Brego
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Leisure Market Insight

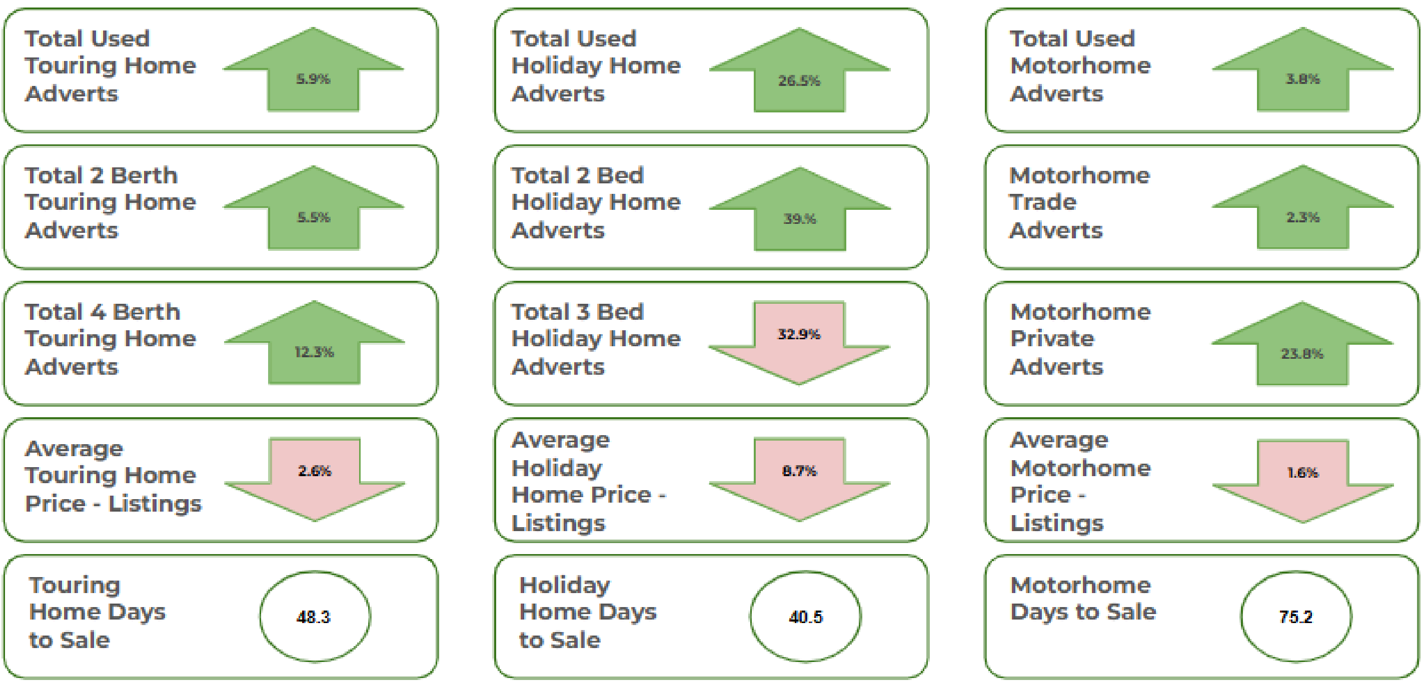
April 2026

April Monthly Leisure Market Insight

The April Leisure Market Report reviews what happened in the UK Leisure market sectors compared to the previous month and highlights the key areas of the economy that impacted the Leisure sector and economy as a whole during the month.

Key Used Leisure Home Market Indicators

Using the comprehensive and complex whole market Brego data, these are the key market indicators for the month of April when compared with market activity experienced in March:-



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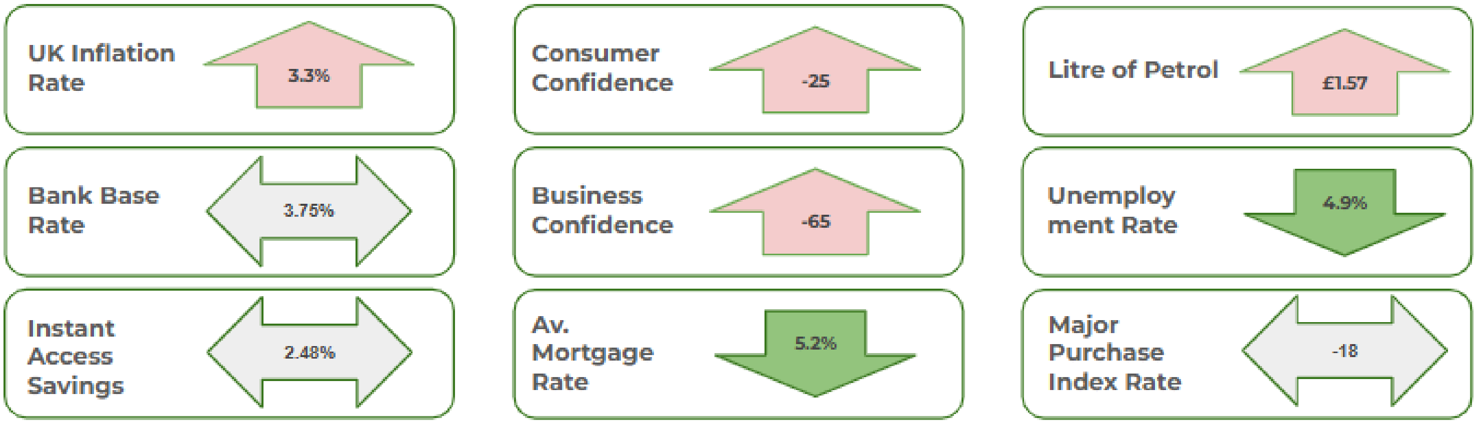
The April market data was refreshingly positive for the industry amidst a backdrop of global and national concerns which we will cover in the next section. The volume of adverts across the three Leisure verticals enjoyed a boost in numbers ranging from 3.8% to 26.5% which suggests that dealers and parks are fired up and ready for business.

Sometimes a boost in advert volumes can be a sign of a slow down in sales, but at this time of year it is a positive for this sector signifying the market picking up. The reality was that sales increased by 11.7% for Touring Homes and 0.6% for Motorhomes and Campers, although the Holiday Home market showed a drop of 11.5% which was both surprising and disappointing.

Of note was that the average days to sale across all verticals improved which is inline with the increase in sales although the average for Holiday Homes dropped by 44.4 days despite a fall in sales. In addition, all the average listing prices dropped and this suggests either sales of higher value units or the emergence of more cheaper units coming to the market and this is worthy of further investigation.

Key UK Economic Indicators



Data Courtesy of Trading Economics, Gemini AI and www.gov.uk

The April economic KPIs shed some light on the difficulties in the UK economy which has been influenced by what is happening on a global level. Unfortunately this data is likely to deteriorate further in May as the war in the Middle East continues to pressure fuel and energy costs. In addition the Prime Minister is also under significant pressure and there is great interest in what will happen in May after the local elections have been settled with high expectations of a swing away from Labour to the Reform party.

The increase in the cost of living that was widely predicted has begun to hit home and the rate of inflation jumped to 3.3%, which was lower than many had expected, but this is likely to jump again next month as costs continue to rise. This has directly affected consumer confidence which dropped to -25 during April and was a four point decline heralding the largest drop in a year. This has meant consumers have been less comfortable spending money on big ticket items.

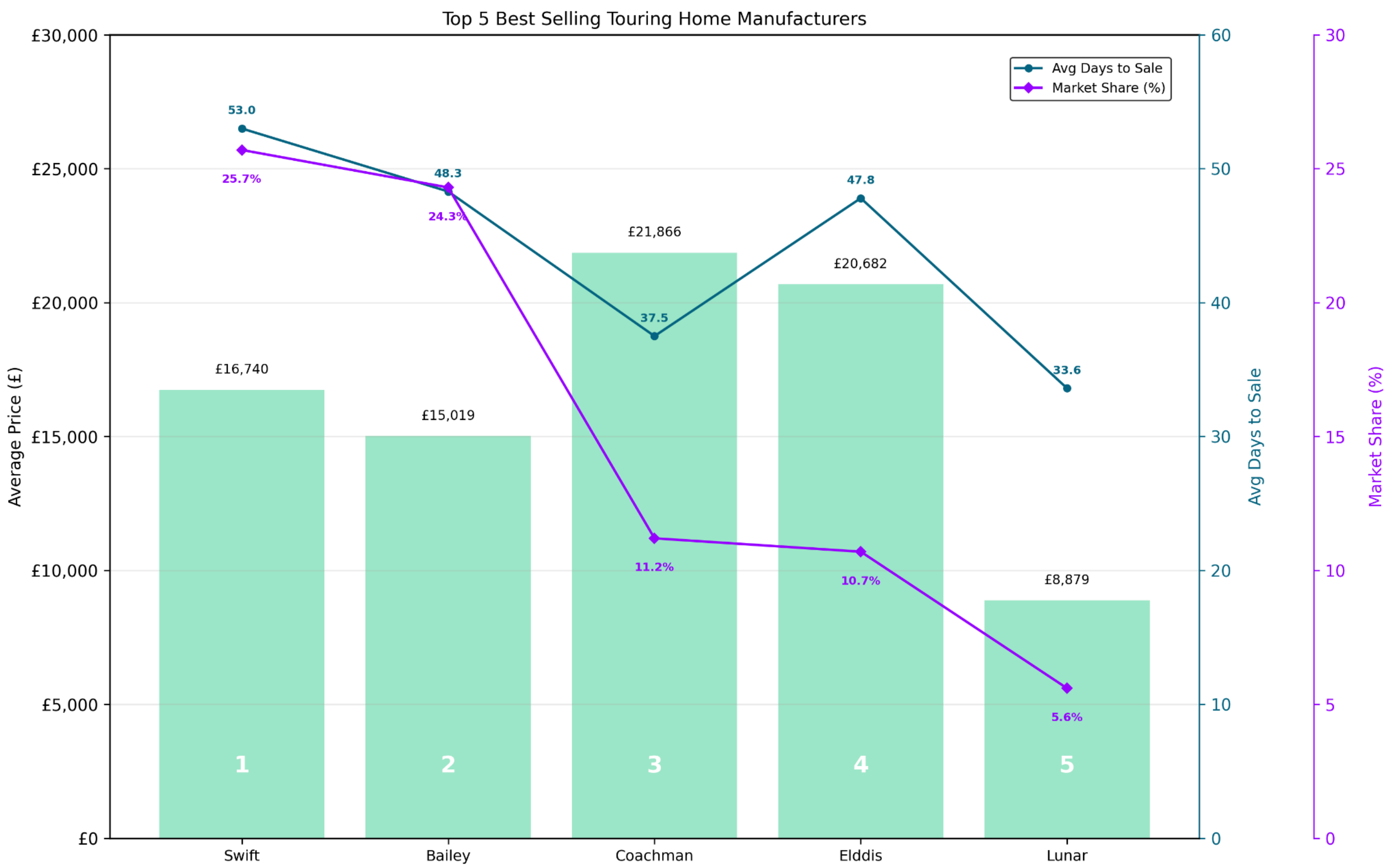
In addition, business confidence has also been hit hard. This quarterly figure dropped by 46 points to -65 which is the lowest level it has been since Q2 2020 at the height of the pandemic. Businesses nationwide are experiencing a rise in the cost of materials and energy which has hit productivity and profitability, whilst order books have slimmed down causing a real cause for concern and as such pessimism is running high.

