Brego
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Leisure Market Insight

June 2026

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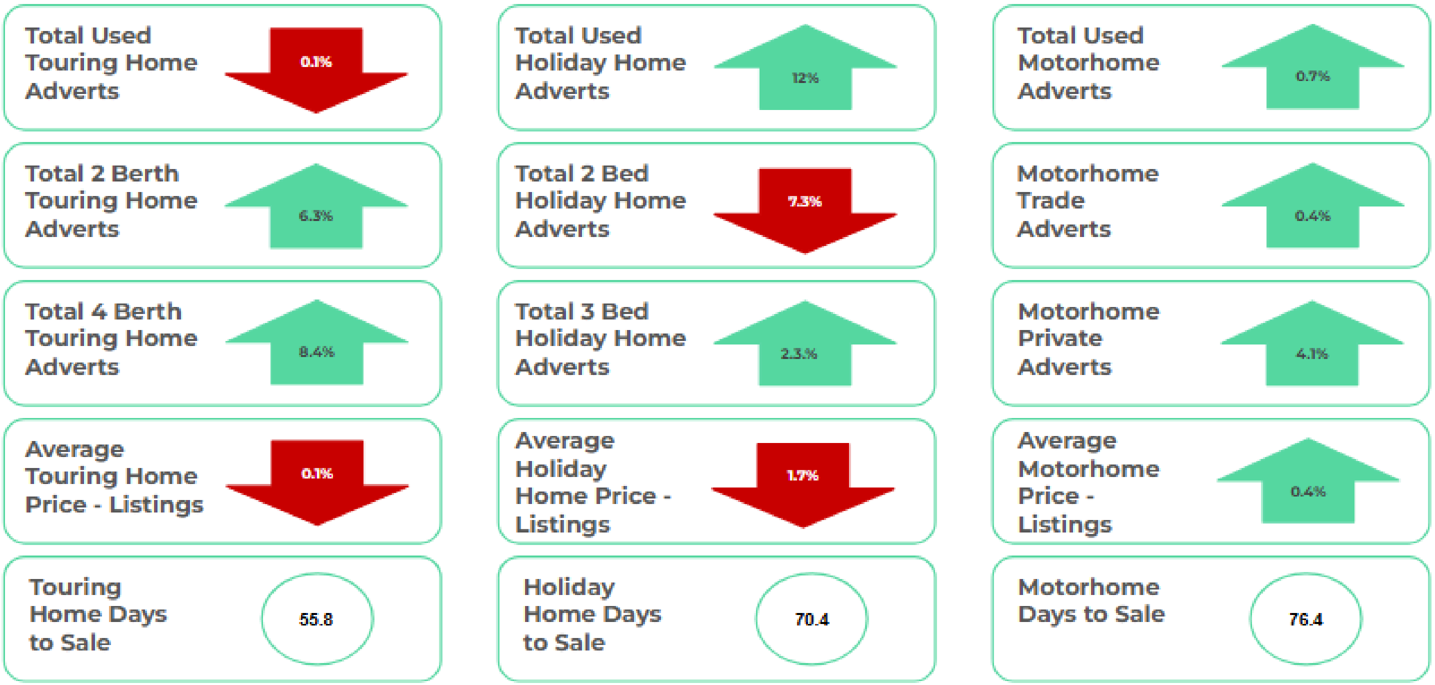
June Monthly Leisure Market Insight

The June 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 June when compared with market activity experienced in May: -



