

Industry Insights Caravans & Motorhomes

What you can do to stay fit for the trend even after the hype

Adapt to a new market environment in good time

In addition to the many downsides of the coronavirus pandemic, some consequences have also had a very positive impact on certain sectors, particularly the caravan and motorhome market. After the record year 2021 with 82,017 new motorhome registrations and 24,891 new caravan registrations, sales of new vehicles are already shrinking again in terms of volume, but the value trend is still very positive (+ 12.1 % in 2023)*.

The clientele is obviously prepared to pay significantly higher prices but has become more demanding in terms of equipment and performance features. Prices have risen by almost 35 % in the last two years. However, this scenario also harbors the risk of falling into a price-sales trap in the medium term, in which demand suddenly abruptly breaks off.

It is now important to react to the new market dynamics at an early stage to benefit from the new trends in the coming years with correspondingly flexible offers and demand-synchronized production.

You can rely on ConMoto's more than 30 years of experience in the automotive industry in sales, production, and value creation. Together with you, we take care of current issues such as bottlenecks in procurement or CO₂-neutral production.

ConMoto's approach has passed the practical test hundreds of times over. We implement concepts that work immediately but adapt your operational excellence flexibly to demand.

*Sources: Statista CIVD number of new registrations of caravans & motorhomes in Germany until 2022; SchadenNews CIVD 17.01.2024

ConMoto „Fit-for-Future“ program for caravan & motorhome manufacturers

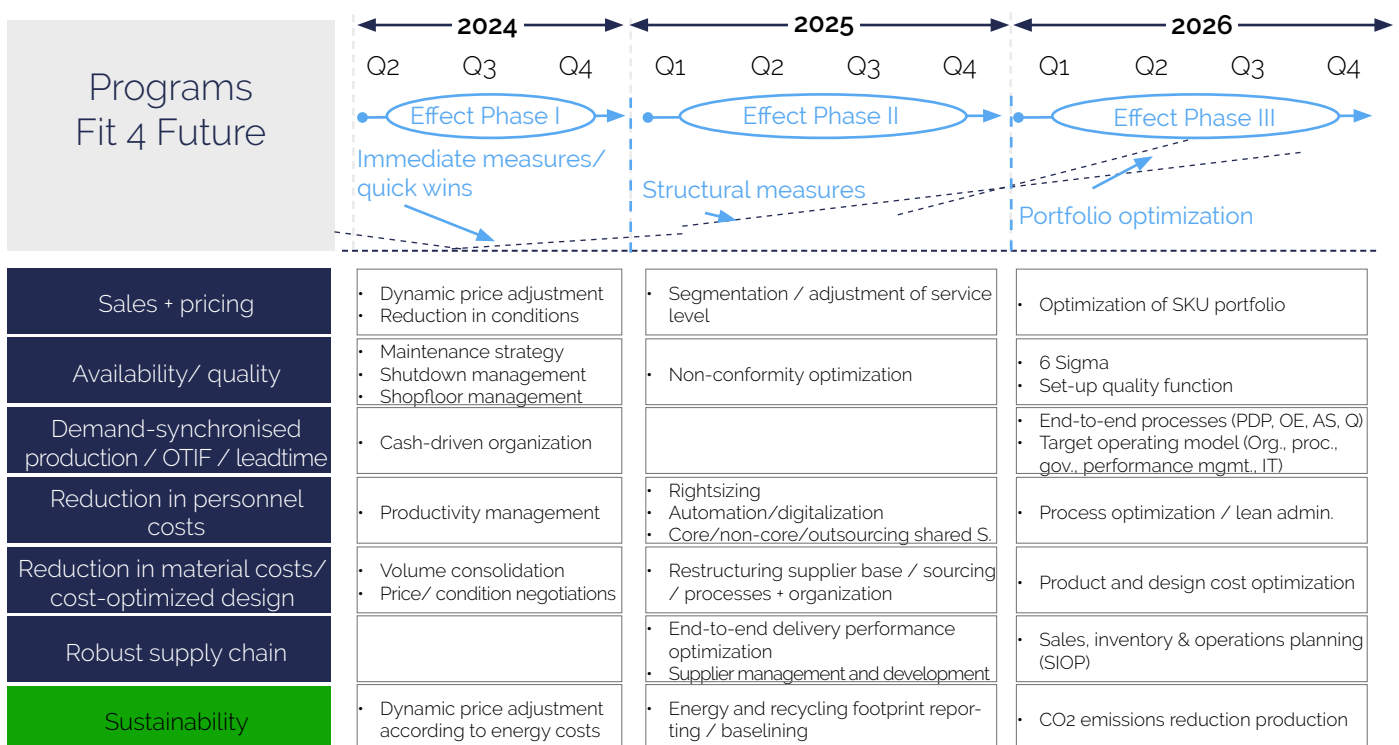
Current Challenges

- Converting the drive type to electromobility for motorhomes
- Supplier failures, disruptions and high costs in the supply chain as well as production downtimes are increasingly becoming a reality
- Lower capacity utilization in production due to shrinking sales volumes
- High energy costs and increasing pressure for CO2-neutral production processes
- Shortage of skilled workers with a high number of employees retiring at the same time
- Minimize stock levels while increasing the number of components and component par

Targets of ConMoto support

1. Process and system optimization e-mobility with active supplier management
2. Ensure own delivery capability, bottleneck management, adjust safety stocks where necessary, increase productivity
3. Demand-oriented, synchronized end-to-end order processing management
4. Process simplification in sales, planning and production to increase productivity with optimized personnel deployment
5. Orientation of production towards sustainable energy use
6. Conversion of production processes for more flexible capacity utilization

Our approach in your industry



With its many years of expertise in the automotive sector, ConMoto can respond to the significant changes on the market and supplier side in the caravan and motorhome market with innovative consulting methods and data-supported analysis tools to support your value creation and growth strategies.

We would be delighted to talk to you in the near future to work out an approach tailored to your situation.