Brego
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Annual Touring Home Market Insight

2025

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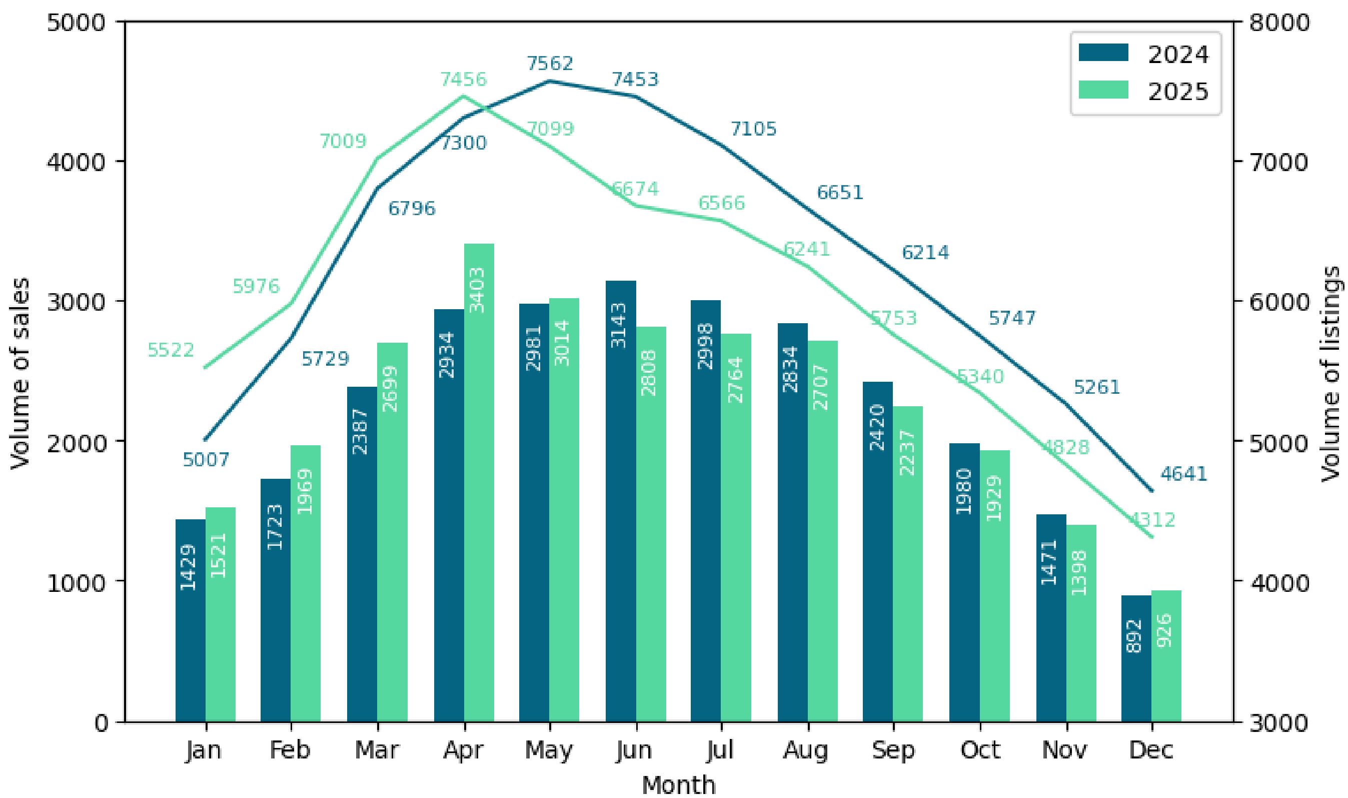
The 2025 Annual Touring Home Market Insight report looks at what happened in the UK Touring Home sector during the course of the year. There are a number of charts that show key market indicators which are in most cases compared against activity in the sector during 2024.

Volume of Sales and Listings

The chart below shows the volume of sales for 2024 and 2025 using bars, with the volumes marked inside the bars whilst the lines on the top of the chart show the average daily listings over the same period and use the secondary y axis as a scale.



