.1	10.4%	Standard Caravans, Camper Trailers, Pop-tops
4	MDC	0.7	6.6%	Standard Caravans, Camper Trailers, Pop-tops
5	Essential	0.6	5.7%	Standard Caravans, Camper Trailers, Pop-tops

- Jayco: Founded in 1975, this company is a privately held RV manufacturer headquartered in Dandenong South, Victoria, Australia. It offers a variety of products including towable RVs and motorized RVs.
- MDC: Founded in 2005, this company is a privately held firm headquartered in Buena Park, California, USA. It offers travel trailers and other products.
- Austrack: Established in 2009, this company is a privately held firm headquartered in Caboolture, Queensland, Australasia. It provides travel trailers and other products.
- New Age: Established in 2004, this company is a privately held firm headquartered in Campbellfield, Victoria, Australasia. It provides various products such as travel trailers, camping equipment, and apparel.

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Introduction of the Research

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Overview of Global and Australasian Macro Economy

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Overview of Global RV Market

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Overview of Australasia RV Market

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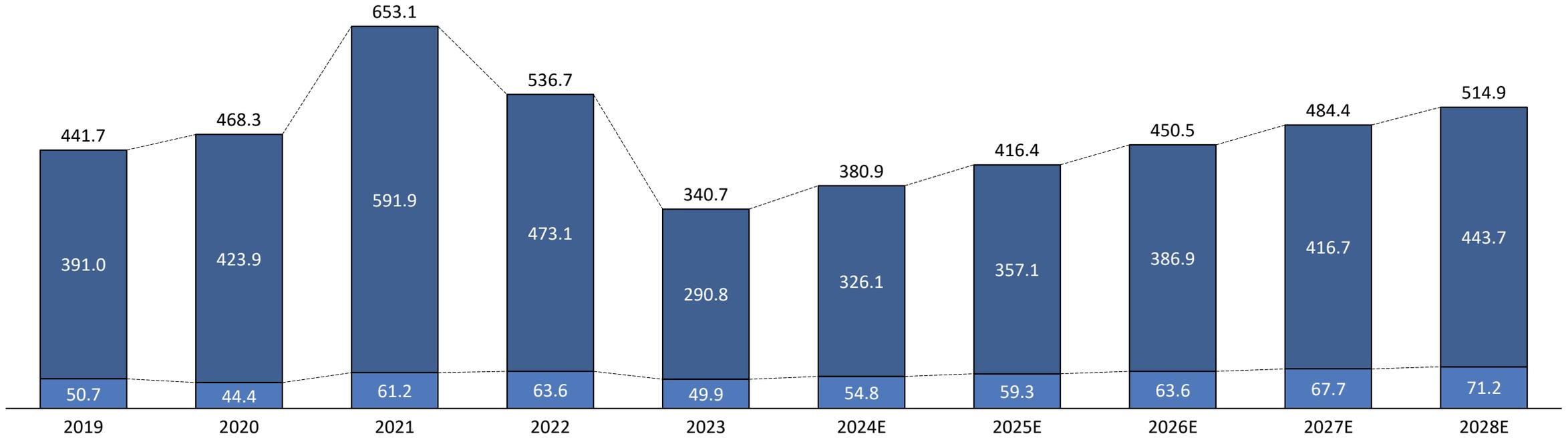
Competitive Landscape Analysis

