

## **Europe Camping and Caravanning - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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### **Report description:**

The Europe Camping and Caravanning Market size is estimated at USD 16.65 billion in 2024, and is expected to reach USD 23.61 billion by 2029, growing at a CAGR of 7.23% during the forecast period (2024-2029).

The Covid-19 pandemic outbreak significantly impacted the Europe camping and caravanning market. Initially, the pandemic caused a sharp decline in demand for camping and caravanning services as travel restrictions and lockdown measures were implemented across Europe. However, as restrictions began to ease, there was a significant shift towards domestic and outdoor tourism, leading to increased demand for camping and caravanning. One of the main factors driving the increased demand for camping and caravanning was that it provided a safe and socially distanced way of enjoying a holiday. Camping and caravanning allowed travelers to enjoy the outdoors with a self-contained living space, reducing the risk of exposure to the virus. Overall, while the pandemic had positive and negative impacts on the Europe camping and caravanning market, the industry is expected to continue to grow in the long term as travelers seek safe and affordable vacation options.

The Europe camping and caravanning market is a growing industry that offers a variety of outdoor accommodations and activities. The market includes campgrounds, caravan parks, RV parks, other outdoor accommodation options, and equipment and gear for camping and caravanning. Several factors are driving the market, including an increasing interest in sustainable and eco-friendly tourism, a growing demand for affordable vacation options, and a rising trend toward outdoor activities. Additionally, the COVID-19 pandemic increased interest in domestic and outdoor tourism, further boosting the demand for camping and caravanning in Europe.

Europe Camping & Caravanning Market Trends

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## Growth of RV Camping is Driving the Market

The RV Camping growth in Europe is a key trend in the camping and caravanning market. RV rentals offer a flexible and convenient way for travelers to explore different destinations at their own pace while providing a comfortable and convenient accommodation mode. With the rising popularity of road trips, RV rentals became an attractive option for travelers who want to explore different destinations at their own pace. RV rental companies are expanding their fleets and improving their services to meet the growing demand. Road trips are becoming more popular among European travelers as they offer a unique way to explore destinations and experience the local culture. RV rentals provide an affordable and flexible way to take a road trip, allowing travelers to stop and stay wherever they want.

RV rental companies in Europe are expanding their fleets and improving their services to meet the growing demand. Many companies offer a range of RV models to suit different needs and budgets. They also offer additional insurance, roadside assistance, and flexible pick-up and drop-off options. RVs provide a comfortable and convenient accommodation mode for travelers, with amenities such as beds, kitchenettes, and bathrooms. RVs also offer greater freedom and flexibility than traditional hotels or resorts, allowing travelers to explore off-the-beaten-path destinations and stay in remote locations.

## Germany is Anticipated to Hold Major Share in this Market

Germany is one of Europe's largest and most popular camping destinations, with a well-developed infrastructure and a strong outdoor recreation culture. It is home to numerous campsites and caravan parks and attracts many domestic and international visitors yearly. Other countries with significant European camping and caravanning markets include France, Italy, Spain, and the United Kingdom. These countries also include a long tradition of outdoor recreation and offer a wide range of facilities and services for campers and caravanners.

Recently, RVing became more popular in Germany than it ever was. It is reinforced by significant growth in the market for new and used recreational vehicles (motorhomes, camper vans, and caravans) and a significant increase in RV rentals. The demographics of German RV consumers shifted. Previously, most of this low-cost vacationing was done by families with children and seniors. RV trips are becoming increasingly popular among younger generations with greater income levels. Customers demand freedom, independence, flexibility, comfort, convenience, individualism, and luxury.

At the same time, campsites across Europe are fast developing. Campgrounds are updated and offer various new amenities and features. The services supplied range from updated laundry facilities, Wi-Fi connections, and supermarkets to wellness centers, pools, spas, and access to water parks, go-kart tracks, and other sporting facilities. Campground vacations resemble a full-service, activity-filled family holiday, competing with resort-style accommodations. Camping evolved into a luxury holiday, and the idea of the low-cost family trip is disappearing. The transition from conventional tents to pricey campers and RVs is a visible indicator.

## Europe Camping & Caravanning Industry Overview

The Europe Camping and Caravanning Market can be considered fragmented, with a mix of large and small players operating. While well-established camping and caravanning companies include a significant market share, many smaller companies cater to specific niches or geographic regions. Some of the major players in the market include Camping and Caravanning Club, Eurocamp, and Canvas Holidays. These companies include a strong presence in multiple European countries and offer customers a wide range of camping and caravanning services.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format

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