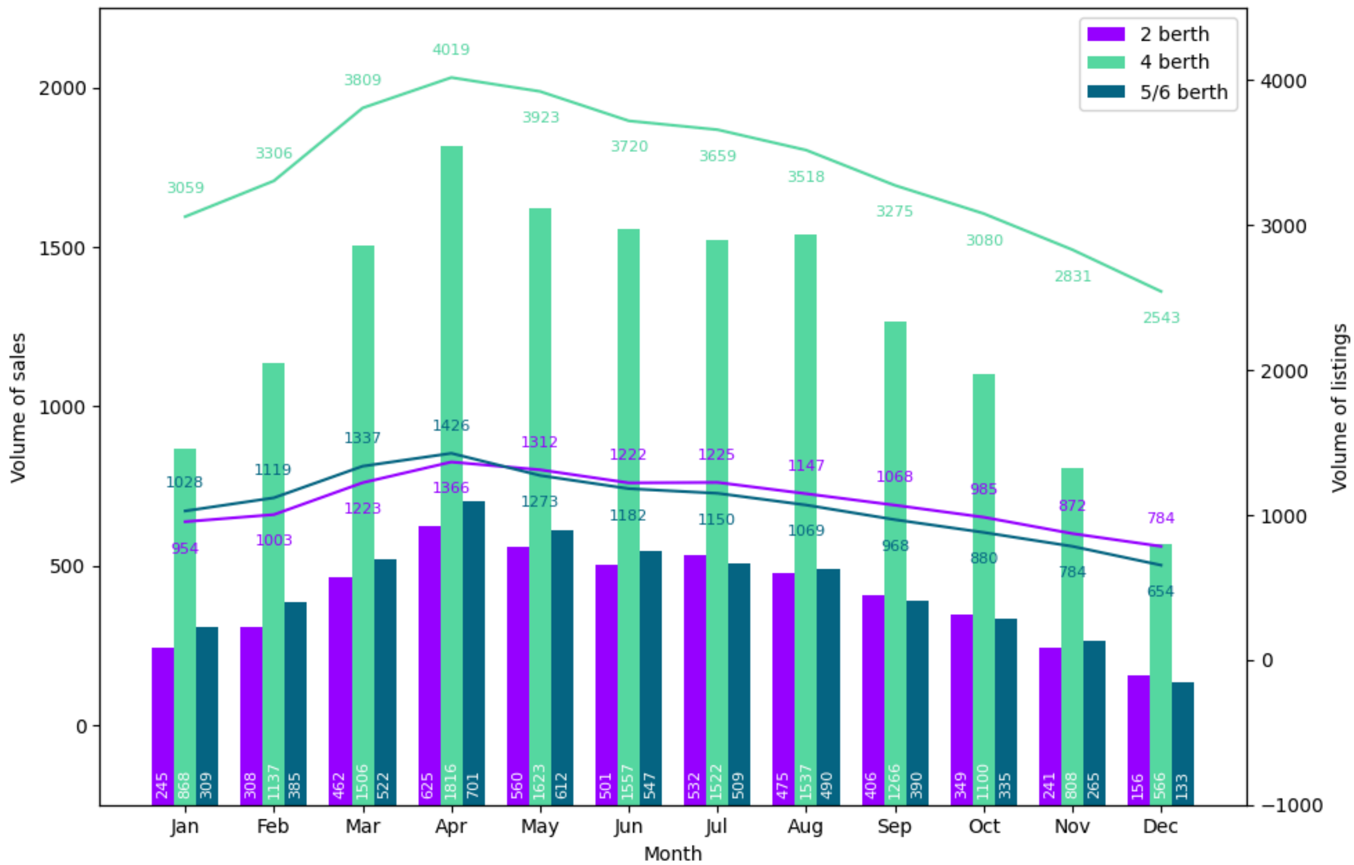
Data Powered by Brego Insight

The data in this chart gives clarity to the annual increase in sales in 2025 of 0.7 percentage points over 2024. It is interesting that this change is based on a reduction of 3.5% in the number of advert listings during the course of the year.

It is important to highlight that the increase in sales was loaded towards the beginning of the year with increases posted between January and May and the following six months showed lower sales levels before returning to a positive in December. The largest drop in sales was recorded at 10.6% in June, which is somewhat surprising given this is the peak of the sales season, however the volume of adverts was also down by 10.5%.

Sales and Listings by Berth

The chart below shows the volume of listings and sales for 2025 by berths using bars for sales, with the volumes marked at the bottom of the bars. The lines on the chart show the volume of listings and use the secondary y axis as a scale.



Data Powered by Brego Insight

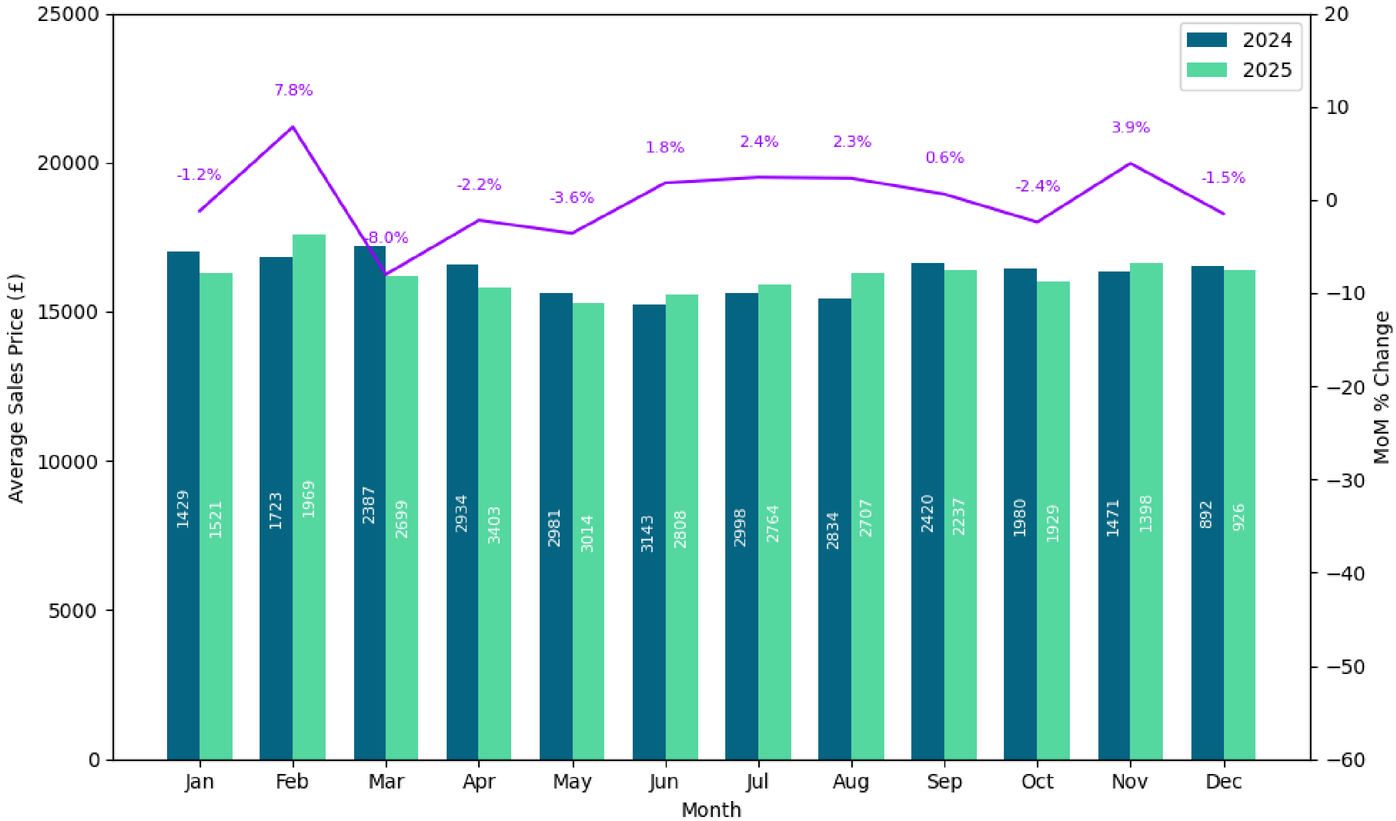
This chart looks a little closer at the sales and listings data by focussing on the insight by the number of berths, sold and listed during 2025.