6**Appendix**

North America RV Sales Volume, 2019-2028E

Thousand Units

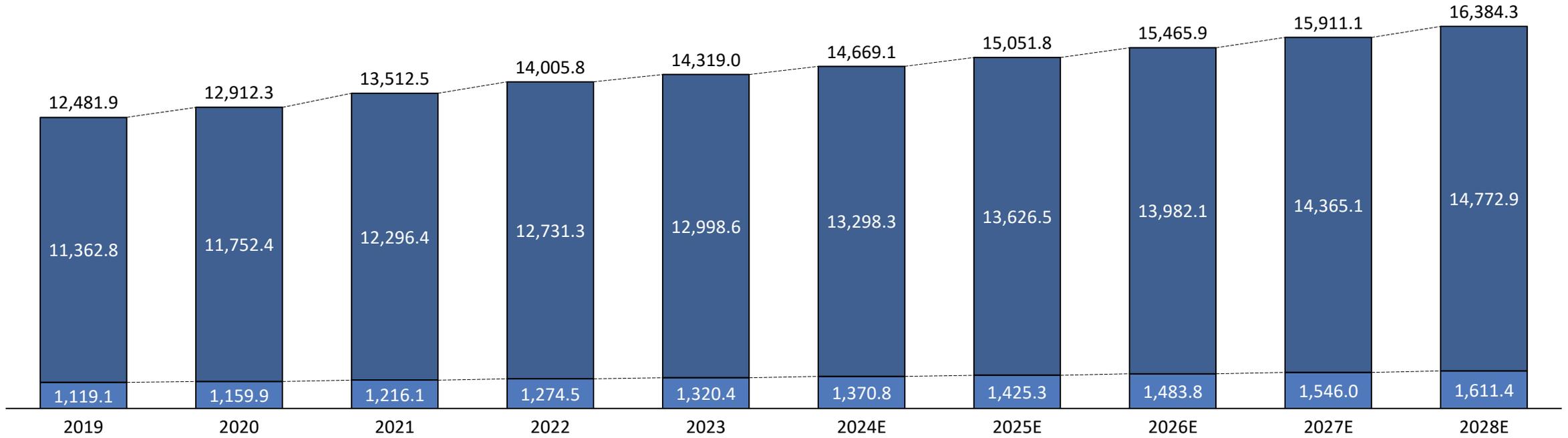
	CAGR	2019-2023	2024E-2028E
Towable RVs		-7.1%	8.0%
Motorized		-0.4%	6.8%
Total		-6.3%	7.8%



North America RV in Use, 2019-2028E

Thousand Units

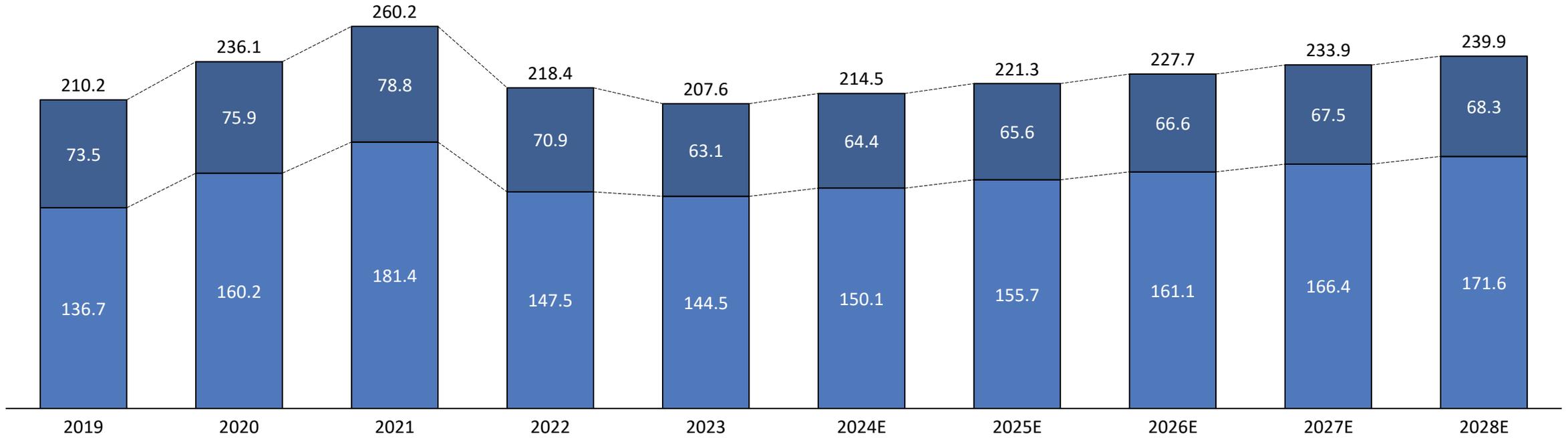
	CAGR	2019-2023	2024E-2028E
Towable RVs		3.4%	2.7%
Motorized		4.2%	4.1%
Total		3.5%	2.8%