If there is anything positive this month it is the reduction in the rate of unemployment, although this rate is influenced by activity some months previously and there are warnings that it will increase again in the coming weeks. There was also a slight drop in mortgage rates although only by 0.2 of a percentage point which is not enough to rekindle the almost completely stagnant property market with the more expensive end of the market hit particularly badly.

The resolution of the war in the Middle East is imperative for a return to global harmony and the President of the United States seems to be taking a slightly different approach in a bid to stabilise matters. This is due to rampant cost increases in the United States and his own waning popularity with the voting public.

Top 5 Best Selling Touring Home Manufacturers

The chart below shows the Top 5 best selling Touring Home manufacturers in the UK in April 2026. The average price is above the bar and the average days to sale is shown by the blue line and the percent of market share is shown by the purple line.



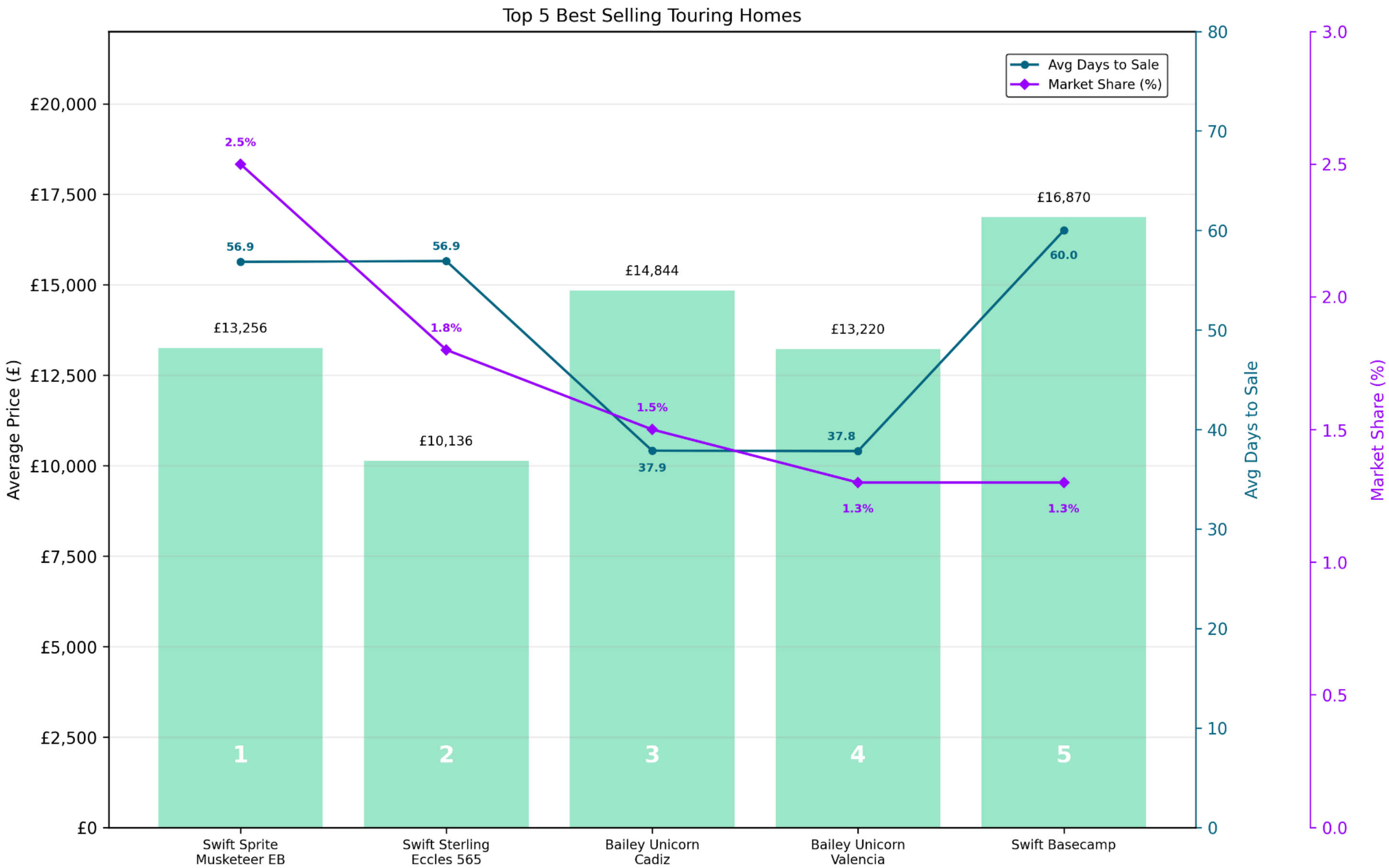
Data Powered by Brego Insight

This month's data shows the manufacturers in the same order as in March with Swift sitting at the top of the rankings although there were some notable changes in the detail. Overall sales for the Top 5 increased by 18.8% off the back of a 39.5% increase in the previous month, reinforcing the increase in consumer demand. The biggest winner was Bailey with a 22.1% increase in sales with Lunar the lowest at 13.5%.

The average sale price dropped by a touch over 3% signalling demand for cheaper versions and this was primarily driven by Lunar which recorded a drop of 6.8% whilst Swift was more consistent with a minimal drop in average sale price of 1.2%. Of specific note was the overall drop in the average days to sale from 57.7 to 44, an improvement of 13.7 days whilst the overall market share for the Top 5 declined by a nominal 0.4 of a percentage point.

Top 5 Best Selling Touring Homes

The chart below shows the Top 5 best selling Touring Homes in April 2026. The average price is shown above the bar and the days to sale shown on the blue line with the percent of market share on the purple line.