When compared with 2024 there was an increase of 2.3% in the volume of 2 berth sales despite a reduction of 4% of advert listings and this was similar for 4 berths where there was an increase of 2.1% in sales whilst adverts dipped by a marginal 0.5%. The big difference was for 5 and 6 berth models where there was a drop of 3.7% in sales and a much larger drop of 10.2% in the number of adverts.

This data also highlights the fact that the 2 berth and 5 and 6 berth data shows a very similar performance pattern with a more stable trend over the course of the year, whereas the 4 berth performance shows a greater tail off towards the latter part of the year. This shows that customers of 2, 5 and 6 berths Tourers are more comfortable buying all year with 4 berth buyers affected by seasonality and perhaps weather. This is typical of a family focussed consumer.

Average Price

The chart below shows the average sales price by month for 2024 and 2025 using bars, with the volumes marked inside the bars. The purple line on the chart shows the month on month % change in price for 2025 and uses the secondary y axis as a scale.



Data Powered by Brego Insight

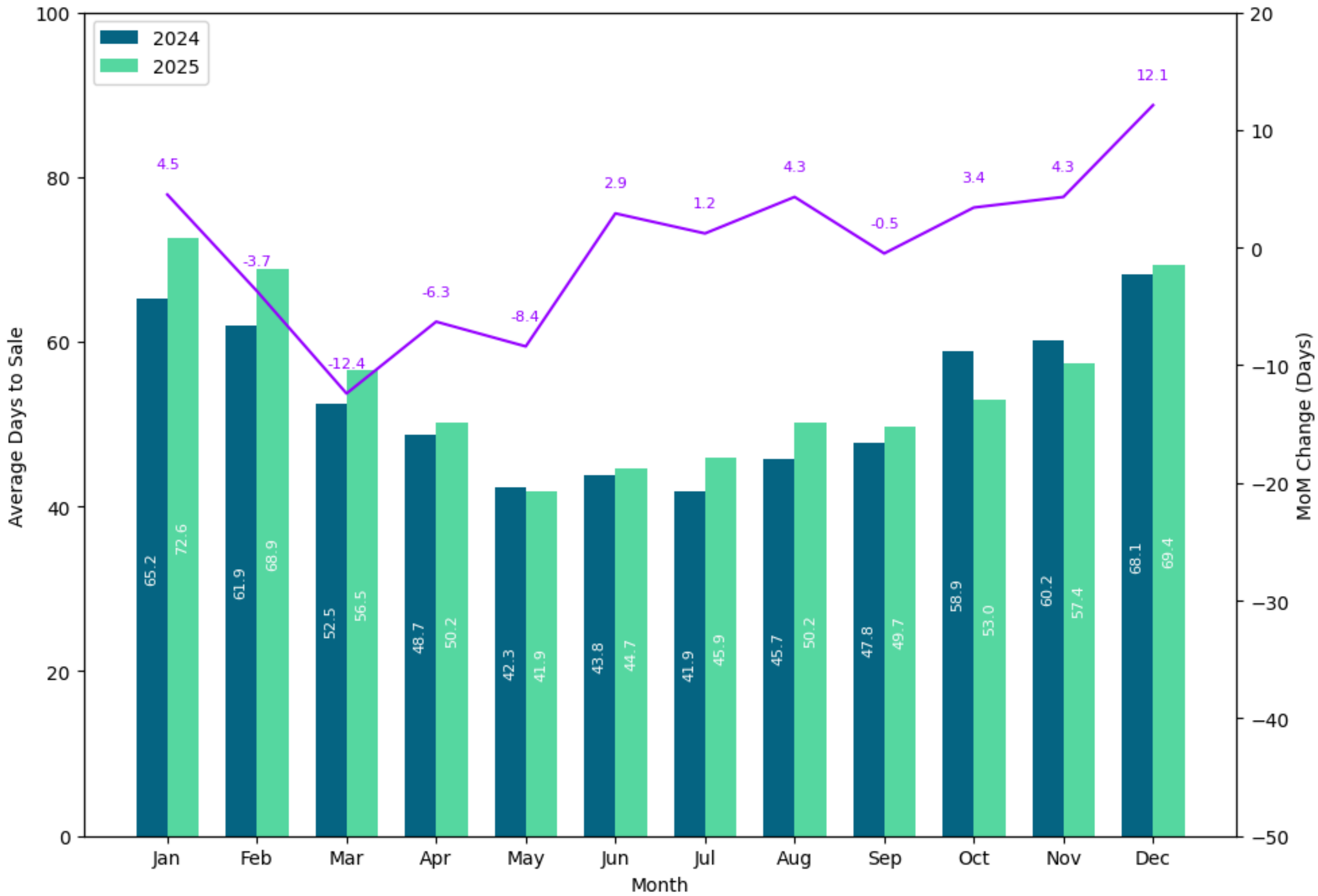
The data shows that the average sales price in both 2024 and 2025 remained remarkably similar. The overall average for 2024 was £16,283 and for 2025 this dropped by a nominal 0.5% to £16,201. The difference between the lowest price in 2024 and the highest prices was 11.9% and the same calculation for 2025 showed a difference of 15.2%.