Europe RV Sales Volume, 2019-2028E

Thousand Units

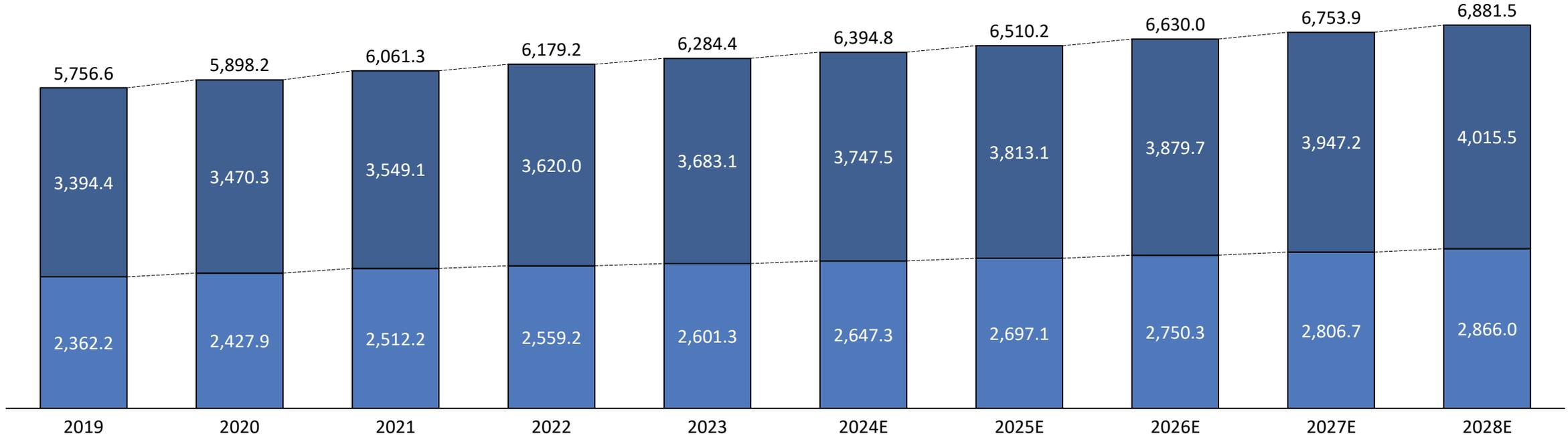
	CAGR	2019-2023	2024E-2028E
Towable RVs		-3.7%	1.5%
Motorized		1.4%	3.4%
Total		-0.3%	2.8%



