

Sales in the European caravan industry reach new highs

2002 sales of caravans and motor caravans hit a record mark

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Sales in the European caravan market reached record-breaking proportions in 2002, exceeding even the optimistic projections of the European Caravan Federation (ECF). Caravan sales climbed 3.9 percent, to 109,497 units, while sales of motor caravans reached a record high of 59,225, a 4.5 percent increase over 2001. This sales growth was mainly attributable to heightened Scandinavian and British demand.

The most robust sales growth was recorded by the British caravan industry, which registered sales of 24,309 caravans in 2002, an increase of 3,850 units over the previous year. Nearly 6,000 motor caravans found new owners in the U.K. in 2002, a healthy 16.5 percent rise compared with the previous year.

Substantial increases in caravan sales ranging from 8 to 20 percent were likewise registered in the Danish, Finnish, Swedish and Norwegian markets, while the relatively weak Scandinavian motor caravan market registered sales increases ranging from 0.4 to 170 percent, albeit on relatively low numbers of total units sold. Sweden alone among Scandinavian countries registered a sales downturn (9 percent) in motor caravans compared with 2001.

For further information about the caravan market, please consult our web site: www.e-c-f.com