The month on month difference in price varied between an increase of 7.8% from January to February 2025 to -8% from February to March which almost negated the change immediately. This differed from 2024 where the largest increase in average price came from August to September and was 7.7% with the biggest decrease coming from April to May 2024 and was -5.8%.

These changes tend to reflect the type of Touring Homes on sale in each month and the consumer demand at the time. The pattern in this data warrants further investigation and customers using the Brego platform should use the Brego Insight tool to reveal what specifically caused the changes on a month by month basis.

Average Days to Sale

The chart below shows the average days to sale by month for 2024 and 2025 using bars, with the days taken to sell marked inside the bars. The purple line on the chart shows the month on month change for 2025 and uses the secondary y axis as a scale.



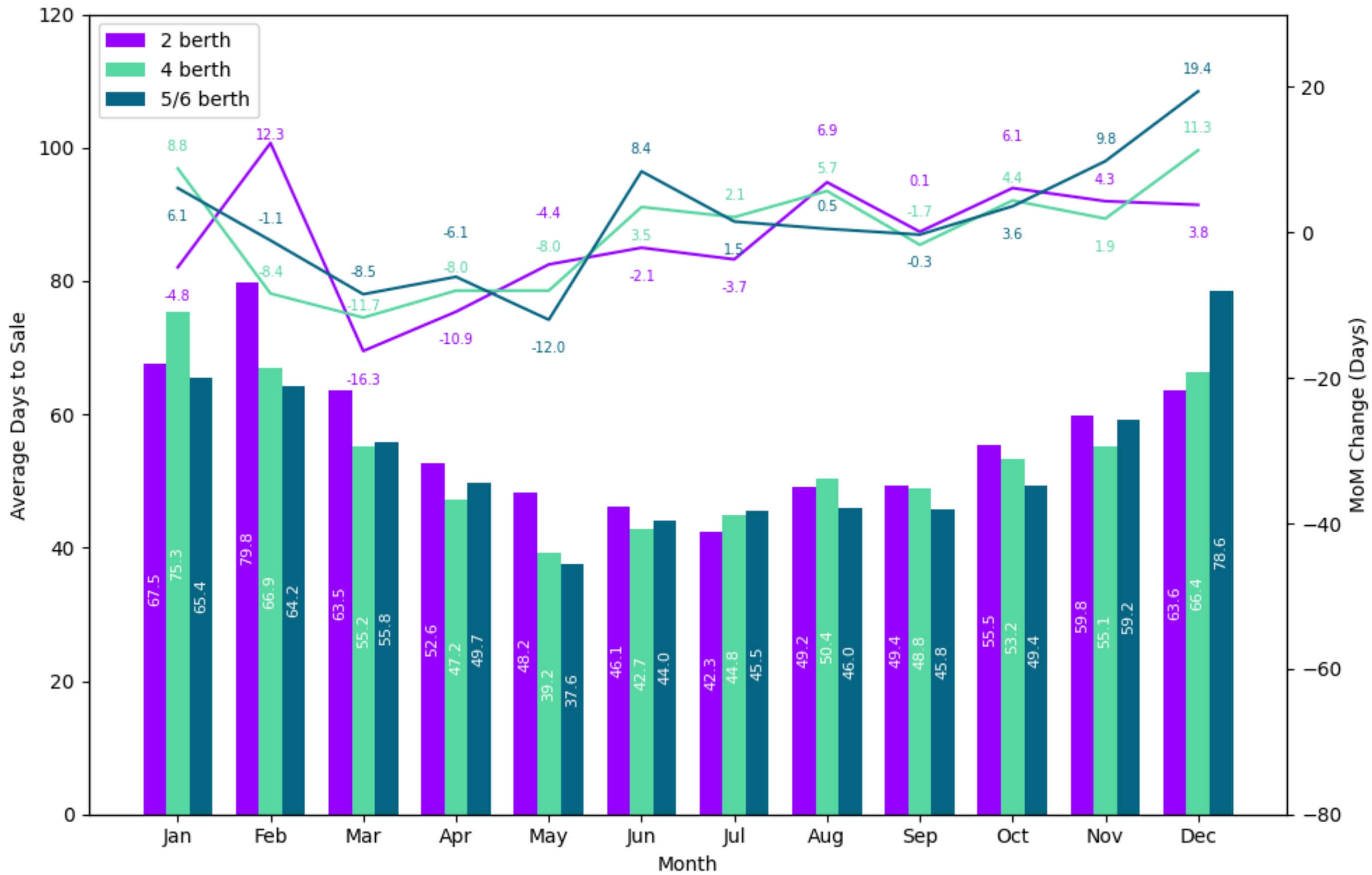
Data Powered by Brego Insight

This data shows the interesting pattern in the time it takes to sell a Touring Home and typifies the behaviour of leisure based markets in terms of demand and closure. It highlights the key selling months of the year with the quickest time to sell running between April and July before the trend is an increase in how long it takes to sell a Touring Home. This is heavily influenced by the time of year and the detail shows that it is 4 berth sales that have the greatest impact given there are more of these in the market. In addition these family focussed units sell more quickly during the summer or school holiday period when they will be used most often.