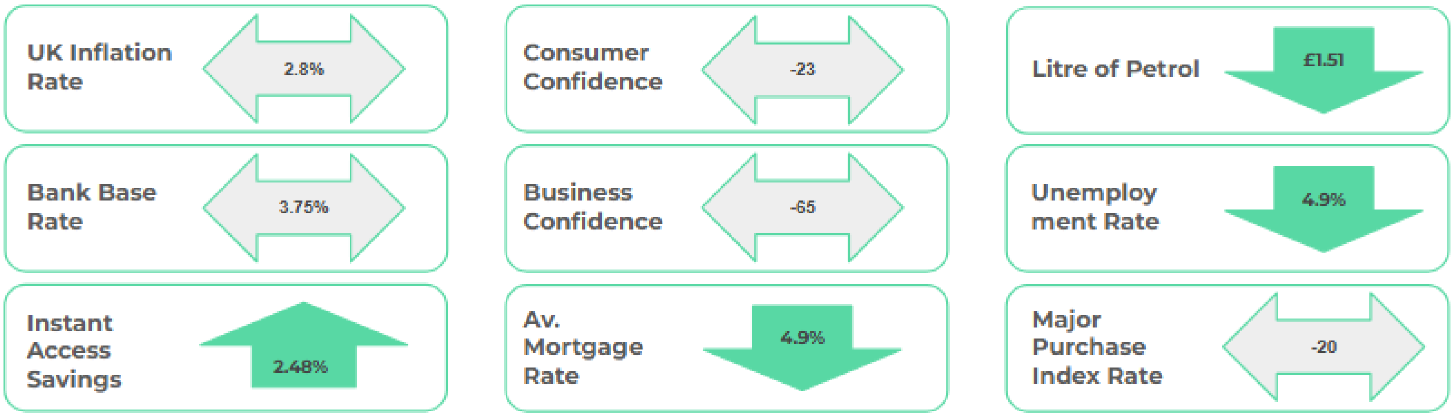
Data Powered by Brego Insight

June saw the Leisure markets properly kick up to speed and the summer selling season truly got under way, helped by some great weather and also in part by the increased costs in travelling abroad and the general unrest in the Middle East. Sales for all three verticals improved with a boost of 15.5% in sales of Touring Homes, 16.3% for Holiday Homes and 14.6% for Motorhomes and Campers. This combined with a drop in adverts for Tourers and a minimal increase for Motorhomes and Campers really confirms that the market is finely balanced in terms of stock supply too.

Average Sale Prices for Touring Homes saw an increase of 12.9% although there were drops of 2,7% for Holiday Homes and 1.6% for Motorhomes and Campers. The former comes as a bit of a surprise given the underlying volatility of the UK economy and the persistent reporting in the national press that consumers are cutting costs and seeking to spend less money. However, the

Leisure sector always manages to perform better than other retail sectors when the UK economy and geopolitical background is unstable and the industry is thankful for the current sales levels. However, the Average Days to Sale have increased for all verticals and given the increase in sales this is surprising although they are all likely to drop in July.

Key UK Economic Indicators



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

The KPIs for June actually show a pretty stable period for the economy which will come as a surprise to many that have been watching what has happened both globally and in the UK. The problems in the Middle East appear to have eased somewhat and this is due to the less aggressive approach taken by the United States bolstered by the signing of a Memorandum of Understanding to end the war brokered by Pakistan on June 17th. This resulted in the immediate cessation of aggression and the reopening of the Strait of Hormuz.

In the UK, Andy Burnham won the Makerfield by-election on June 18th paving the way for a leadership challenge. This was followed by the resignation of the Prime Minister on June 22nd, and his subsequent claims of immense success during his leadership specifically relating to the UK economy and Foreign Policy. The country remained in a state of mild disarray for the rest of the month.

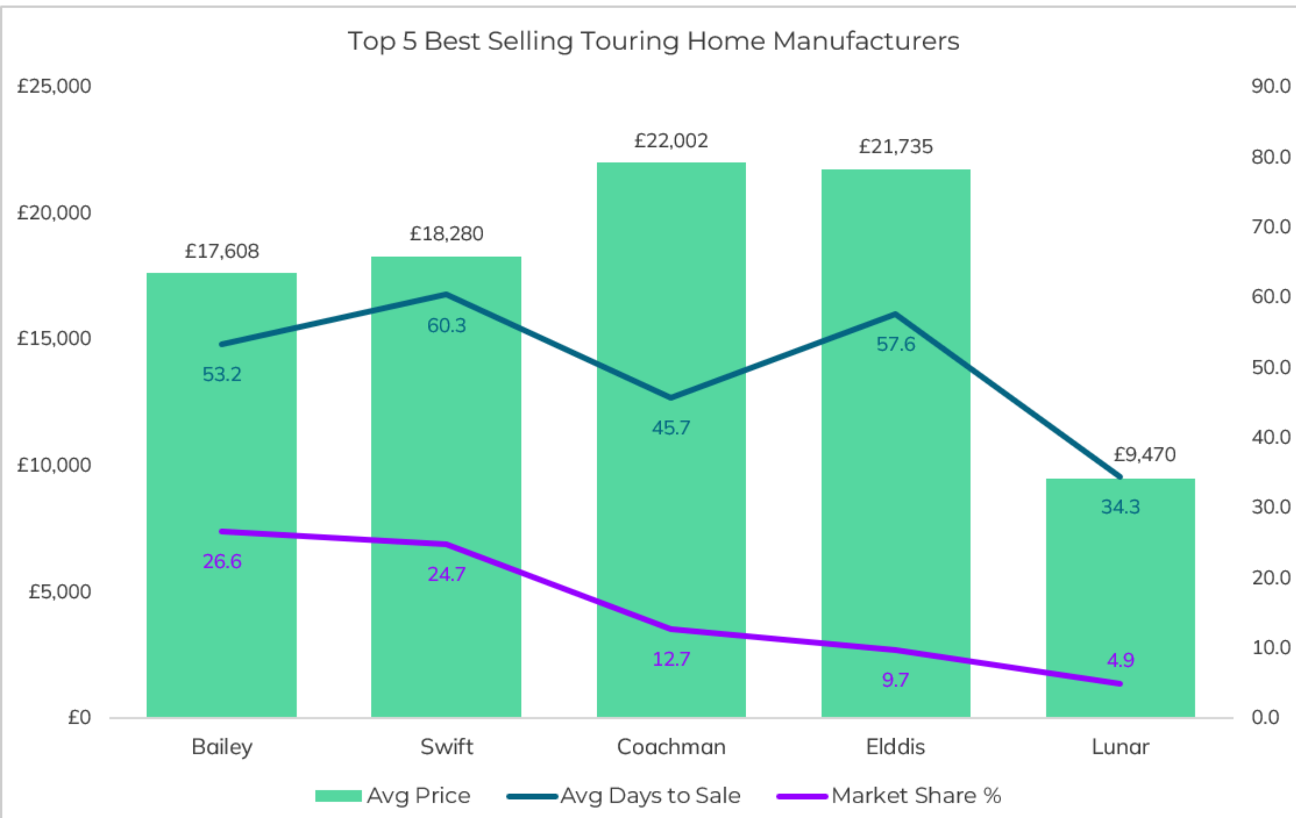
However, the KPIs show that the inflation rate remained at 2.8% despite some heavy increases in transport costs, thankfully being offset by housing and household services amongst other things. There is still an expectation for this to rise in July due in part to the lift in the energy price cap from July 1st. The Bank Base Rate also remained static at 3.75% after a unanimous vote by the MPC and revised forecasts expect this to remain at 3.75% until later in the year with no further drops forecast until mid 2027.