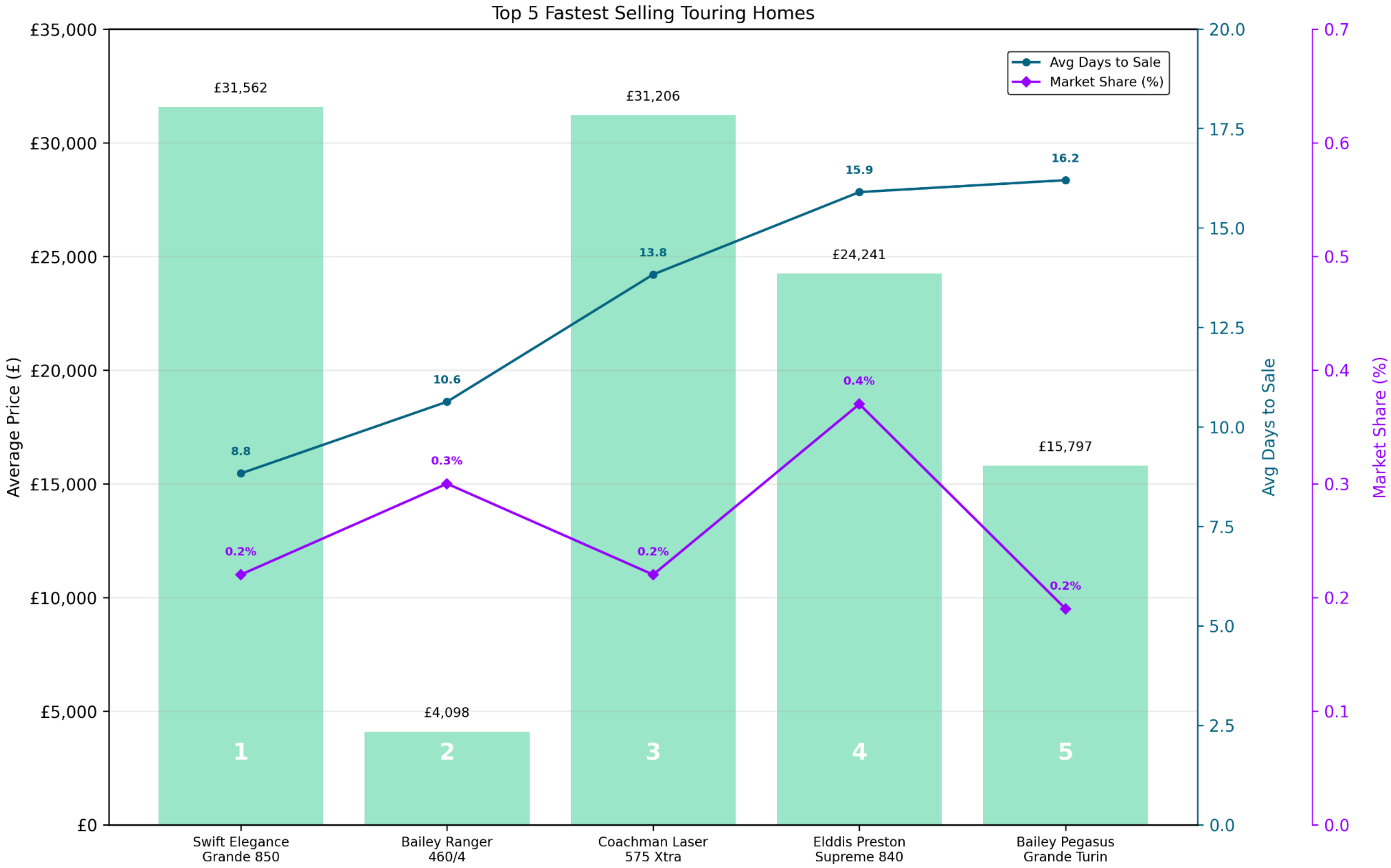
Data Powered by Brego Insight

Looking in more detail at individual models and the Top 5 Best Sellers were also pretty consistent with just the entry of the Bailey Unicorn Valencia in fourth spot at the expense of the Swift Sprite Compact which was in fifth spot. The total volume of the Top 5 decreased by just over 3%, suggesting that consumers were buying a wider range of different models which is a good thing.

As further evidence of wider consumer interest in different models, the volume of the total sales for the Top 5 dropped to 8.4% of the whole market, a decline of 1.9%. The only model to show an increase in sales was the Bailey Unicorn Cadiz that sold 8.3% more than in March. The average days to sale improved by 10.1 days to 49.9.

Top 5 Fastest Selling Touring Homes

The chart below shows the Top 5 fastest selling Touring Homes in April 2026. The average price is shown above the bar and the days to sale shown on the blue line with the percent of market share on the purple line.



Data Powered by Brego Insight

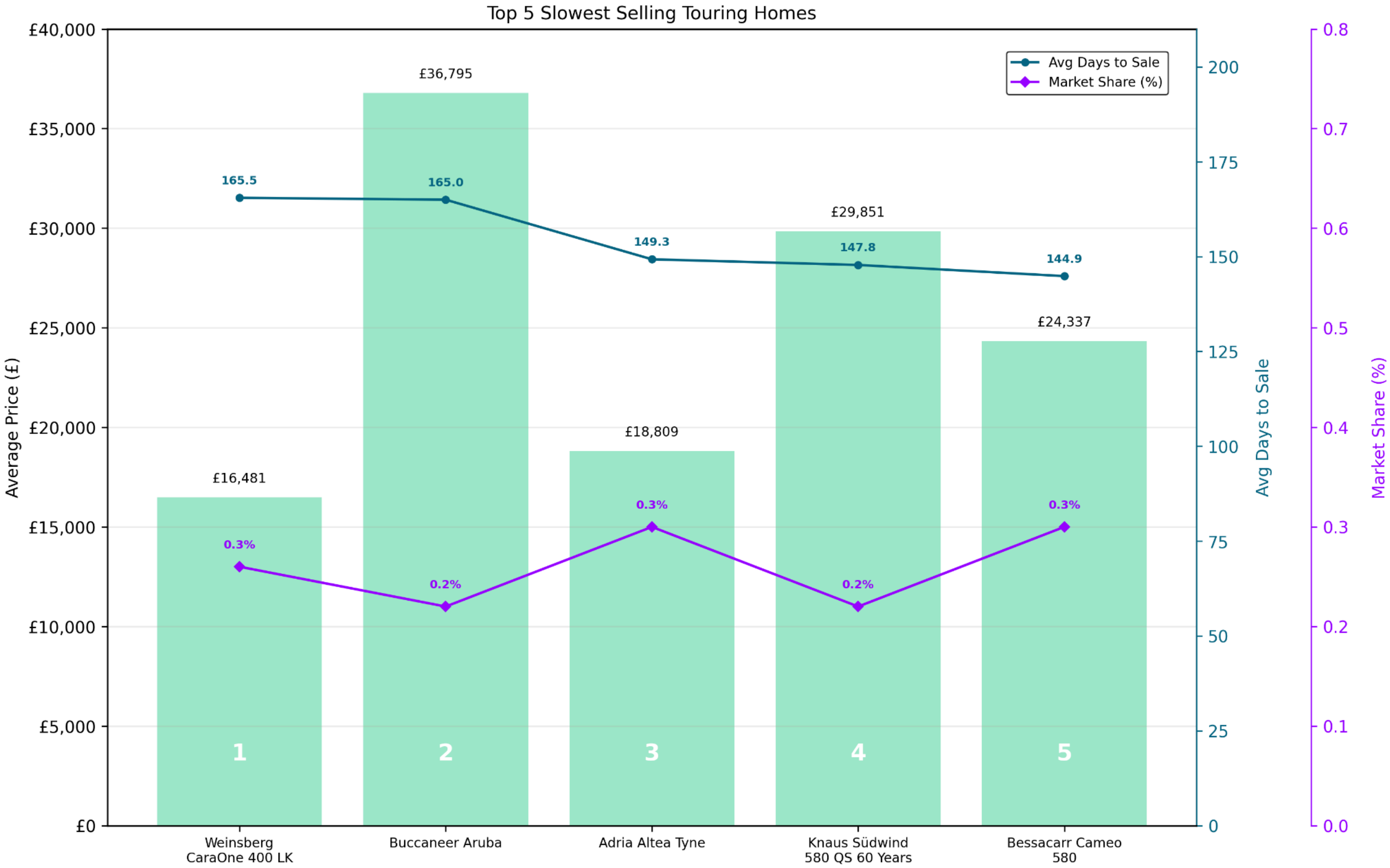
Just the second month for this chart and the criteria have changed slightly as the data looks at all Tourers that sold at least 5 units during the month. This alteration means that all the Top 5 Fastest Sellers have changed since March and it is pleasing to see that they are made up from four different manufacturers, with Bailey having two models in second and fifth spot.

Swift tops the list with the luxury eight foot wide Elegance 850 with the fixed bed that is both desirable and in short supply. In fact, all the Top 5 have a fixed bed of some sort and four of the Top 5 are eight foot wide models. It will be interesting to see if these features are key to entry to the Top 5 Fastest Sellers going forward.

The Top 5 account for just 0.4% of the total market and the average time to sell was 13 days led by the Swift at 8.8 days running down to the Bailey Pegasus at 16.2 days.

Top 5 Slowest Selling Touring Homes

The chart below shows the Top 5 slowest selling Touring Homes in April 2026. The average price is shown above the bar and the days to sale shown on the blue line with the percent of market share on the purple line.