Overall the average days to sale in 2024 was 53.1 and that figure increased marginally in 2025 to 55.1. In both years the shape of the data is very similar which is reassuring as it shows stability in the market. The largest drop in days to sale in both 2024 and 2025 was in March probably in the lead up to Easter. The largest increase in days to sale in 2024 came in October and in 2025 it was December and this implied a longer sale season in 2025.

Average Days to Sale by Berth

The chart below shows the average days to sale by the number of berths in 2025 shown by the bars. The lines show the month on month change in the average days to sale and use the secondary y axis as a scale.



Data Powered by Brego Insight

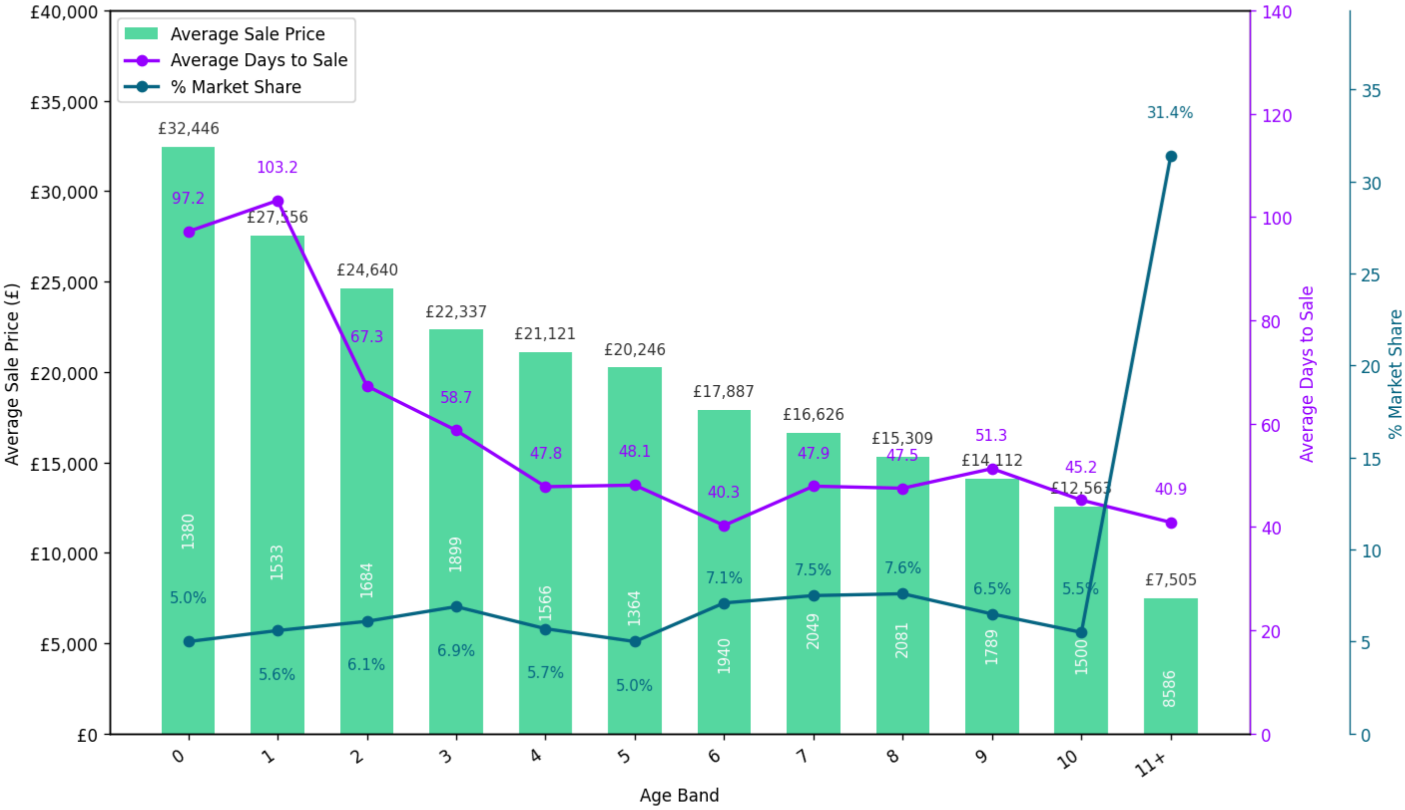
The previous chart showed the change and ultimate 2 day drop in the average days to sale from 2024 to 2025. This chart looks at this taking the number of berths into consideration.

In 2025, 2 berth Touring Homes took longer to sell than 4, 5 and 6 berth units in eight of the twelve months. The overall average was 56.5 days to sale which is half a day longer than in 2024. For 4 berths the average days to sale was 53.8 and they were the quickest to sell in four of the twelve months and overall they took 0.6 days to sell longer than for 5 and 6 berth versions, the latter being the quickest to sell in six of the twelve months.

In 2025 the biggest improvement in days to sale for all berths came in March and the biggest increase in the days to sale was in December for 4, 5 and 6 berths whereas it was in February and October for 2 berth models.

Sales by Age

The chart below shows the average sale price by age of Touring Home during 2025 shown by the bars, with the average days to sale on the purple line. The blue line shows the total % of market share. The lines use separate scales on the secondary y axis.