As a result, Consumer Confidence remained steady at -23 and the Business Confidence rate is still at -65 due to its quarterly publication. Forecasts suggest they will both improve in July which is welcome news.

There was also a positive and unexpected fall in the unemployment rate to 4.9% and also in the cost of a litre of unleaded fuel which dropped to £1.51 after the Strait of Hormuz reopened and oil supplies started to get back on track. A drop in the two-year Mortgage Rate, albeit small, and an increase in the Instant Access savings rate rounded off what looked on the face of it to be a stable month for the UK economy although many questions remain as to what will happen in the coming weeks.

Top 5 Best Selling Touring Home Manufacturers

The chart below shows the Top 5 Best Selling Touring Home manufacturers in the UK in June 2026. The average price is above the bar and the average days to sale are shown by the blue line and the % of market share is shown by the purple line. The rankings run from number 1 on the left to number 5 on the right.



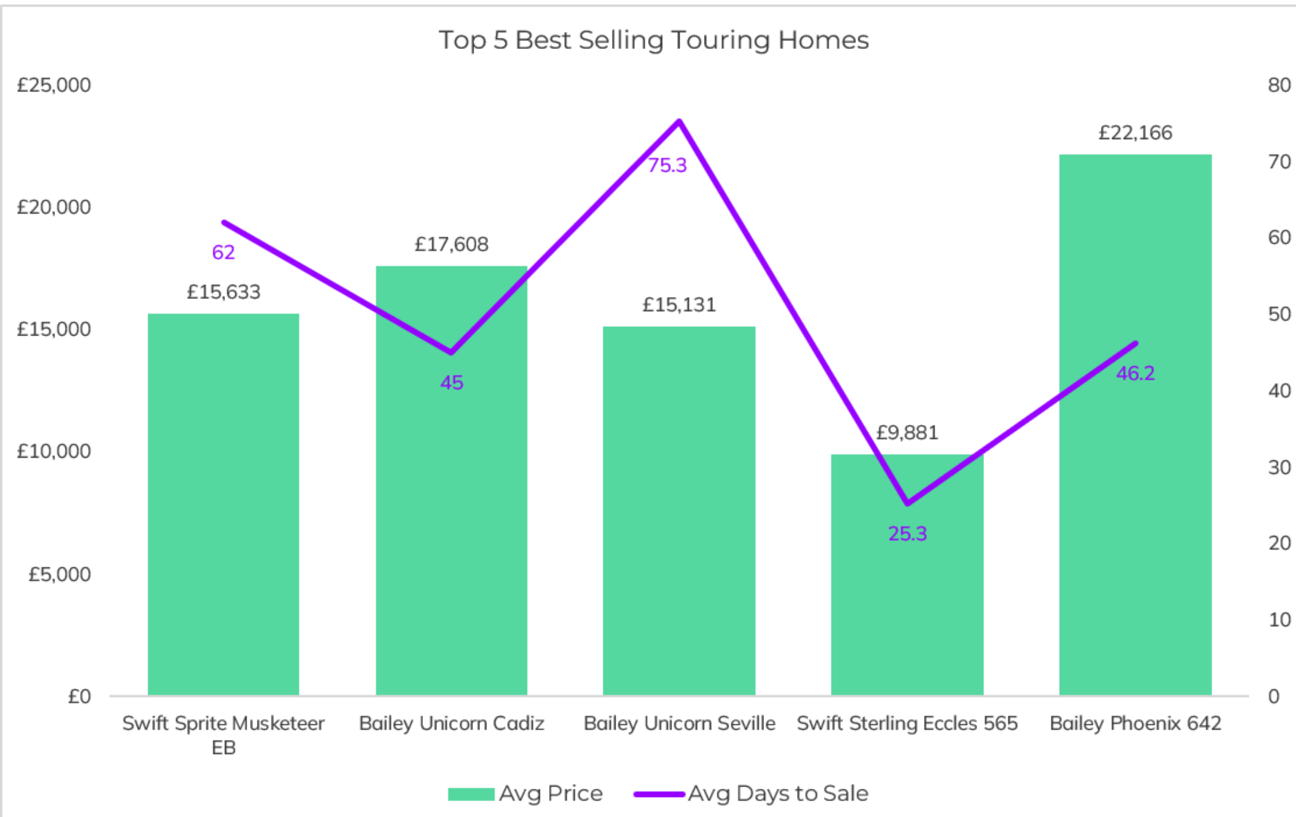
Data Powered by Brego Insight

Once again, the Top 5 remain the same as the previous month although there were some notable changes in the detail. Firstly, it is important to note that the total volume of sales for the Top 5 increased by 6% month on month against a whole market increase of 15.5%. Swift lost the lead spot in June and swapped with Bailey to take second place with a 13.9% fall whereas Bailey enjoyed a 22.2% boost. Coachman and Elddis also saw increases of 32.4% and 115.7% respectively and Lunar sales fell by 16%.