Data Powered by Brego Insight

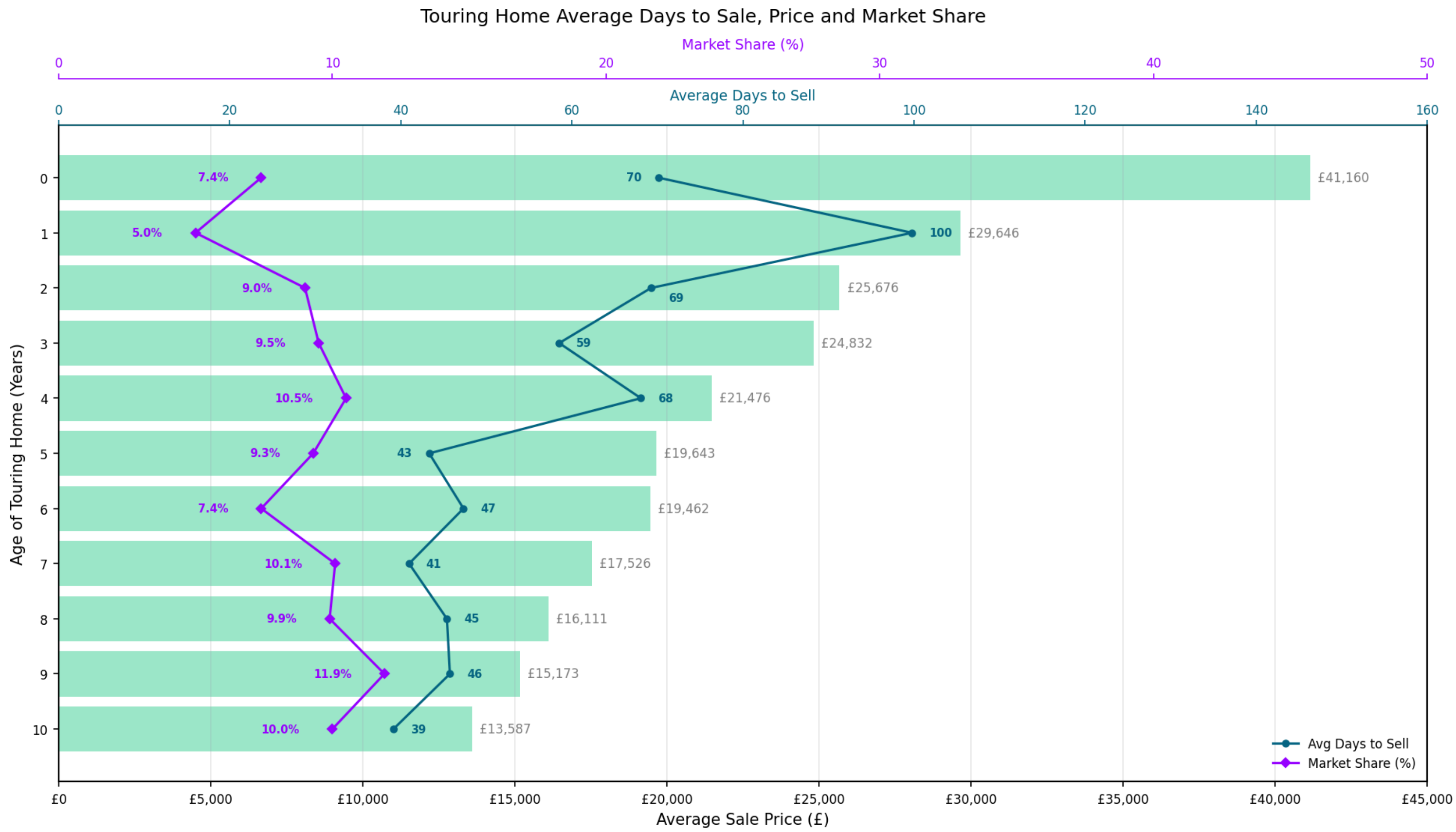
Just the second month for this chart too and the criteria have also changed slightly as the data looks at all Tourers that sold at least 5 units during the month. This alteration means that all the Top 5 Slowest Sellers have all changed since March. In this data set, the Top 5 is made up of different manufacturers and between them they take 1.3% of total sales for the month.

They each have a slightly alternative layout which affects desirability as much as their weight does. The Weinsburg's triple bunks affect customer appeal, whereas the Buccaneer and Bessacar are particularly heavy. The Adria has twin fixed single beds and the Knaus a fixed front bed, both of which are rare configurations and clearly less popular than more traditional layouts.

The overall average days to sale sits at 154 days and the average sale price is high at £25,255, boosted by the Buccaneer at almost £37,000.

Touring Home Average Price by Age

The data in this chart shows the average retail price at the end of the bar and average days to sale on the blue line with a percent of market share on the purple line. The data covers Touring Homes by age up to 10 years old.



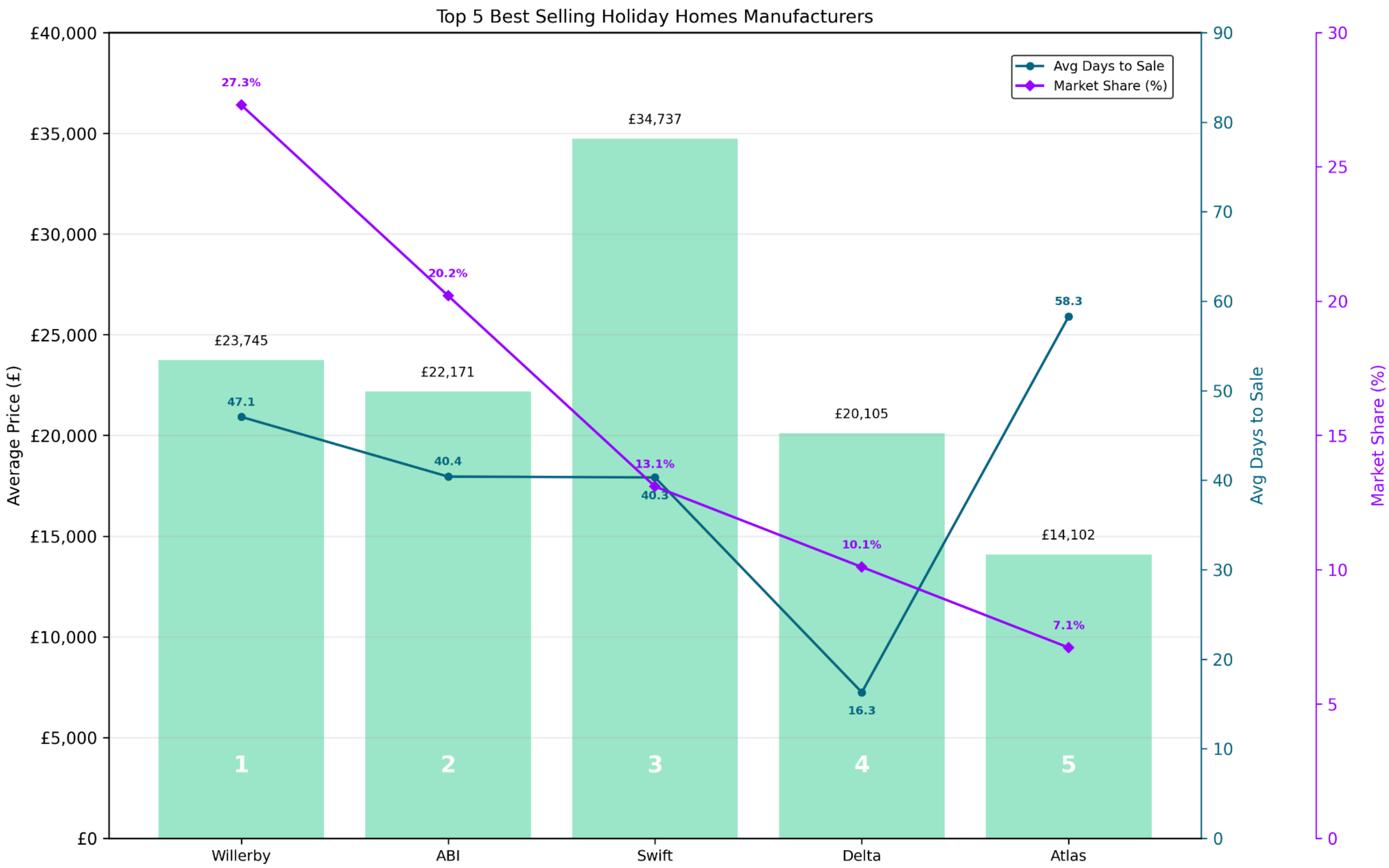
Data Powered by Brego Insight

The April data in this chart depicts a pretty stable market overall with the green bars declining in value year on year. The average sale price for this view of sales is £22,208 and just £91 or 0.4% lower than in March. It is worth noting that Touring Caravans up to ten years old accounted for 63.7% of all sales in April

The data also shows an overall increase in sales of 12.9% off the back of a 37.8% increase in March. The greatest increase in average price was for sub one year old used units that increased by 106.7% and the lowest uplift was for seven year old units at 0.9%. Seven of the ten years recorded a drop in the average sale price ranging between 0.3% for ten year old Tourers to 7% for six year old units. In addition, the average days to sale decreased by 12.8 days to 57.1 for this view of the market.

Top 5 Best Selling Holiday Home Manufacturers

This chart shows the Top 5 best selling Holiday Home manufacturers in the UK in April 2026. The average price is above the bar with the average days to sale shown by the blue line and the percent of market share is shown by the purple line.



