

REAL TRENDS REPORT

YOUR SOURCE FOR TRENDS & INSIGHTS IMPACTING THE RVING COMMUNITY.

GO ON A REAL VACATION

Go RVing®

REUSE & RESALE ARE BACK IN BUSINESS

58%

OF MILLENNIALS AGREE THAT THE RESALE MARKET PLAYS A BIG ROLE IN THE FUTURE OF SUSTAINABILITY.

Forbes, 2021

55%

OF CONSUMERS SAID THEY WOULD SEEK OUT ADDITIONAL DISCOUNTS BECAUSE OF RISING PRICES FOR GOODS AND SERVICES.

Mintel, 2022 Consumers and Economic Outlook



U.S. USED VEHICLE MARKET HIT AN ALL-TIME RECORD LAST YEAR, WITH SALES TOTALING **40.9** MILLION UNITS.

Cox Automotive Report 2022

WHY THIS MATTERS: What's old is new again, as resale products and services surge in response to supply chain issues and shortages. The pandemic has changed the way that consumers think about what they want and whether it aligns with their values of sustainability and transparency. This opens an opportunity for RV dealers to continue to highlight sustainable RV features and allows for manufacturers to discover ways to implement and address key environmental concerns that can attract younger consumers into RVing.

BUILDING BRANDS WITH USED PRODUCTS

65%

OF THE CUSTOMERS WHO BUY USED HAVE NEVER BOUGHT FROM THE BRAND.

BCG 2020

48%

OF CONSUMERS PURCHASED A BRAND NEW TO THEM THROUGH SECONDHAND CHANNELS IN THE PAST YEAR AND WOULD CONSIDER BUYING THE SAME BRAND AGAIN.

E-Marketer, US Online Fashion Resale Forecast 2022



54%

OF NEW PRODUCT BUYERS SAY THAT THE ENTRY OF BRANDS INTO THE RESALE MARKET WILL NOT AFFECT THEIR BRAND LOYALTY.

McKinsey 2021

WHY THIS MATTERS: The secondhand market is now viewed as a sustainable and environmentally conscious way to shop. Brands are also seeing a positive shift in brand image with consumers when they participate in this market. Purchasing a previously owned RV can serve as an entry point for RV ownership, and dealers can look for ways to upsell RVs to new audiences. Go RVing continues to encourage purchases of new RVs through our 2022 communication strategy that includes retention messaging, highlighting different ways RV owners can get the most of their RVs and minimize re-sale due to lack of usage.

BEFORE YOU GO

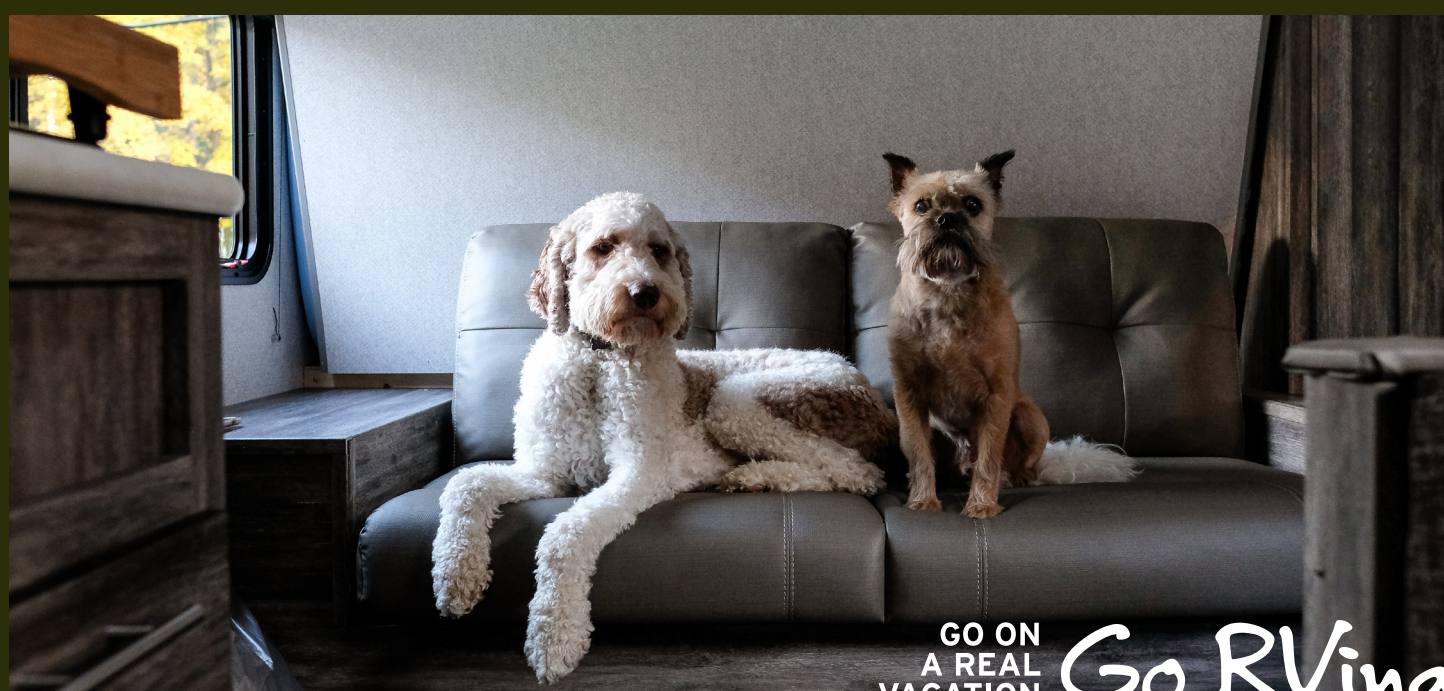
SUBSCRIPTION SERVICES CONTINUE TO STEAL THE SHINE

73.6%

OF RV OWNERS AGED 18-34 AGREE THAT SUBSCRIPTION BOXES ARE CONVENIENT AND SAVE TIME, COMPARED TO 30% OF RV OWNERS AGED 50-64.

YouGov 2022

WHY THIS MATTERS: Keeping RVs well stocked for travel can be a challenge for many RV owners. Younger RVers are turning to subscription boxes and delivery services to help them. While this behavior is just starting to take hold in the RV community due to technological and logistical challenges, consumers will be increasingly looking for out-of-the-box solutions to help them make RV travel easier. This interest also means that demand for RV maintenance bundles might become a desirable service for younger owners.



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