When looking at the Average Sale Price, there was an 11.4% increase overall with uplifts ranging from 1.1% for Lunar to 20.5% for Bailey. The Average Days to Sale increased by 10.2 days for the Top 5 as a whole with Swift experiencing the biggest slowdown of 18.8 days and at the other end of the scale Lunar saw a minimal 1.7 day increase. It is also worth mentioning that the Top 5 took 78.6% of all sales in June which was down 6.4 percentage points on May.

Top 5 Best Selling Touring Homes

The chart below shows the Top 5 Best Selling Touring Homes in June 2026. The average price is shown above the bars and the days to sale shown on the purple line. The rankings run from number 1 on the left to number 5 on the right.



Data Powered by Brego Insight

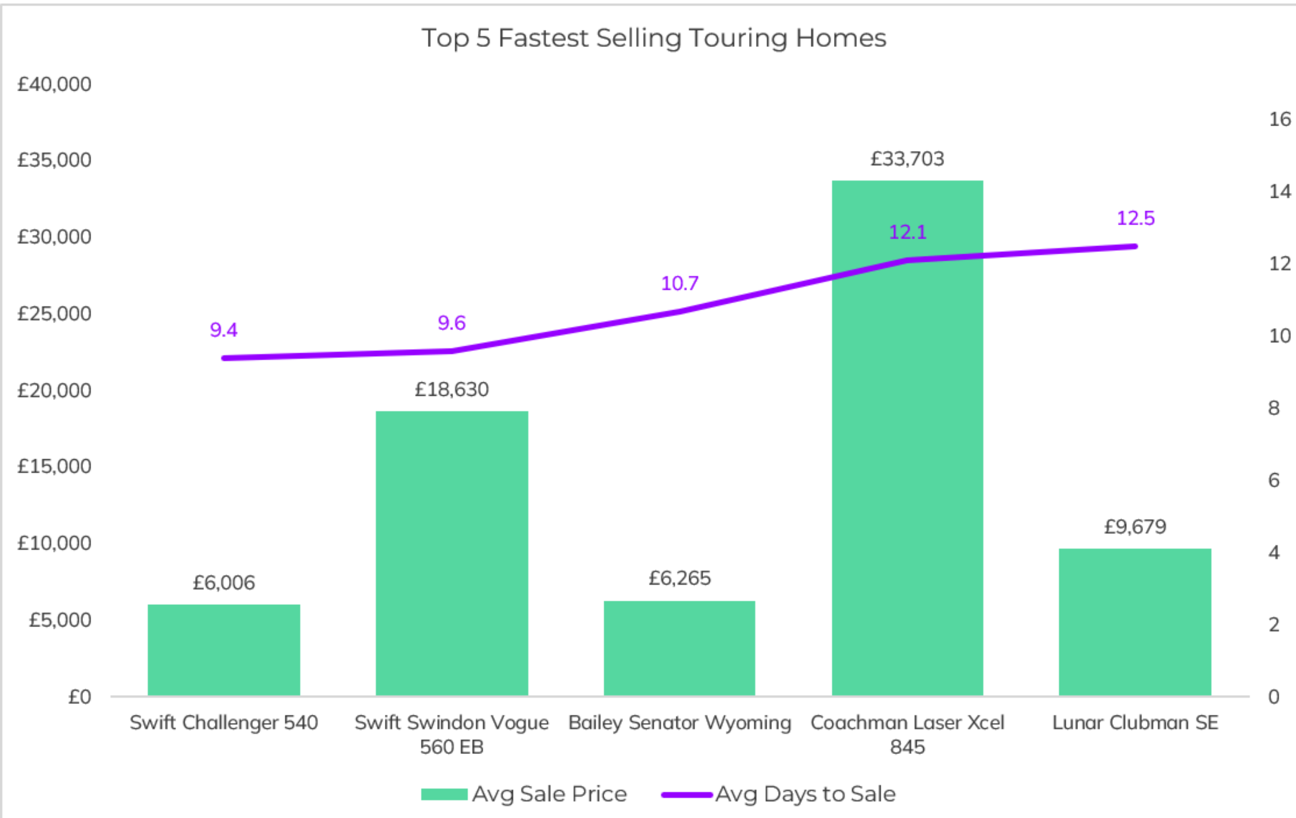
The individual sales performance for June showed that there were two new models in the Top 5 with the Bailey Unicorn Seville slipping into third spot and the Bailey Phoenix taking fifth spot at the expense of the Bailey Unicorn Valencia and the Swift Basecamp. Overall, sales of the Top 5 increased by 12.9% month on month with the Sprite Musketeer recording a significant 40% increase. However, the Top 5 % of Market Share slipped by 0.25 of a percentage point to 8.5%.