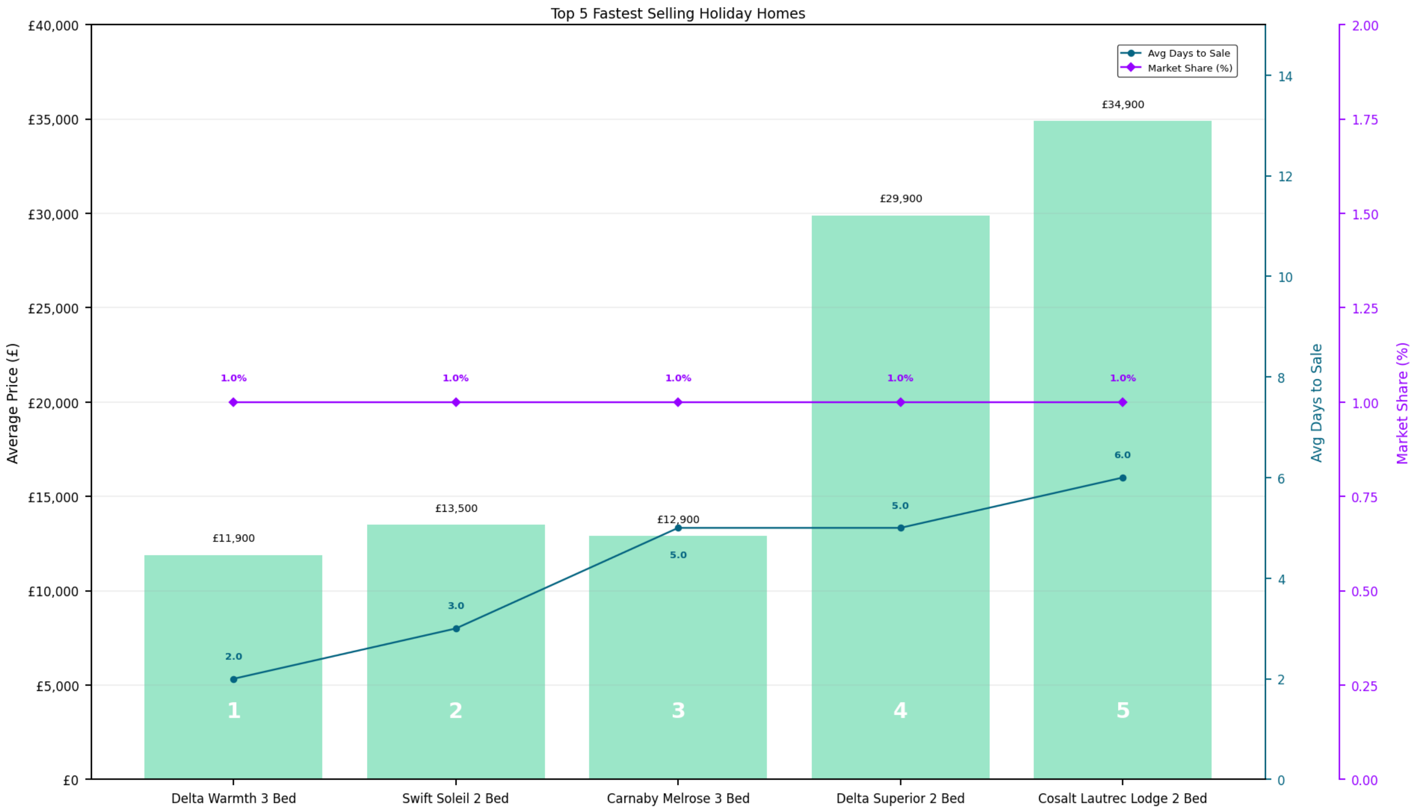
Data Powered by Brego Insight

As with the Touring Caravan data, this month's Top 5 remain not only the same but also in the same order too with Willerby in the top spot. However, there have been some significant changes in the data as the market has flexed in some areas and contracted in others.

The volume sold of the Top 5 has contracted by 12.5% highlighting that buyers have widened horizons and bought other brands which is interesting for the time of year and perhaps expected. In addition it is worth noting that the average price has dropped by 3.8% to £22,972 although within that the data shows that the average sale price for Atlas dropped by 57% whilst Swift increased by 89%. This signifies that there were a number of high value Swift models sold during the month and a number of low value Atlas models highlighting market diversification.

Top 5 Fastest Selling Holiday Homes

The chart below shows the Top 5 fastest selling Holiday Homes in April 2026. The average price is shown above the bar and the days to sale shown on the blue line with the percent of market share on the purple line.



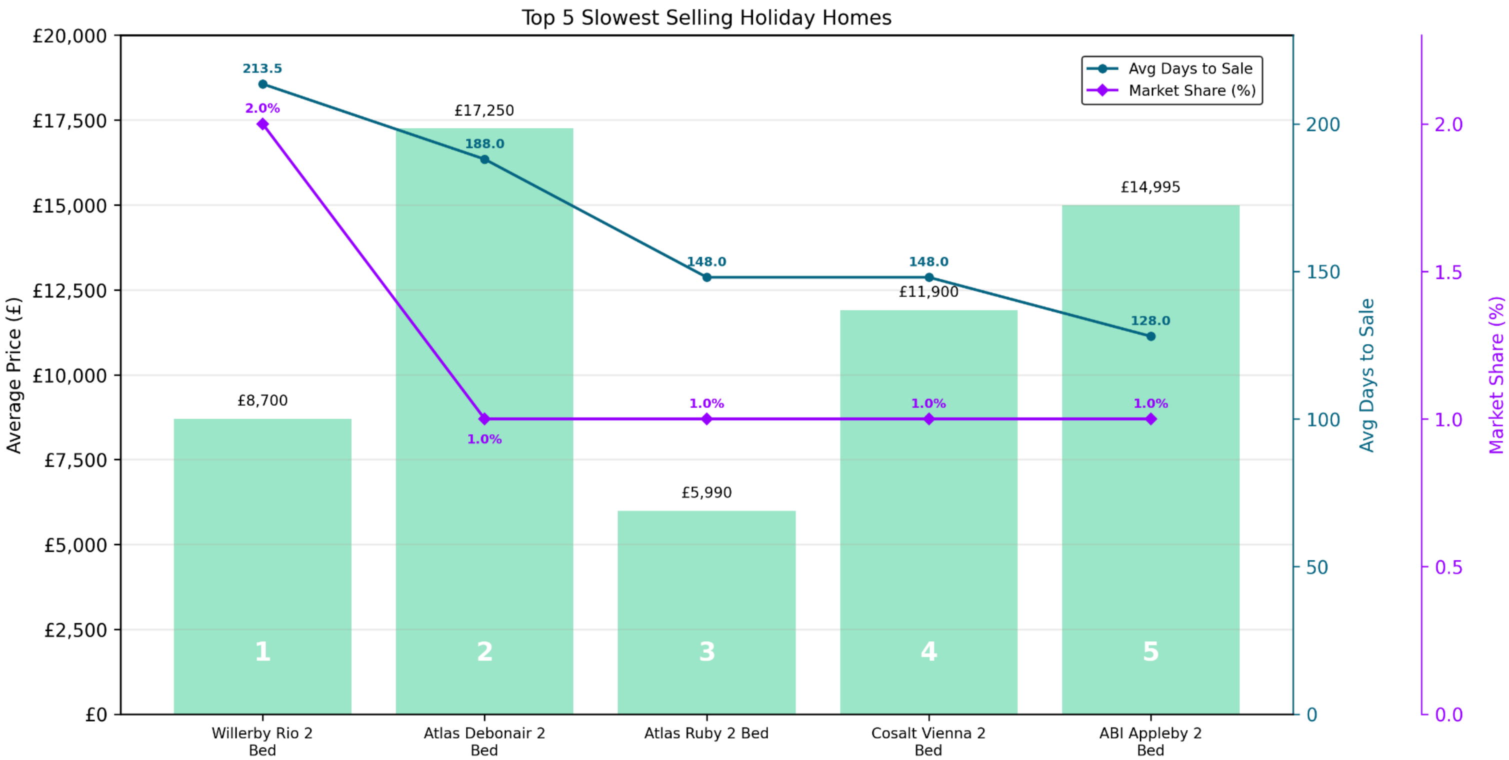
Data Powered by Brego Insight

The second month for this chart and the criteria have changed slightly as the data looks at all Holiday Homes that sold at least 5 units during the month. This alteration means that all the Top 5 Fastest Sellers have changed since March and it is interesting to see that they are all different manufacturers.

In total the Top 5 Fastest Sellers took 5% of the total volume of sales in April and the overall average sale price was 3.8% lower at £20,620. The average days to sale was 4.2 days in comparison with March, an improvement of 26.3 days on the March data. Of equal note is the fact that they all took a 1% share of the total market sales. This will be an interesting chart to watch over the coming months as the season heads towards the peak selling season.

Top 5 Slowest Selling Holiday Homes

The chart below shows the Top 5 slowest selling Holiday Homes in April 2026. The average price is shown above the bar and the days to sale shown on the blue line with the percent of market share on the purple line.



Data Powered by Brego Insight

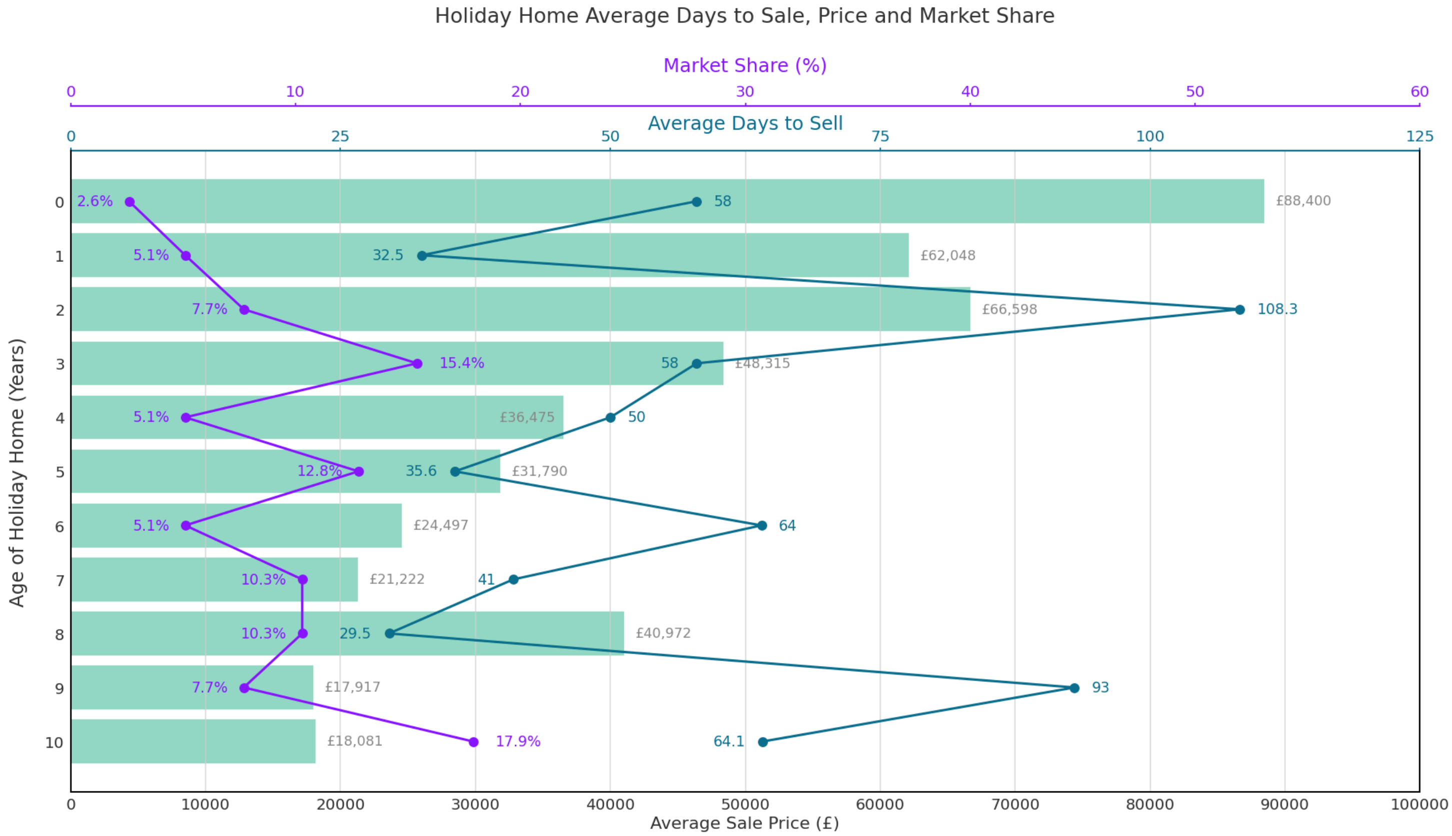
Again the second month for this chart and the criteria have also changed slightly as the data looks at all Holiday Homes that sold at least 5 units during the month. This alteration means that all the Top 5 Slowest Sellers have all changed since March. In this data set, the Top 5 are made up of four different manufacturers and between them they make up 0.6% of total sales for the month.

