

Global Recreational Vehicle (RV) Market (Caravans & Motorhomes): Industry Analysis & Outlook (2019-2023)

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Abstracts

Recreational vehicle (RV) refers to mobile dwelling vehicles normally used for camping. RVs can range from the utilitarian containing only sleeping quarters and basic cooking facilities to the luxurious, with features like air conditioning (AC), water heaters, televisions and satellite receptors, and quartz countertops. There are many benefits of owning and travelling in an RV, such as flexibility, convenience, comfort, family appeal, affordability, appeal of the outdoors and adaptability. The industry is attaining increasing traction among travel enthusiasts owing to the convenience provided in terms of recreation and temporary living amenities. The trend towards a more active lifestyle has boosted the demand for leisure vehicles. Industry participants are also aggressively involved in introducing innovative technical features in their product portfolio for enhancing the appeal of their vehicles.

The global recreational vehicle market is set to experience favorable growth driven by factors such as increasing youth population, rising aging population, improving consumer confidence index, development of tourism industry and growing popularity of RV camping. Further, the scope of growth for this market will be broadened by advent of electric recreational vehicles, proliferating RV rental services demand and technological advancements. However, the growth of this market will be hindered by intense competition and seasonal fluctuations.

The report “Global Recreational Vehicle Market: Industry Analysis & Outlook (2019-2023)” analyses the development of this market, with focus on the American, European and Asia Pacific markets. The major trends, growth drivers as well as issues being faced by the market are discussed in detail in this report. The four major players: Berkshire Hathaway Inc., Winnebago Industries Inc., Thor Industries Inc. and REV

Group, Inc. are being profiled along with their key financials and strategies for growth.

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