Data Powered by Brego Insight

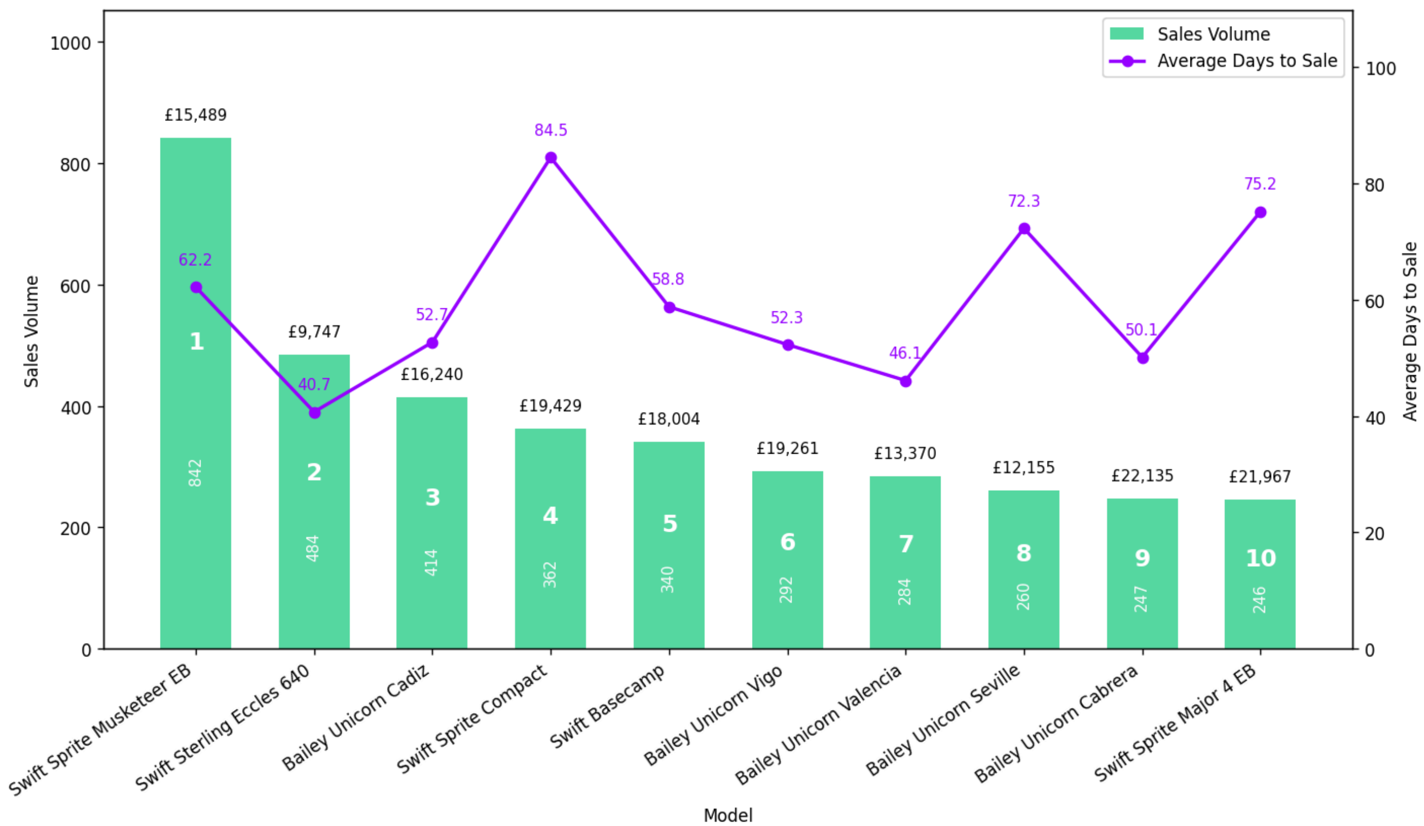
The data in this chart is interesting to review as it is vital to understand the detail of the dispersion of sales by the age of Touring Home. It is comforting to see that the average sale price declines sensibly by age as would be expected, but not always the case, in a mature stable market.

The biggest changes on the chart relate to the older age units and it is evident that 11 + aged Tourers see a marked decline in the average price and a significant increase in market share. This is to be expected as older Touring Homes are both viable for sale and desirable at the right price.

When compared to the 2024 data there is little change in the volume of sales as % of total market share. The largest being a decrease of 1.9% for five year old Tourers. For one year old, two year old and 8 year old units the market share was the same in 2025 as it was in 2024.

Top 10 Best Sellers in 2025

The chart below shows the Top 10 Best sellers by volume in 2025 by the bars and the volume is shown inside with the average sale price above the bar. The average days to sale are shown by the purple line and use the scale on the secondary y axis.