Looking in a bit more detail, the average days to sale for all five models is 165 and this spreads between the Willerby in the top spot at 213.5 and the ABI in fifth place with 128. The overall average is 19.9 days higher which is a bit of a surprise. In addition the average price has also seen a significant drop of £16,788 to £11,767 which suggests that cheaper Homes are not a hot spot in the market for now, which given the economic position and lack of consumer confidence in spending on big ticket items is somewhat surprising.

However, it is worth remembering that the condition and specification of older Holiday Homes can also affect desirability despite a lower cost.

Holiday Home Average Days to Sale and Average Price by Age

The data in this chart shows the average retail price at the end of the bar and average days to sell on the blue line with the percent of market share on the purple line. This data is for Holiday Homes by age up to 10 years old.



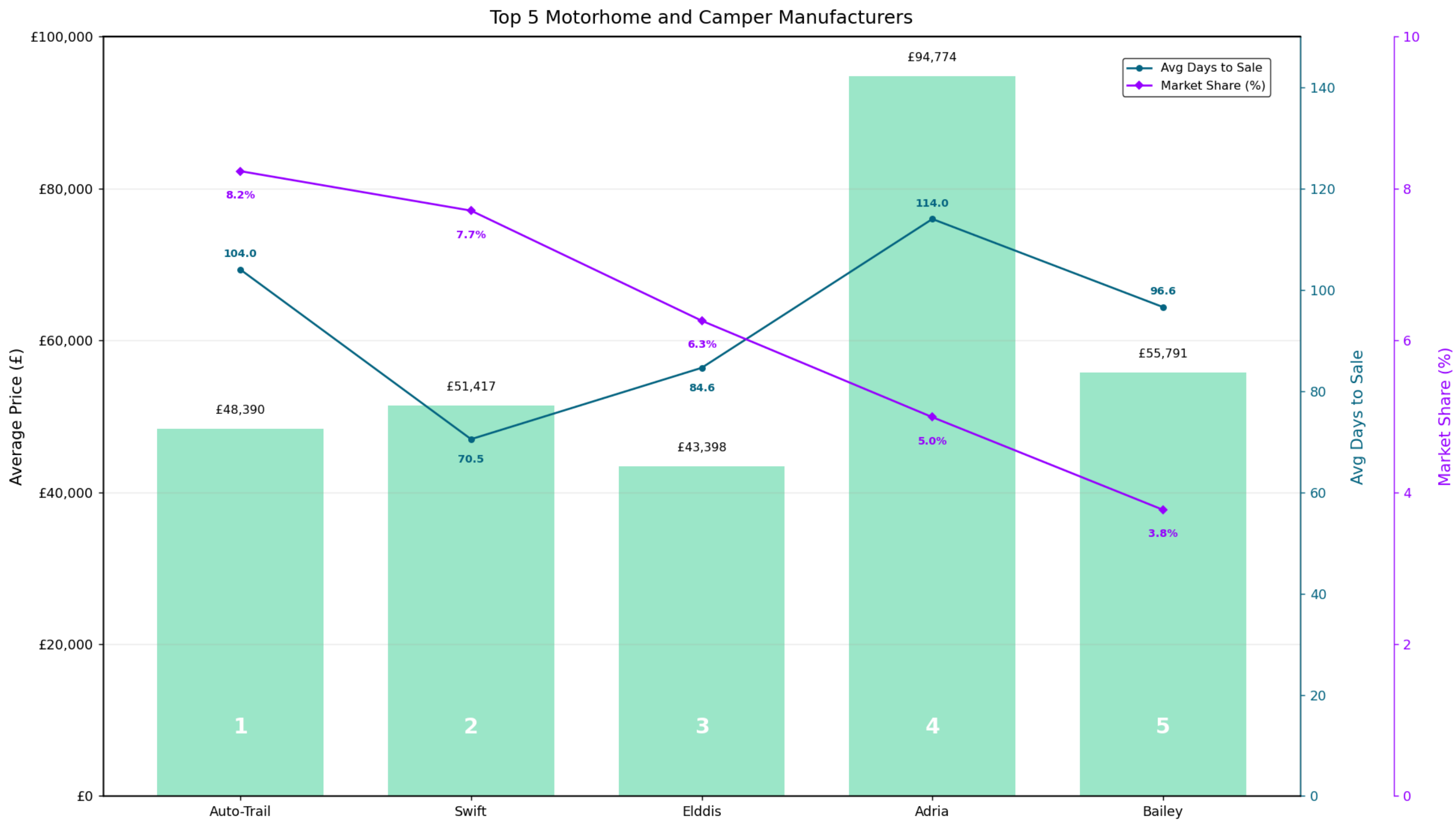
Data Powered by Brego Insight

April's data shows that the market is still somewhat volatile and the pattern of the average sale price by age is varied as depicted by the green bars. In an ideal world one would expect a gradual decline year on year and a glance at the Touring Home chart earlier in the report shows what it should look like. It is the 2 and 8 year old data that steps out of line being higher than expected and the 1 year old average sale price is lower than expected. This suggests that consumer demand is a little varied at the moment.

Overall the volume of sales increased by 10.3% for up to ten year old Holiday Homes which is positive and contradicts the 11.5% drop in whole market sales, whilst the average sale price went down by 2.7% to £41,380. The other good news is that the average days to sale has dropped to 40.1 days, some 17.6 days better than in March and this is 0.6 of a day faster than the whole market.

Top 5 Motorhome and Camper Manufacturers

The chart below shows the Top 5 best selling Motorhome and Camper manufacturers in the UK in April 2026. The average price is above the bar. The average days to sale is shown by the blue line and the percent of market share is shown by the purple line.



