

Global Recreational Vehicle Rental Market Size study & Forecast, by Product (Motorhomes, Conventional Travel Trailer, Campervans, Fifth-wheel Trailer) by End-User and Booking Mode and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/GD2AA8632287EN.html>

Date: February 2026

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: GD2AA8632287EN

Abstracts

The Global Recreational Vehicle Rental Market is valued at approximately USD 0.82 billion in 2024 and is projected to expand at a CAGR of 7.40% during the forecast period 2025-2035. Recreational Vehicle (RV) rentals provide consumers with flexible, mobile travel solutions that blend the comfort of traditional accommodations with the freedom of the open road. RVs include motorhomes, campervans, conventional travel trailers, and fifth-wheel trailers, each designed to meet diverse user needs ranging from short-term leisure trips to extended exploratory journeys. Growth in the global RV rental market is fueled by the rising popularity of road trips, increased disposable income, and the desire for socially distanced travel options post-pandemic. The surge in domestic and international tourism also contributes to the market's expansion.

The escalating trend of experiential travel has led to a pronounced increase in demand for recreational vehicle rentals. Consumers increasingly seek personalized, flexible, and adventure-oriented travel experiences, which has reinforced the adoption of motorhomes and campervans. According to industry reports, leisure tourism continues to surge, and short-term rental platforms have experienced a significant rise in booking volumes. Simultaneously, technological advancements in vehicle design, improved fuel efficiency, and the introduction of eco-friendly models such as electric or hybrid RVs are creating substantial growth opportunities. However, high initial rental costs and stringent regional regulations may pose challenges to market penetration during the forecast period of 2025-2035.

The detailed segments and sub-segments included in the report are:**By Product:**

Motorhomes

Conventional Travel Trailer

Campervans

Fifth-wheel Trailer

By End-User:

Individual Travelers

Family Groups

Corporate Travelers

Travel Agencies

By Booking Mode:

Online Platforms

Offline Channels

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe (ROE)

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Motorhomes Expected to Dominate the Market

Motorhomes are anticipated to hold the largest market share within the product segment, driven by their comprehensive amenities, ease of use, and popularity among long-distance travelers. They offer an all-in-one accommodation solution, making them highly attractive for extended trips and luxury travel experiences. While motorhomes dominate current adoption, campervans and conventional travel trailers are witnessing rapid uptake due to their affordability, maneuverability, and suitability for short-term recreational trips. The increasing focus on sustainable travel solutions and compact, energy-efficient vehicles further fuels the growth potential of these alternative segments.

Conventional Travel Trailers Lead in Revenue Contribution

Among the product sub-segments, conventional travel trailers currently generate the highest revenue. Their widespread adoption stems from cost-effectiveness, versatility, and compatibility with existing towing vehicles, enabling consumers to enjoy flexible travel without investing in motorized RVs. Meanwhile, premium motorhomes are expanding rapidly in luxury and experiential travel markets, showcasing a nuanced revenue landscape: conventional trailers dominate by volume, while motorhomes are growing steadily in high-revenue segments due to elevated consumer spending.

The key regions considered for the Global Recreational Vehicle Rental Market study include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. North America led the market in 2025, underpinned by well-established tourism infrastructure, high disposable income, and strong domestic travel trends. Europe also contributes significantly due to extensive camping culture, scenic road networks, and government initiatives promoting outdoor recreation. Asia Pacific is expected to register the fastest growth during the forecast period, fueled by rising disposable incomes, growing domestic tourism, and increased adoption of online rental platforms in countries like China and India. Additionally, the development of eco-friendly and compact RV

models further stimulates demand in this region.

Major market players included in this report are:

Thor Industries, Inc.

Winnebago Industries, Inc.

REV Group, Inc.

Forest River, Inc.

Hymer GmbH & Co. KG

Jayco, Inc.

Dethleffs GmbH & Co. KG

KABE AB

Erwin Hymer Group

Pleasure-Way Industries Ltd.

Leisure Travel Vans

Airstream, Inc.

Coachmen RV, LLC

Entegra Coach, Inc.

Newmar Corporation

Global Recreational Vehicle Rental Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained above.

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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