The Average Sale Price increased by 14.6% overall to £16,084 and it was the Bailey Unicorn that contributed the most from the three Tourers that carried over from May with a 24% increase month on month. The other point to consider is that the two new entries had higher Average

Sale Prices than the outgoing Tourers with the Bailey Phoenix recording £22,166, the highest of the Top 5.

Top 5 Fastest Selling Touring Homes

The chart below shows the Top 5 Fastest Selling Touring Homes in June 2026. The average price is shown above the bar and the days to sale shown on the purple line. The data is based on a minimum of five sales per model and the rankings run from number 1 on the left to number 5 on the right.



Data Powered by Brego Insight

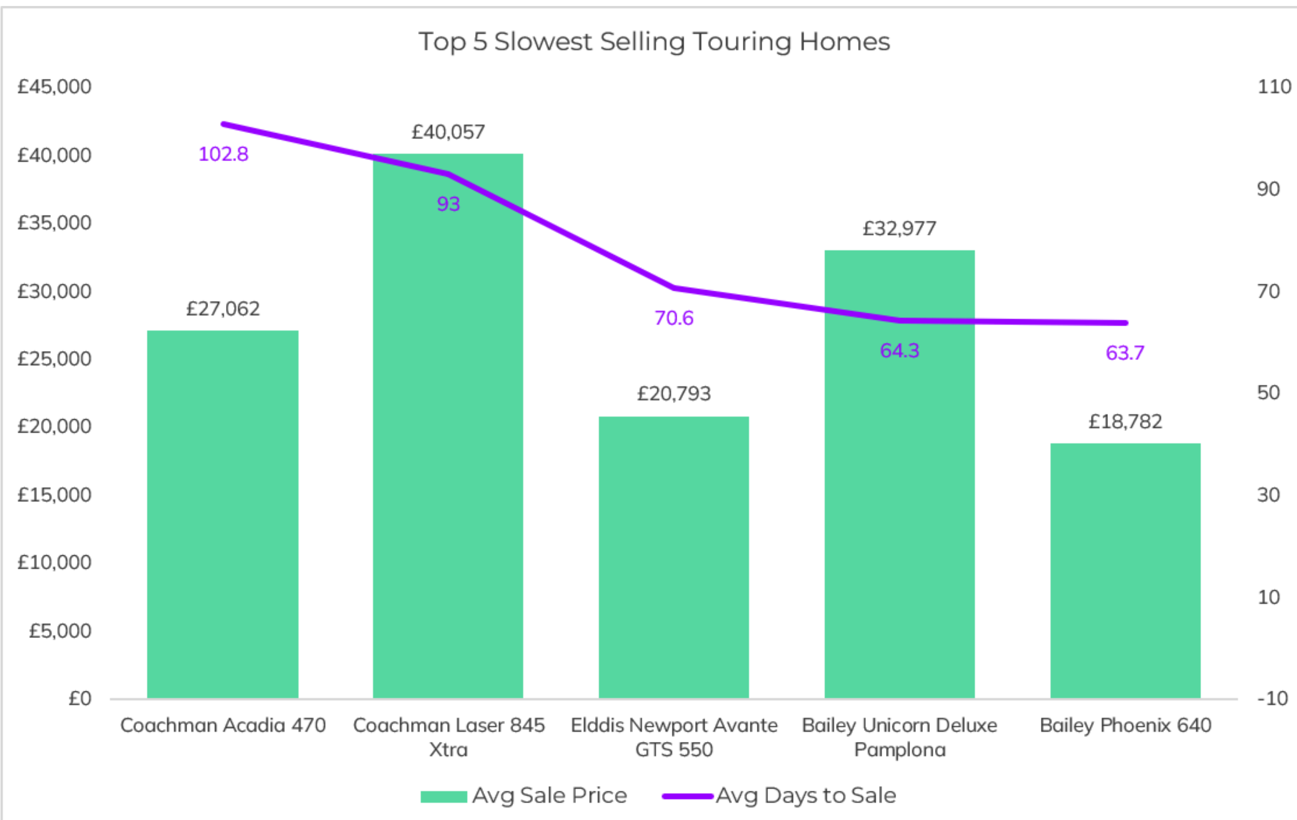
The data looks at all Tourers that sold at least five units during the month, and it is great to see a fresh list of entries when compared to May. There are four manufacturers represented in the list with two Tourers from Swift. There was also one dealer special in the form of the Swift Swindon Vogue in second place.