Europe RV in Use, 2019-2028E

Thousand Units

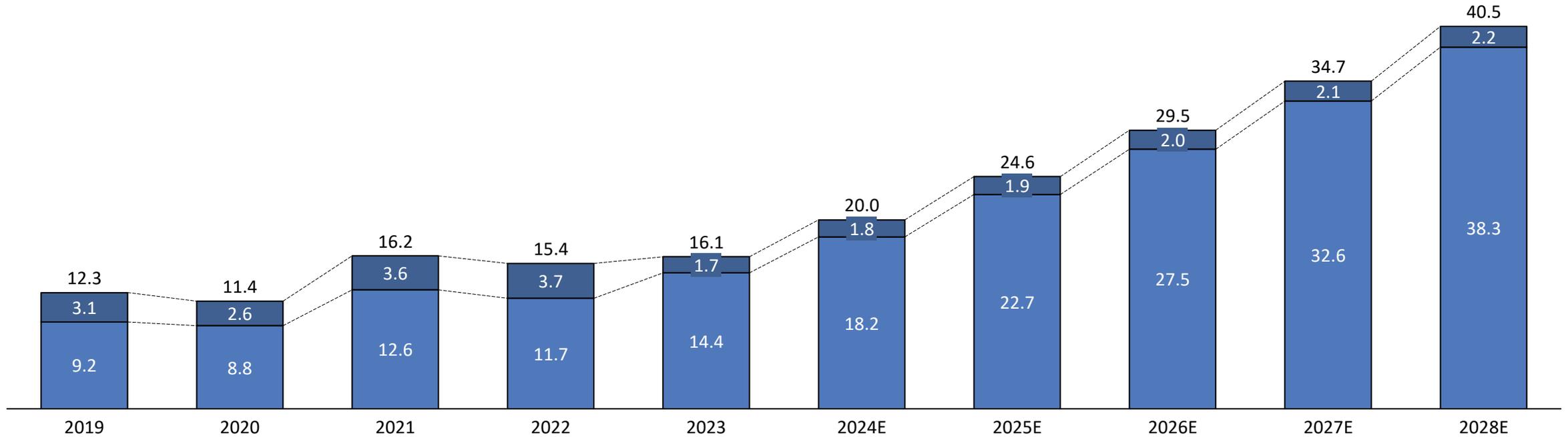
	CAGR	2019-2023	2024E-2028E
Towable RVs		2.1%	1.7%
Motorized		2.4%	2.0%
Total		2.2%	1.9%



China RV Sales Volume, 2019-2028E

Thousand Units

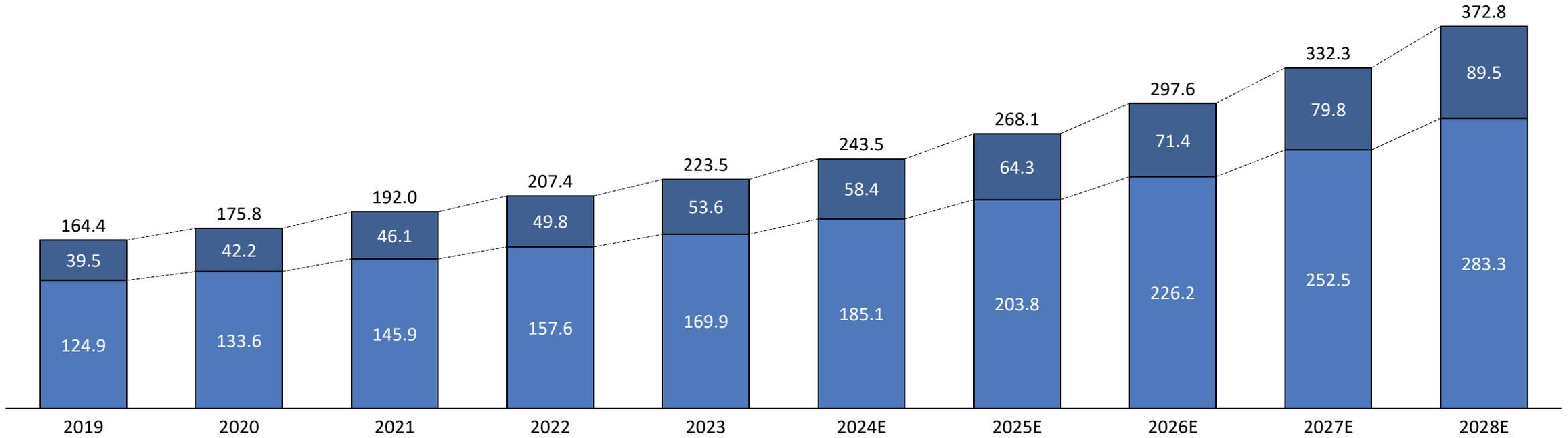
	CAGR	2019-2023	2024E-2028E
Towable RVs		-13.9%	5.1%
Motorized		11.9%	20.4%
Total		7.0%	19.3%



