

## **Recreational Vehicle Rental - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 150 pages | Mordor Intelligence

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### **Report description:**

Recreational Vehicle Rental Market Analysis

The RV Rental Market was valued at USD 2.72 billion in 2025 and estimated to grow from USD 2.88 billion in 2026 to reach USD 3.82 billion by 2031, at a CAGR of 5.82% during the forecast period (2026-2031). Consistent growth is visible even as fuel inflation and zoning constraints raise operating costs. A structural pivot toward road-trip vacations lifts demand, the spread of peer-to-peer booking platforms, and design upgrades that make modern vehicles easier to drive and maintain. Operators are accelerating telematics roll-outs to improve vehicle uptime, while policymakers in several states and EU countries are linking zero-emission incentives to fleet turnover. Competitive dynamics remain fluid as consolidation attempts meet antitrust scrutiny, yet scale advantages in procurement and insurance continue to favor large fleet owners.

Global Recreational Vehicle Rental Market Trends and Insights

Surge in Domestic Road-Trip Tourism

Domestic road-trip travel has moved from pandemic workaround to mainstream leisure choice. Surveys show 70% of U.S. travelers plan at least one road trip during 2025, up from 57% in 2023. Affluent households are joining the trend, lifting average daily rental rates without dampening volume. Road travelers seek self-contained mobility, which pushes more families toward motorized units equipped with onboard showers and Wi-Fi. Travel agencies report that nearly half of packaged vacations booked in mid-2025 revolve around drive-in itineraries, double the prior year. This continued adoption confirms a lasting shift toward

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independent travel that directly benefits the RV rental market.

### Expansion of Peer-to-Peer (P2P) Rental Platforms

P2P networks have unlocked underused inventory. Outdoorsy alone surpassed USD 3 billion in lifetime bookings in 2024 and targets USD 8 billion by 2029. Host growth outpaces professional fleet additions, helping the RV rental market widen vehicle choice and geographic reach without heavy balance-sheet investment. Average P2P trip length rose to seven days, aided by delivery services that solve last-mile issues for urban renters. Platform insurance programs and 24/7 roadside support lower perceived risk for first-time users. Attractive unit economics keep price increases below hotel inflation, extending the value gap that fuels repeat bookings.

### High Maintenance & Insurance Costs

Modern RVs carry complex batteries, slide-outs, and infotainment systems that drive repair bills higher. Skilled technicians remain scarce, pushing workshop labor rates past USD 160 per hour in top markets. Large fleets can negotiate multi-vehicle policies that small owners cannot match, widening cost disparities inside the RV rental market. Preventive programs and extended warranties help, yet they demand capital outlays that weigh on cash-flow-constrained operators.

Other drivers and restraints analyzed in the detailed report include:

Rising Disposable Income Among Millennials & Gen-Z  
Telematics-Enabled Fleet Uptime Optimization  
Municipal Restrictions on Overnight RV Parking

For complete list of drivers and restraints, kindly check the Table Of Contents.

### Segment Analysis

Fleet operators controlled 69.60% of 2025 revenue while individual owners delivered the fastest growth. Scale lets corporate fleets secure bulk purchasing discounts, centralized maintenance, and umbrella insurance. Consolidators pursue bolt-on acquisitions to extend regional coverage, yet competition watchdogs have blocked anticompetitive moves such as the Apollo Tourism-Tourism Holdings proposal in Australia. Compliance costs linked to zero-emission mandates favor well-capitalized fleets that can finance depot chargers and technician re-training.

Private owners thrive where P2P platforms provide turnkey booking, verification, and insurance. Many reach higher annual utilization by targeting local events and niche formats such as pet-friendly campervans. Platform-provided maintenance networks allow small owners to meet safety inspections without building infrastructure. These dynamics position individual hosts as agile complements rather than direct substitutes, ultimately enriching choice across the RV rental market.

Online channels captured 61.10% of 2025 rentals and compound at an 7.89% rate, reflecting a decisive digital shift. Real-time inventory, dynamic pricing, and integrated payments shorten the booking window from weeks to days. Younger renters rely on mobile apps for trip planning, pushing operators to offer 360-degree vehicle tours and AI chat support.

Offline bookings remain relevant for complex itineraries where first-time users seek advice on vehicle class, campground selection, and route safety. Operators increasingly integrate chat-to-store models: customers start online, then finalize terms through showroom visits or video calls. This hybrid approach preserves the trust advantage of personal service while scaling the reach of the RV rental market.

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The RV Rental Market is Segmented by Rental Supplier Type (Private and Individual Owners and Fleet Operators), Booking Type (Offline Booking and Online Booking), Product Type (Motorized RVs and Towable RVs), Rental Duration (Short-Term, Mid-Term and Long-Term), and Geography (North America, South America, Europe, Asia-Pacific and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

## Geography Analysis

North America retained a 46.30% revenue share in 2025. The United States supplies an extensive campground grid, mature insurance products, and high disposable income that keep the rv rental market buoyant. California's Advanced Clean Trucks rule, already adopted by nine additional states, will require escalating zero-emission sales from 2025, creating upfront costs but long-term operating savings [rvia.org](http://rvia.org). Canada benefits from expansive wilderness routes and tax incentives for domestic tourism, while Mexico shows early promise where highway upgrades and middle-class expansion widen addressable demand.

Asia-Pacific posts the fastest 11.18% CAGR through 2031. Japan leads with 165,000 registered campervans and over 500 certified RV parks as of 2024. China's car-rental ecosystem grows quickly on the back of domestic EV supply chains and new highway corridors. Australia remains a core backpacker circuit, though competition authorities oppose fleet mergers that could raise prices. India supplies a sizable pipeline of first-time travelers; supportive state tourism boards fund roadside amenities that lower entry barriers for the RV rental market.

Europe delivers steady growth as cross-border travel rules harmonize and low-emission zones expand. The Erwin Hymer Group captured 23.6% European market share in 2024 on USD 3.36 billion sales [erwinhymergroup.com](http://erwinhymergroup.com). Germany's autobahn network and dense dealer footprint foster high replacement demand, while France and Spain rely on coastal draws and established campsite cultures. Eastern EU members receive cohesion-funded road upgrades that gradually raise RV adoption rates. Electric-charging corridors from Norway to Italy enhance confidence in battery-powered motorhomes, positioning Europe as a test bed for zero-emission fleets.

## List of Companies Covered in this Report:

Cruise America Apollo Tourism & Leisure Ltd Outdoorsy, Inc. RVshare McRent Indie Campers RoadSurfer GmbH Camplify Yescapa El Monte RV Just Go Motorhome Hire Escape Campervans JUCY Rentals Spaceships Rentals Bunk Campers

## Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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