

Recreational Vehicle Market: Aging Baby Boomers to Fuel Growth



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The recreational vehicle industry, broadly a part of the leisure industry is characterized by cycles of growth and contraction in consumer demand, reflecting prevailing economic, demographic, and political conditions that affect disposable income for leisure-time activities.

The industry has been adversely affected by concerns about interest rates, fuel prices and diminished home equity financings for the last two years that resulted in a slow growth. In 2007 also, the sales pattern is expected to remain flat.

However, for the next five years, the industry is likely to see major growth driven mostly by the aging baby boomers. Although the younger generation below 35 years of age has posted the largest gains in ownership, the generation that is on the edge of baby boomer segment will be the main catalyst of growth for the industry.

The psychographics of the aging baby boom generation shows a strong desire for recreational activities especially spending time with family and friends. This generation also likes to travel a lot and they have a strong desire for freedom in leisure activities. Major recreational vehicle manufacturers like Fleetwood, Winnebago, Monaco, Thor Industries, National RV and Coachmen are devising their strategies to leverage the growing interest of this generation in recreation activities.

The report analyzes the recreational vehicle industry with focus on its two major segments – Motorized vehicles and Non-Motorized or towables. The growth of the overall RV industry and its segments has been analyzed in the report. Further, the ownership trends of RVs and the major factors that will drive the growth of the industry have been explained. The five leading companies operating in the industry – Thor Industries, Fleetwood, Winnebago, Monaco and Coachmen have been profiled and their strategies mapped. Further, the report also presents an assessment of the future of the recreational vehicle market.

Table of Content

1. RECREATIONAL VEHICLES: AN INTRODUCTION

1.1 Motorized Homes

1.2 Towable Recreational Vehicles or Non-Motorized Homes

2. RECREATIONAL VEHICLES: MARKET PERFORMANCE

2.1 Recreational Vehicles: Market Size and Growth

2.2 Motorized Home Vehicles: Market Size and Growth

2.2 Non-Motorized (Towable) Vehicles: Market Size and Growth

3. OWNERSHIP TRENDS – RECREATIONAL VEHICLES

4. GROWTH DRIVERS

5. COMPETITIVE SCENARIO

6. LEADING COMPANIES

6.1 Thor Industries

6.1.1 Company Profile

6.1.2 Recreational Vehicles: Business Performance

6.1.3 Key Business Strategies

6.2 Fleetwood Enterprises

6.2.1 Company Profile

6.2.2 Recreational Vehicles: Business Performance

6.2.3 Key Business Strategies

6.3 Monaco Coach Corporation

6.3.1 Company Profile

6.3.2 Recreational Vehicles: Business Performance

6.3.3 Key Business Strategies

6.4 Winnebago Industries

6.4.1 Company Profile

6.4.2 Key Business Strategies

6.5 Coachmen Industries

6.5.1 Company Profile

6.5.2 Recreational Vehicles: Business Performance

6.5.3 Key Business Strategies

7. RECREATIONAL VEHICLES: INDUSTRY OUTLOOK

FIGURES

Figure 2.1: Recreational Vehicle Shipments ('000 Units): 2001 – 2006

Figure 2.2: Recreational Vehicle Sales (US\$ Billion): 2001 – 2006

Figure 2.3: Recreational Vehicle Sales contribution by segment: 2006

Figure 2.4: Total Sales of Motorized Recreational Vehicles (units): 2000-2006

Figure 2.5: Motorized RV sales by segments – Class A, B and C: 2000-2006

Figure 2.6: Sales of motorized RVs by Segments – Class A, B and C: Jan'07–June'07

Figure 2.7: Sales of Towable RVs (Units) by Segments – Jan'07–June'07

Figure 3.1: Ownership rates in motor homes by age group

Figure 3.2: Ownership rates in travel trailers by age group

Figure 5.1: Market Share in RVs (all motor homes and towables): 2006

Figure 5.2: Market Share in RVs (Motor homes – Class A & Class C): 2006

Figure 5.3: Market Share in RVs (Travel Trailers – Conventional & Fifth Wheel): 2006

Figure 5.4: Market Share in RVs (Folding Trailers): 2006

Figure 6.1: Thor Industries: Sales by Segment – 2007

Figure 6.2: Fleetwood: Sales by Segment – 2007

Figure 6.3: Monaco: Sales by Segment – 2007

Figure 6.4: Winnebago: Sales by Segment – 2007

Figure 6.5: Coachmen: Sales by Segment – 2006

Figure 7.1: Recreational Vehicle Sales Forecast (US\$ Billion): 2007 – 2012

TABLES

Table 3.1: RV Ownership trends by age

Table 3.2: Mean Income of RV Owners (Current \$000s)

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