China RV in Use, 2019-2028E

Thousand Units

	CAGR	2019-2023	2024E-2028E
Towable RVs		7.9%	11.3%
Motorized		8.0%	11.2%
Total		8.0%	11.2%



Other key analyses**Pricing Policies**

The price of RVs and RV Parts sold by the company to Green RV for distribution as a non-exclusive dealer will be determined through separate purchase orders under the Green RV Dealership Agreement. This agreement will reference the unified national list prices periodically offered by the company to all its dealers. These list prices will be based on (i) the costs and expenses involved in manufacturing the RVs and RV Parts, considering an acceptable profit margin for both the company and Green RV, which ranges from 10% to 30%; and (ii) the market prices of the RVs and RV Parts at the relevant time. The aforementioned cost-plus pricing mechanism adopted between the manufacturer and the dealer, along with the profit margin level included in the list price, aligns with standard market practices in the RV industry.

Market Position

The Company is among the first batch of RV experts that bring ERV options to commercialization.

Sales and distribution

Notably, the company's market share in Queensland's vibrant RV market surpassed its performance in the broader Australian RV market in terms of sales volumes in 2023.

Global Shipping Prices

Global shipping prices, including major routes like those from China to Australasia, reached their peak in 2021 and 2022 due to disruptions in global supply chains caused by COVID-19. Since 2022, the impact of COVID-19 has gradually lessened, resulting in a normalization of shipping costs, which returned to pre-pandemic levels by mid-2023.

Cost Analysis

As important industrial materials, aluminum and plastic are typically stockpiled in advance by downstream RV parts suppliers or RV manufacturers to mitigate the impact of potential raw material price fluctuations on costs or the final product prices. Consequently, the price fluctuations of aluminum and plastic in recent years have had a very limited impact on the prices of the Company's RV products.

Supply Chain Risk

The company's primary raw materials, including aluminum, rubber, tires, and household appliances, are all standard and widely available. The upstream supply is ample and not dependent on a single supplier or import source, which significantly reduces supply chain risks. This diversification ensures a stable and reliable flow of materials, minimizing the potential for disruptions and enhancing the overall security of the company's operations.

Other key analyses

Dealership in RV industry

- It is consistent with industry norm for providers of RV products to engage dealers in order to take advantage of their knowledge in relation to local marketing practices and consumer preferences
- The average investment payback period in the automotive and RV industry is approximately 18 to 24 months.
- As of LPD, there were more than 100 RV stores operating in the Australasia RV industry.

Financing arrangement - third-party financial institutions

It is common practice for RV manufacturers to provide financing channels to dealers through third-party financing institutions. This practice has several benefits and reasons:

- **Alleviating Financial Pressure on Dealers:** Car dealerships require significant funds to purchase inventory. Financing through third-party institutions can effectively relieve financial pressure, allowing dealers to manage their inventory more flexibly.
- **Promoting Sales:** Providing financing channels helps dealers expand their sales volume and increase market share, thereby boosting the overall sales performance of the automaker.
- **Risk Diversification:** By using third-party financing institutions, automakers can transfer credit risk, reducing their own financial risk.
- **Professional Services:** Third-party financing institutions typically possess specialized financial services capabilities, offering more diversified and customized financing solutions to meet the needs of different dealers.

Market data

- Towable RVs are exceptionally popular in Australasia, comprising over 95% of its RV market, demonstrating tremendous growth potential of Newgonow's products in this region.
- In 2014, the total sales volume of RVs in Australasia was 28.8 thousand units, accounting for 4.9% of the global sales volume, making it the third largest RV market in the world. North America and Europe were the top two largest RV markets globally in terms of sales volume, accounting for 67.4% and 23.6% of the global market share, respectively.

Technology related statements

- In 2021, by leveraging manufacturing capabilities, Regent converted their RVs from using old-fashioned wood construction into a new full composite sandwich panel construction, which was then beyond reach for most local RV manufacturers in Australia.