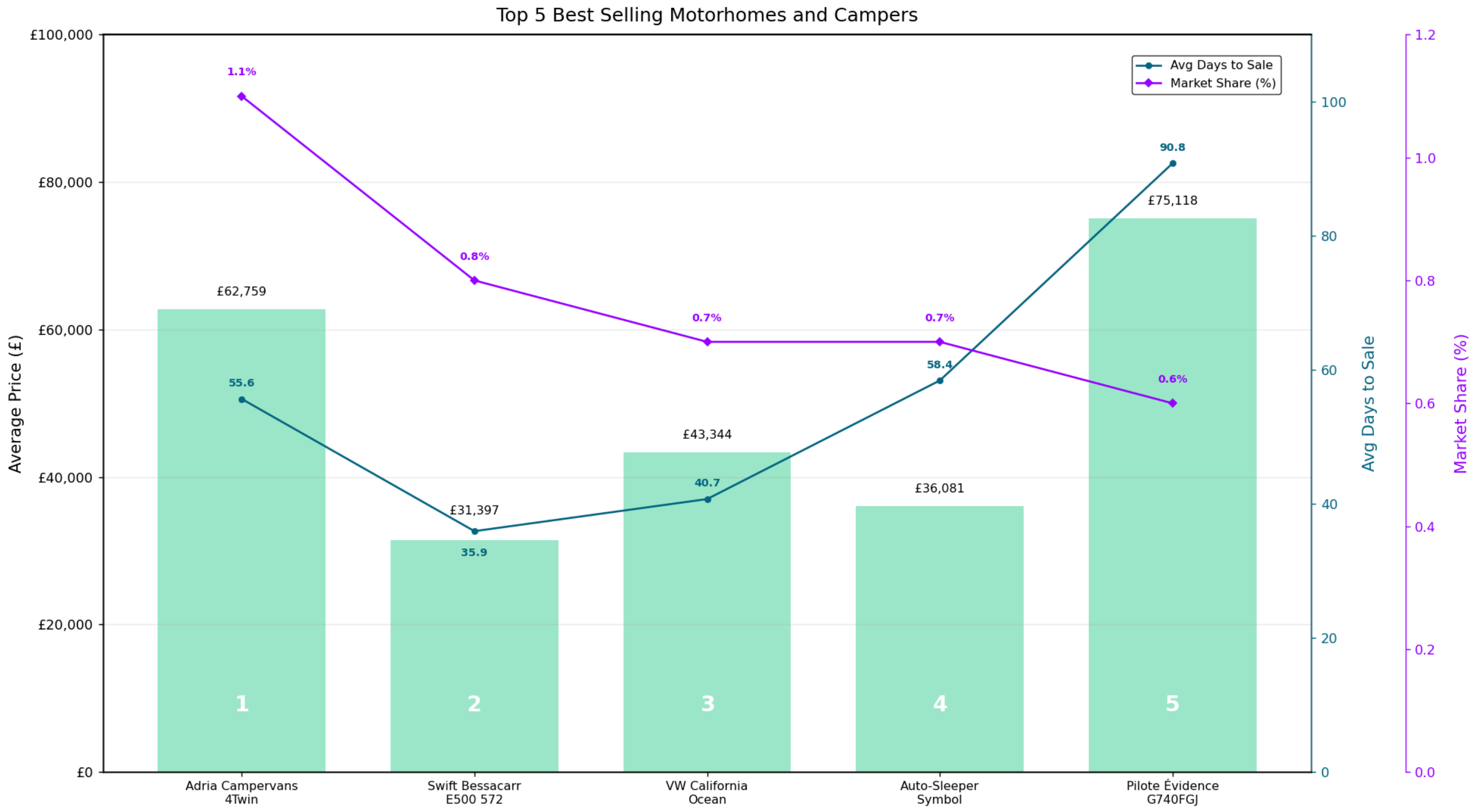
Data Powered by Brego Insight

The April data shows that the Top 5 have remained exactly the same for April as they were in March. The difference is in the detail though and looking at a high level it is evident that the total sales volumes increased by 14.4%. This is much better than the 0.6% increase recorded for the whole market. Swift enjoyed the biggest increase in sales volume month on month showing an uplift of 27.4% and the biggest loser was Auto-Trail who despite a drop of just 1.5% retained their second place in the Top 5.

Of note is that the Top 5 took a larger market share of all sales at 36.8% which was 2.8% higher than in March. This contrasts with what happened in the other verticals. From an average days to sale perspective there was an improvement of 14.1 days to 73.6 which is slightly lower than the whole market average whilst the average sale price dropped by 2% which was less than the whole market drop, although it still suggests consumers are looking for cheaper variants.

Top 5 Best Selling Motorhomes and Campers

This chart shows the Top 5 best selling Motorhomes and Campers in April 2026. The average price is shown above the bar and the days to sale shown on the blue line and the percent of market share by the purple line.



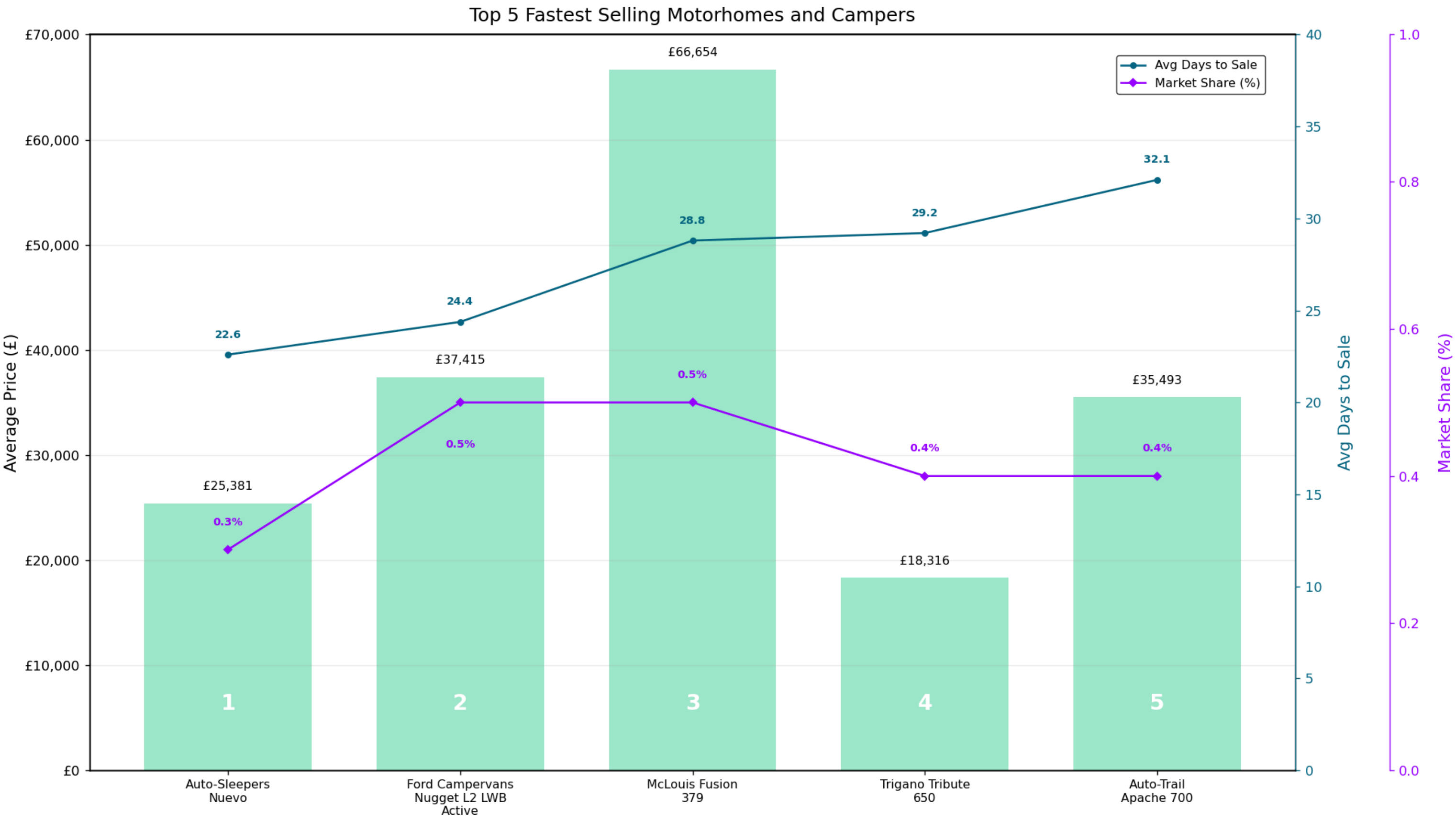
Data Powered by Brego Insight

This month's data is fascinating as it is the first month we have seen a Top 5 in any of the three verticals that has shown a large decrease in the volume of sales for the best sellers. In this case sales have dropped by 14.5% and the total market share for the Top 5 was 3.9% which is down 0.9 of a percentage point on the March data. Given sales for Motorhomes and Campers increased by 0.6% overall this shows that retail buyers are looking at a wider range of models, and this may well be driven by the 23.8% increase in private adverts during the month.

Three of the Top 5 were carried over from March with the Auto-Sleeper and Pilote replacing an Auto-Trail and Elddis that were in third and fourth spot respectively last month. The average sale price dropped by 2.7% to £49,740, signifying that this vertical is also experiencing demand for cheaper variants. From a days to sale perspective, there was a minimal improvement of 0.2 days to 56.3 which is 19.6 days better than the whole market data for the month.

Top 5 Fastest Selling Motorhomes and Campers

The chart below shows the Top 5 fastest selling Motorhomes and Campers in April 2026. The average price is shown above the bar and the days to sale shown on the blue line with the percent of market share on the purple line.