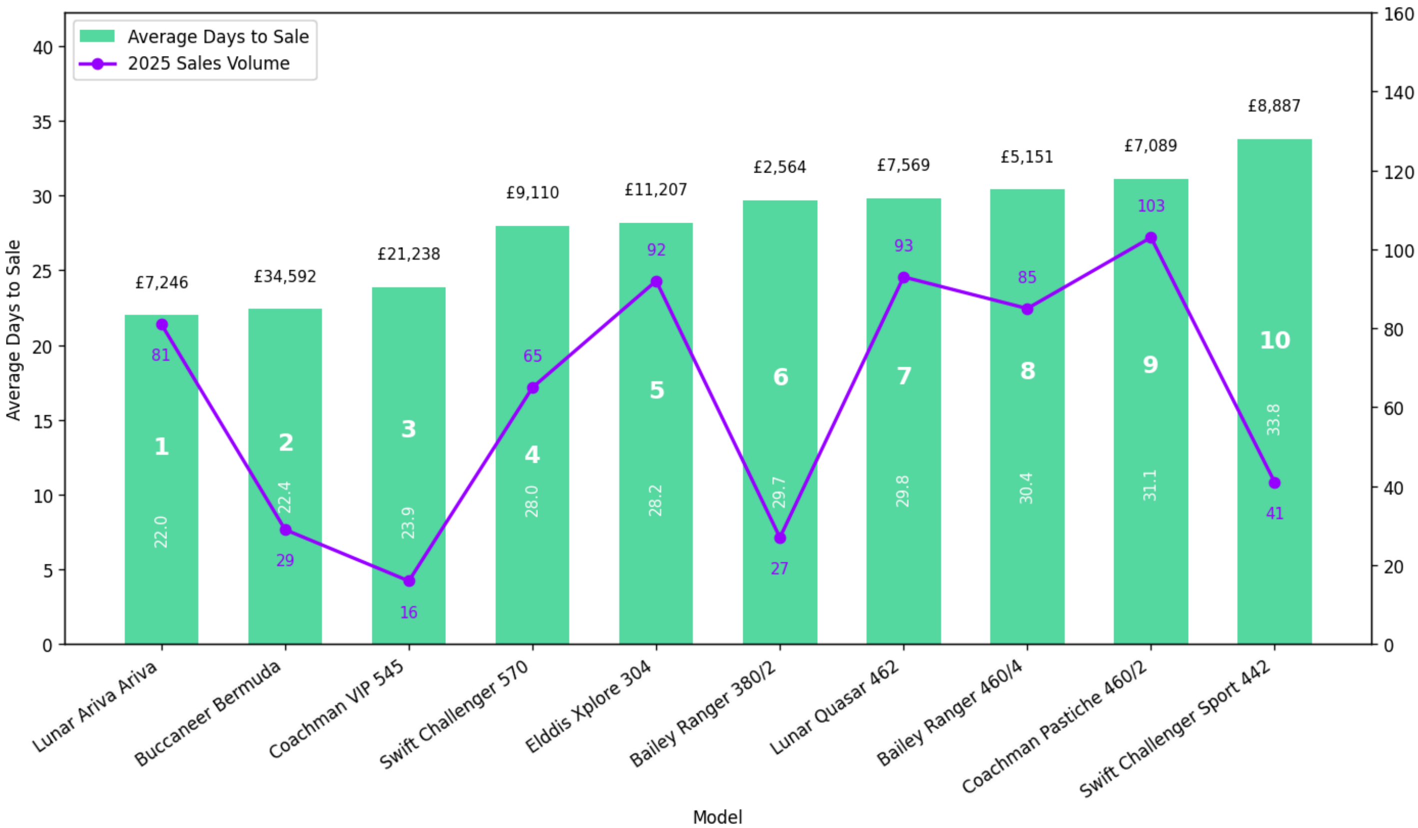
Data Powered by Brego Insight

This data shows that the Top 10 Best sellers in 2025 were split evenly between two manufacturers. Swift took four of the top five places with Bailey taking four of the bottom five. The overall average sale price was £16,780 and when split between the two featured manufacturers it was £16,927 for Swift and £16,632 for Bailey.

The average days to sell were 59.5 overall with Swift on 64.3 and Bailey on 54.7. The quicker sales for Bailey might normally be attributed to a lower average sale price although the difference between the two brands is only £295 on this occasion so one must deduce this is down to individual successful pricing strategies at the selling dealers or just overall consumer demand. That said, the data on the purple line clearly highlights that two of the three slowest selling Touring Homes were Swift models which will have had a significant impact given they are so much higher than the others.

Top 10 Fastest Sellers in 2025

The chart below shows the Top 10 Fastest sellers by average days to sale in 2025 by the bars and the days to sale is shown inside the bar with the average sale price above the bar. The volume of models sold is shown by the purple line and uses the scale on the secondary y axis.