Interest payment

- It is customary for RV companies to cover the interest for sales channel operators during an interest-free period of up to 90 days, or until the RV is sold, whichever comes first. The interest rate includes the Rabo prime rate in Australia, which ranges from 6.11% to 7.56% per annum during the Track Record Period, plus an additional 2.09% per annum.

Other key analyses**COVID-19 impact**

- In 2021 and 2022, global shipping prices saw a significant surge, leading to a rise in shipping costs. This increase put substantial pressure on RV manufacturers that rely on overseas supply chains. The elevated costs, combined with extended shipping times, disrupted production processes and squeezed profit margins, creating considerable challenges for these manufacturers.

Industry Concentration

- the Australasia RV market exhibits a relatively concentrated structure. According to the 2023 sales volume data, the top five participants in Australasia RV market collectively hold approximately 55.4% of the market share, with our Group capturing about 6.8% of the market share. In addition, in terms of revenue in 2023, the top five participants in Australasia RV market collectively hold approximately 52.0% of the market share, with our Group capturing about 7.8% of the market share.

Reasons for RV market fluctuation

- From 2020 to 2021, Australasia's RV sales volume and revenue experienced significant year-over-year growth, primarily driven by the COVID-19 pandemic, as more individuals opted for RVs for tourism and mobility due to social distancing measures. However, this surge led to market overextension, resulting in a decline in both sales volume and revenue for two consecutive years, 2022 and 2023, as the impact of the pandemic eased in Australasia.
- As per F&S interviews with the Caravan Industry Association of Australia (CIAA) and other industry participants in the Australasian RV sector, there were over 220 RV manufacturers in Australasia in 2021, nearly half of which were relatively small, family-run businesses. The number of RV manufacturers in the region declined in 2022 and 2023, largely due to tightened legislation. Specifically, when the Road Vehicle Standards Act (RVSA) commenced on 1 July 2021, a 24-month transitional period was set, requiring all light trailer manufacturers and importers to fully comply with RVSA regulations by 30 June 2023. This change significantly raised the entry barriers for smaller RV manufacturers. As of December 2023, there were fewer than 190 RV manufacturers operating in Australasia, according to Frost & Sullivan. This trend indicates a consolidation within the Australasian RV market, as regulatory pressures contribute to a reduction in the number of active manufacturers.
- In 2021, North America, the largest towable RV market globally, was significantly impacted by COVID-19. With international travel restrictions in place, domestic travel and outdoor activities surged, leading to a sharp increase in demand for towable RVs, which accounted for 79% of the incremental RV sales volume globally. However, as the pandemic eased in 2022, the heightened demand diminished, resulting in a notable decline in global towable RV sales.

Other key analyses**New EU Regulation impact**

- The New EU Regulation targets “new battery electric vehicles propelled solely by one or more electric motors, including those with an internal combustion range extender. However, as the Company’s hybrid off-road towable RVs and towable ERVs do not fall under the scope of the New EU Regulation. Firstly, the Company’s hybrid off-road towable RVs employ a hybrid powertrain system that combines both electric and conventional fuel technologies, distinguishing them from the purely electric vehicles targeted by the New EU Regulation. Secondly, unlike self-propelled vehicles which are equipped with independent propulsion, the Company’s towable ERVs, despite being equipped with solar energy systems that can generate power, still require a separate self-propelled towing vehicle. The lack of capability to go on the road independently without a towing vehicle places the Company’s towable ERVs outside the scope of the New EU Regulation. Therefore, the Company’s hybrid off-road towable RVs and towable ERVs are not expected to be subject to any potential tariff imposed by the New EU Regulation.

- There was a significant disparity in labor costs between China and Australasia from 2019 to 2023. In 2023, the average wage in Australasia was US\$60.2 thousand, approximately 3.4 times higher than China's average of US\$17.5 thousand. Both regions have seen gradual wage increases during this period, but Australasia's labor costs remain consistently higher.

Average Annual Wage of Urban Employees in China and Australasia, 2019 to 2023