Data Powered by Brego Insight

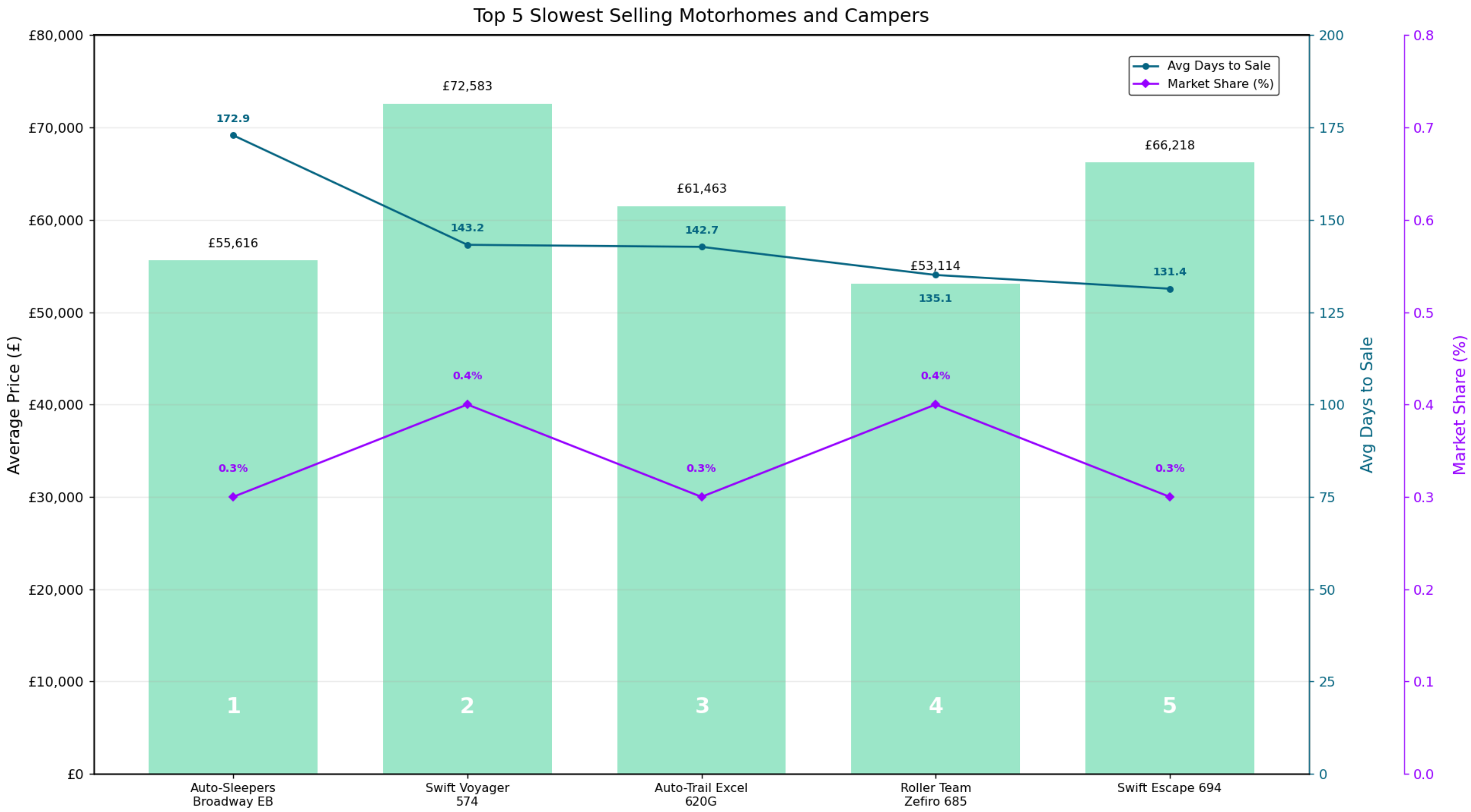
This is the second month for this chart and has been subject to a slight change in the search criteria whereby the data reflects Motorhomes and Campers that sold more than ten units during April. The result has been that there were no models carried over from last month and this is a completely new Top 5, and it is good to see a spread across five less well-known manufacturers.

At a high level, the market share of the Top 5 Fastest Sellers was marginally lower for April resting at 2.1% of whole market share, whilst in volume terms there was a reduction of 8.2% in comparison to March. The days to sale showed a marked improvement by dropping 9.2 days to just 27 which ranged between the Auto-Sleepers in top spot with 23 days to sale to the Auto-Trail in fifth spot at 32 days to sale.

Of the Top 5 there were two campers and three motorhomes. Each of them had a different layout and specification level with the McLouis claiming the highest average sale price at £66,653.

Top 5 Slowest Selling Motorhomes and Campers

The chart below shows the Top 5 slowest selling Motorhomes and Campers in April 2026. The average price is shown above the bar and the days to sale shown on the blue line with the percent of market share on the purple line.



Data Powered by Brego Insight

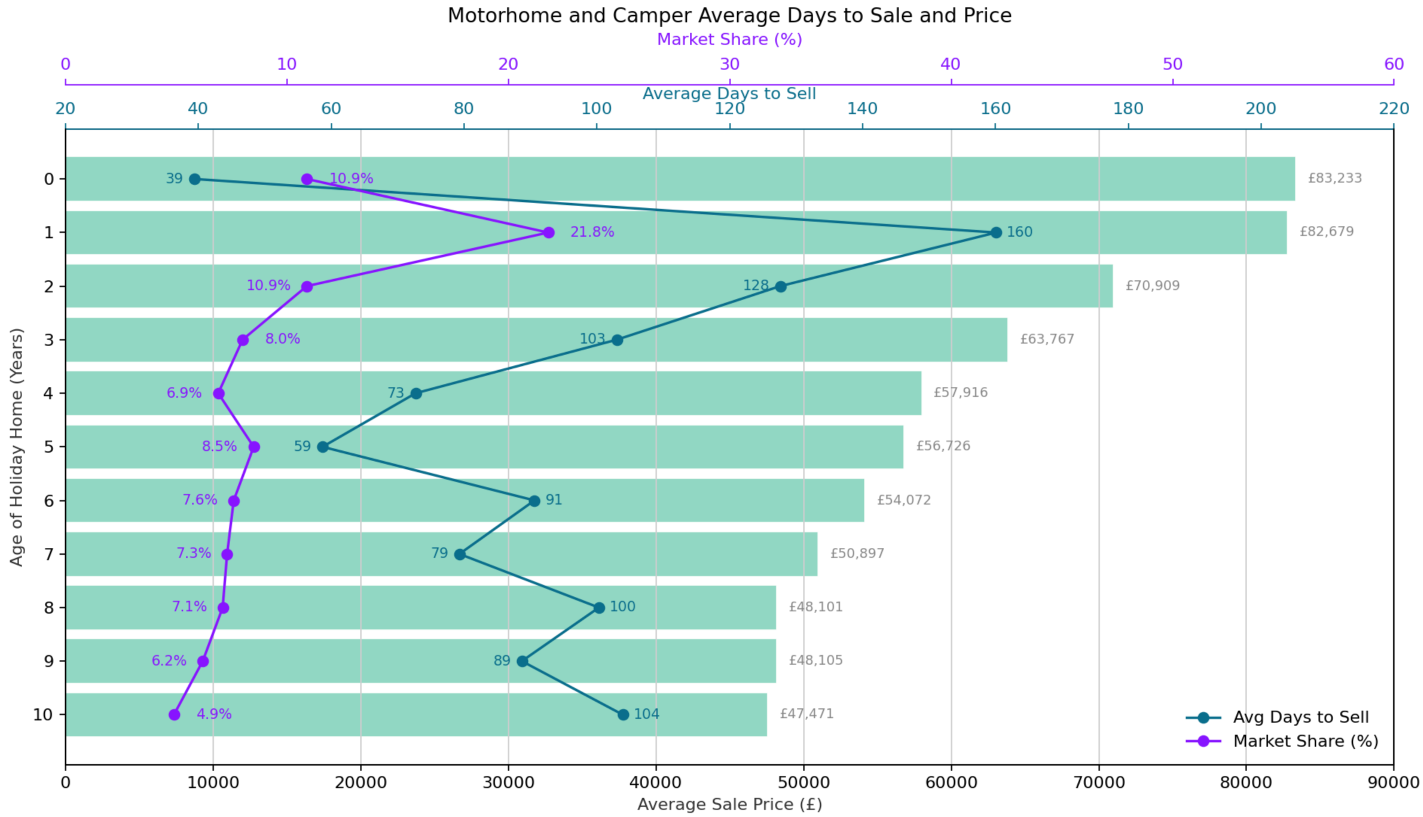
This is the second month for this chart too and it has also been subject to a slight change in the search criteria whereby this reflects Motorhomes and Campers that sold more than ten units during April. The result has been that there were no models carried over from last month and this is a completely new Top 5. In the coming months it will be interesting to see whether there is a consistency in the models that appear in the list.

Of the Top 5 three were built on a Ford chassis which may be relevant but they all had slightly different somewhat rare layouts from the fixed single beds in the Roller Team to the transverse bed and garage of the Auto-Trail. Layouts like these appeal to a smaller customer base and it will be interesting to see if these layouts consistently appear in the Slowest Seller list going forward.

At a high level these five make up 1.7% of total used sales for the month and the average days to sale ranged from 131 days for the Swift to 173 days for the Auto-Sleepers giving an overall average of 145.

Motorhome and Camper Average Days to Sale and Average Price by Age

The data in this chart shows the average retail price at the end of the bar and average days to sell on the blue line with the percent of market share on the purple line for Motorhomes and Campers by age up to 10 years old.



Data Powered by Brego Insight

Another month of stable data for the Motorhome and Camper vertical. The green bars have a good pattern of price depreciation as the data ages, unlike the Holiday Home data. Of interest here is the increased average days to sale between 1 year old vehicles and 5 year old vehicles. This appears to correlate with the size of the market share as it did in March.

Overall, the volume of sales in April increased by 4.2% which is ahead of the whole market at 0.6%. The average sale price fell by 2.8% to £58,681 with the biggest change in the average sale price being for 2 year old vehicles which experienced a 2.8% uplift to £72,897. The average days to sale decreased by 14.6 days to 78.5 which is positive and reflective of a busier market.

Summary

In March the Leisure Market experienced very positive results and given the political and economic position there was concern that April may have faltered and perhaps experience a decline in fortunes. Generally speaking that has not been the case with increased sales for Touring Caravans, Motorhomes and Campers although there was an unwelcome slow down for the Holiday Home vertical.

Advert volumes increased across the board as the market improved and there was a specific upturn in the number of private adverts. This is often the case at this time of year as owners decide to change and update their units ready for the summer leisure season.

Looking forward it will be interesting to see what happens to the market. At times like this when the cost of living is rising and consumer confidence in buying big ticket items falters, the industry often experiences a bit of a boost as the general public look to save costs and holiday at home. With air travel costs and ticket prices accelerating and the threat of a shortage of jet fuel and hidden fuel surcharges, things are looking good for the UK leisure sector. Only time will tell as to how long the war in the Middle East will continue, but what we can be fairly sure of is that it will take at least six months before the cost of living begins to stabilise once more.

Now is the time for Dealers and Operators to start to plan a robust stocking strategy that will ensure they have the right stock in place and priced appropriately to drive sales. However, this is often easier said than done, but by using high quality data and insight your business will have an edge in the market.

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 Leisure market.