At a high level, the Top 5 sold 21.4% more than the previous month's list with a market share up by a nominal 0.06 of a percentage point. The Average Sale Price increased by 8% month on month to £14,857 although the Average Days to Sale showed a mild increase of 1.7 days to 10.8 which was a little surprising.

Of note is that all the Top 5 were four berth models with two twin axle variants. Both the twin axles sported an L-shaped lounge although they had different bed positioning. The Lunar Clubman, Swift Challenger and Bailey Senator all had side fixed bed layouts and only the Coachman benefitted from an eight foot width.

Top 5 Slowest Selling Touring Homes

The chart below shows the Top 5 Slowest Selling Touring Homes in June 2026. The average price is shown above the bar and the days to sale shown on the purple line. The data is based on a minimum of five sales per model and a cap of 180 days to sale and the rankings run from number 1 on the left to number 5 on the right.



Data Powered by Brego Insight

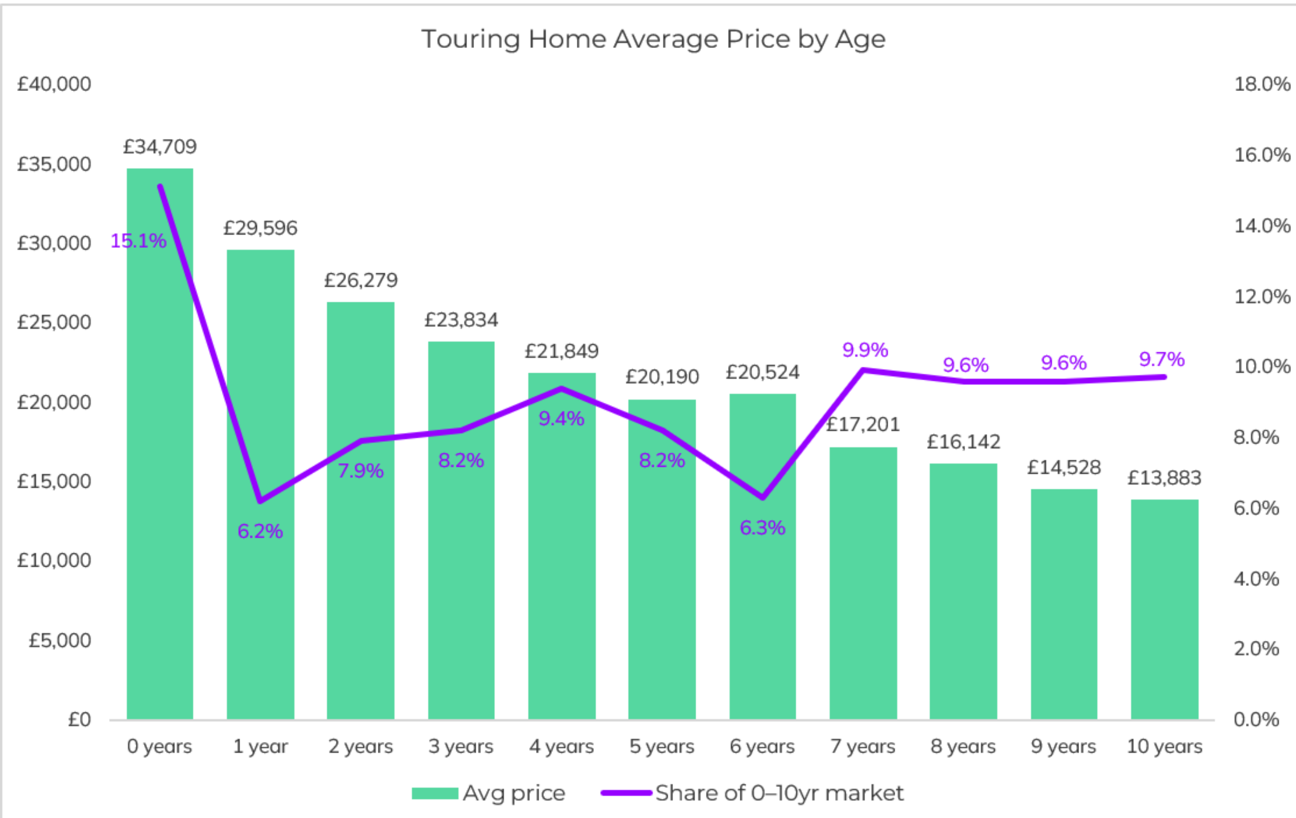
As with the Top 5 Fastest Sellers, this month's data has a fresh list of Tourers from three different manufacturers. Topping the list was the Coachman Acadia at 102.8 days to sale. This model can be found in three and four berth configurations and it is probably the three berth layout that has caused the issue here as it is not a desirable layout being too small for most families.