Data Powered by Brego Insight

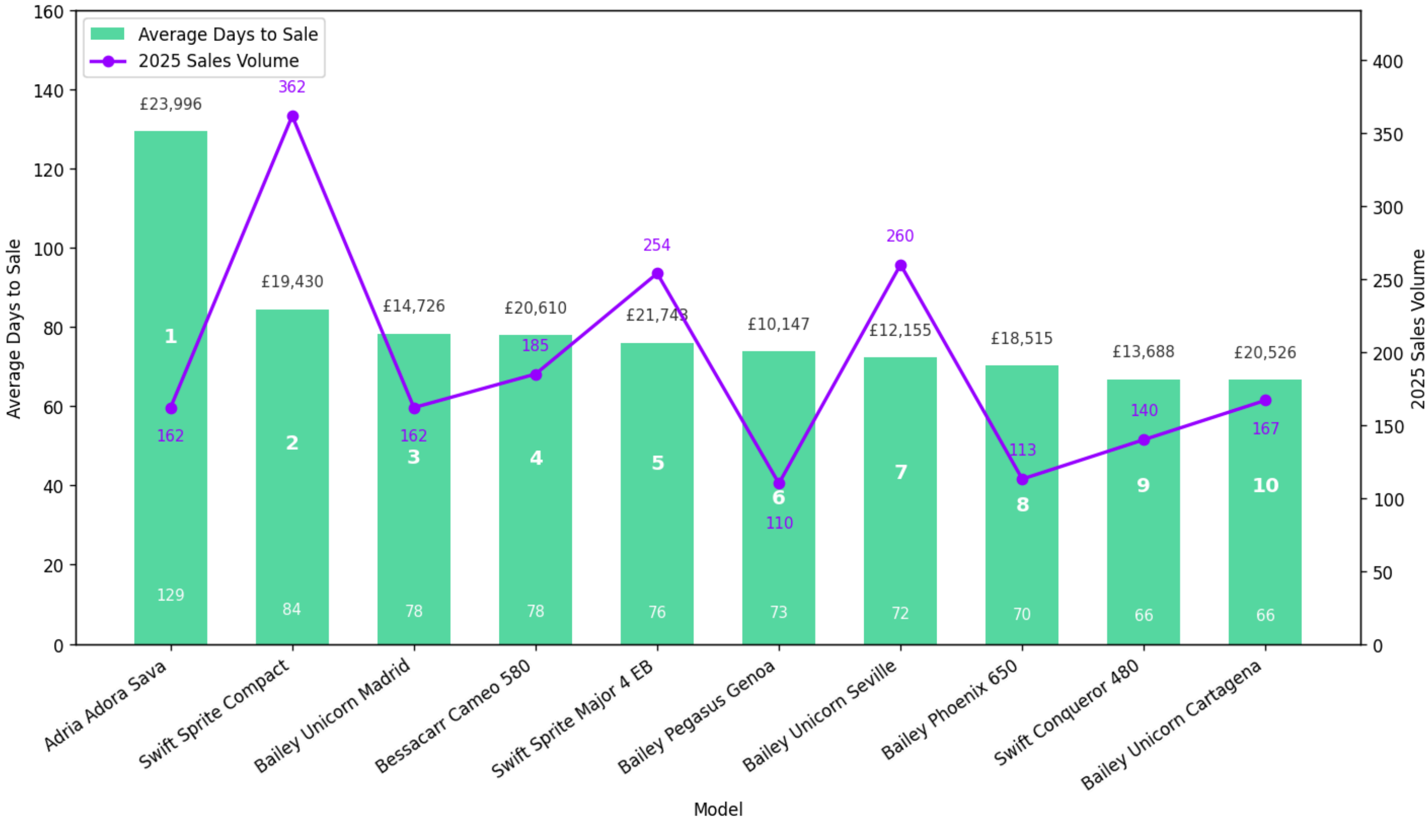
The fastest selling Touring Home in 2025 was the Lunar Ariva at just 22 days to sale but at just 0.4 days quicker than the far more expensive and high end Buccaneer Bermuda. It is also interesting that the Lunar Ariva was sold in the fifth largest volume of the Top 10 as can be seen on the purple line.

Looking overall, we can see that Lunar, Coachman, Bailey and Swift all had two models each in the Top 10. The overall average price across all 10 was £11,465 and the average days to sale was 27.9, some 32.6 days faster than the whole Touring Home market. These 10 Top Fastest sellers took just 2.3% of the total volume of sales in 2025 and it is perfectly possible that their rarity enhanced demand and as such drove the faster time to sell.

Using the Brego Insight tool will give dealers greater insight into the age and even location of the sales of these Tourers during 2025.

Top 10 Slowest Sellers in 2025

The chart below shows the Top 10 Slowest sellers by average days to sale in 2025 by the bars and the days to sale is shown inside the bar, with the average sale price above the bar. The volume of models sold is shown by the purple line and uses the scale on the secondary y axis.



Data Powered by Brego Insight

In contrast to the previous chart this shows the details of the Top 10 Slowest sellers in 2025 and it is interesting to see all but one spot is taken by either Bailey or Swift. The slowest seller was the Adria Adora Sava and coincidentally was also the most expensive from an average sale price perspective. Its fairly niche fixed bunk layout may also have subdued popularity.

Overall the average sale price was £17,554 which was £6,089 higher than the average of the Top 10 fastest sellers, thus confirming that price has a distinct effect on saleability. The average days to sale was 79.6 which is 19.1 days slower than the whole market average. In addition the Top 10 slowest sellers took a 6.99% share of the total market which was 4.7 percentage points greater than the Top 10 fastest sellers.

Summary

In conclusion the Touring Home market in 2025 was a generally stable sector of the Leisure industry with used sales largely mirroring those in 2024 with only a minimal increase of 0.7% against a decrease in adverts listed of 3.5%. This shows a better sales success rate with the consumer. The regular discussion on the contraction of this sector in recent years post the pandemic should probably now be laid to rest as it would seem that the market has now found its level.

However, this new sales level has made life more difficult for both the manufacturers and the dealers who have not only faced lower sales but had to cope with significant operational cost increases. The change in the minimum wage and the increase in national insurance costs have been two of the significant driving factors that have eaten away at profits. As a result there were a number of dealer closures during the year and an increase in the number of sales sites that have migrated to storage facilities in the face of dropping margins. In addition there remains a level of oversupply of new Tourers which are often heavily discounted to get them into the market putting pressure on the nearly new Touring Caravan prices..

Consumer confidence was not as good as it had been in previous years and dipped noticeably in the final quarter of the year making it tougher for dealers to close sales. This appeared to specifically hit sales of 5 and 6 berth Tourers at the end of the year and perhaps reflected the lack of confidence for families worried about increased living costs.

However, 2026 has brought a more positive outlook and forecasts are for a mild increase in sales over the course of the year. In addition, following the consumer confidence downturn towards the end of 2025 both in the run up to and after the budget, the economy is looking more positive with low interest rates and the likelihood of further reductions in the inflation rate which will hopefully facilitate further drops in the bank base rate and theoretically allow consumers to loosen their purse strings a little.

Rest assured that the Brego Team will keep you fully updated on the UK market month by month during 2026 and we welcome new customers looking for unrivalled insight and the most accurate leisure valuations and forecasts in the market today.

All the data in this report is available to subscribers using the Brego Platform which now benefits from a cutting edge AI driven Insight platform to help bring detail and clarity to the complex UK Touring Home market.