Sales volumes month on month for the Top 5 were exactly the same as May which is rare and the market share decreased by 0.1% percentage points to 1.7%. The Average Sale Price increased by a significant 175% to £27,934 which is primarily due to the second slowest selling Coachman Laser 845 Xtra which had an Average Sale Price of £40,057.

The Average Days to Sale dropped by 34.8 to 78.9 which is a big change but reflects the fact the selling season is well under way and the aged stock is now beginning to move to new owners.

Touring Home Average Price by Age

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



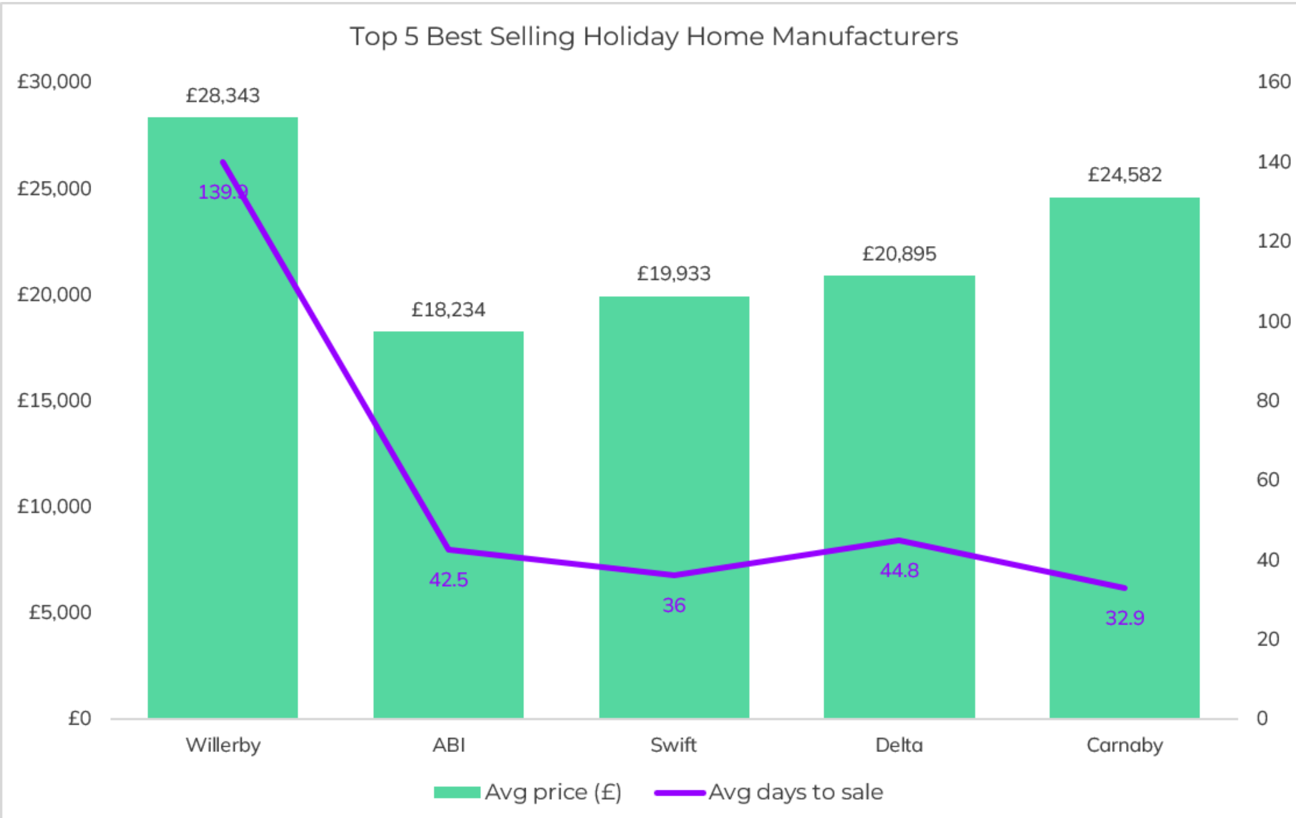
Data Powered by Brego Insight

The June data in this chart shows a stable month overall and the green bars show a sensible decline year on year in general, except for six-year-old Tourers where the Average Sale price is higher than expected being marginally higher than a five-year-old Tourer when it should really be below. This is not caused by low data volumes and is likely due to some more expensive six-year-old units on sale in the market. It also suggests that this age and price of Tourer could be a bit of a sweet spot in demand.

Overall sales volumes in this data set increased by 25.4% whilst market share showed a decline for all years from three years old to ten years old when compared to May. For the second month running this suggests sales for older Tourers have been improving and there may be some stock shortages in the coming weeks. It is also worth noting that sales of sub one year old Tourers took 15.1% of the up to ten-year-old market and that is a month on month increase of 10.7%.

Top 5 Best Selling Holiday Home Manufacturers

This chart shows the Top 5 Best Selling Holiday Home manufacturers in the UK in June 2026. The average price is above the bar with the average days to sale shown by the purple line. The rankings run from number 1 on the left to number 5 on the right.



Data Powered by Brego Insight

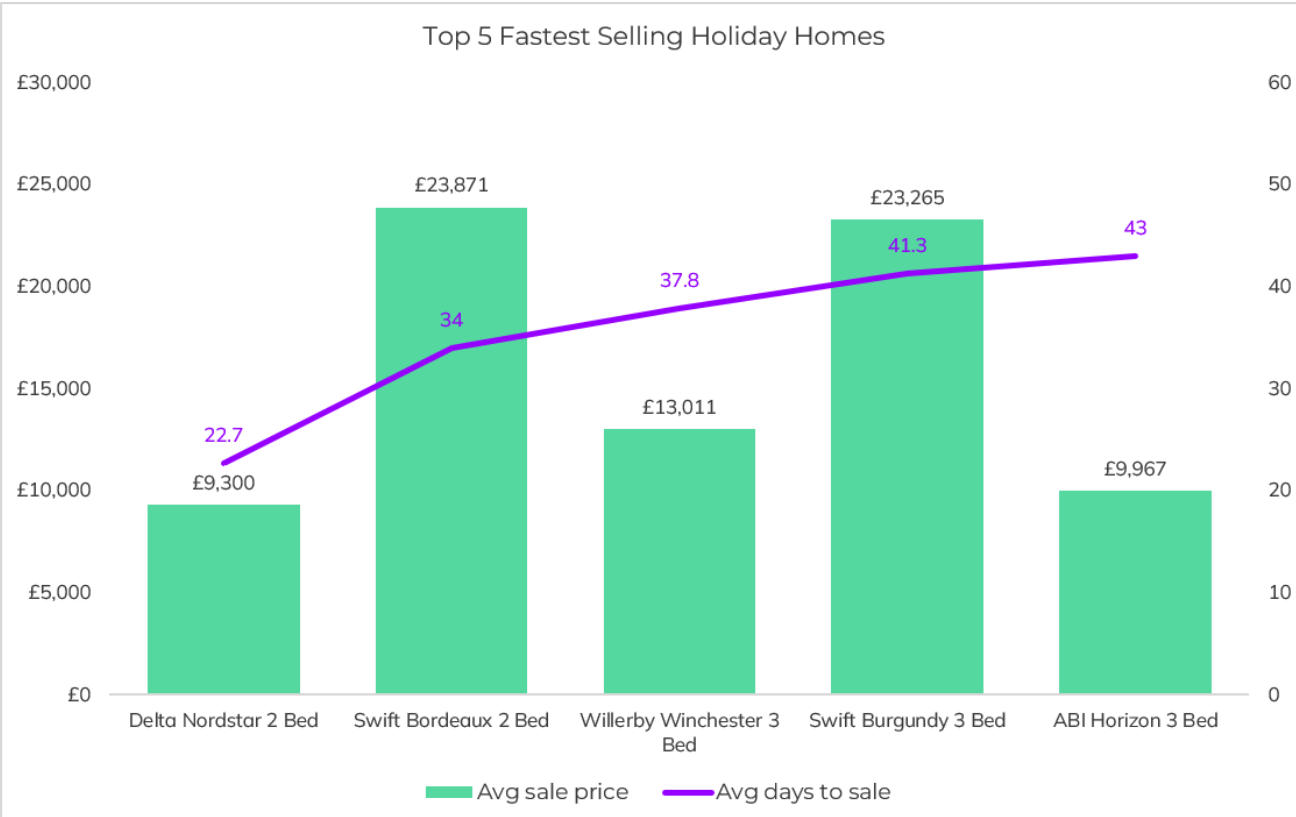
The June data shows a similar Top 5 to May with Willerby, ABI and Swift retaining their top three spots and Victory being replaced by Carnaby albeit in fifth spot. Sales volumes for the month remained exactly the same as in May which is interesting given that the whole market recorded an increase of 16.3%.

Looking in a little more detail, the Average Sale Price dropped by 16.6% to £22,397 and this is primarily due to Victory dropping out of the list as they recorded a figure of £40,149 in May. New entrants Carnaby had an Average Sale Price of £24,582.

The Average Days to Sale increased by 5.2 days to 59.2 and this is due to a very large increase of 57.5 days for Willerby taking their average for June to 139.9 days. There has obviously been some overage stock clearance in the market to record such an uplift. In addition, the % of Market share for the Top 5 has fallen by 4.9 percentage points to 70.6% which suggests consumers are looking at a wider choice of Holiday Homes which would be natural for a busy market.

Top 5 Fastest Selling Holiday Homes

The chart below shows the Top 5 Fastest Selling Holiday Homes in June 2026. The average price is shown above the bar and the days to sale shown on the purple line. There is a 3 sale minimum on all models shown and the ranking runs from number 1 on the left to number 5 on the right.



Data Powered by Brego Insight

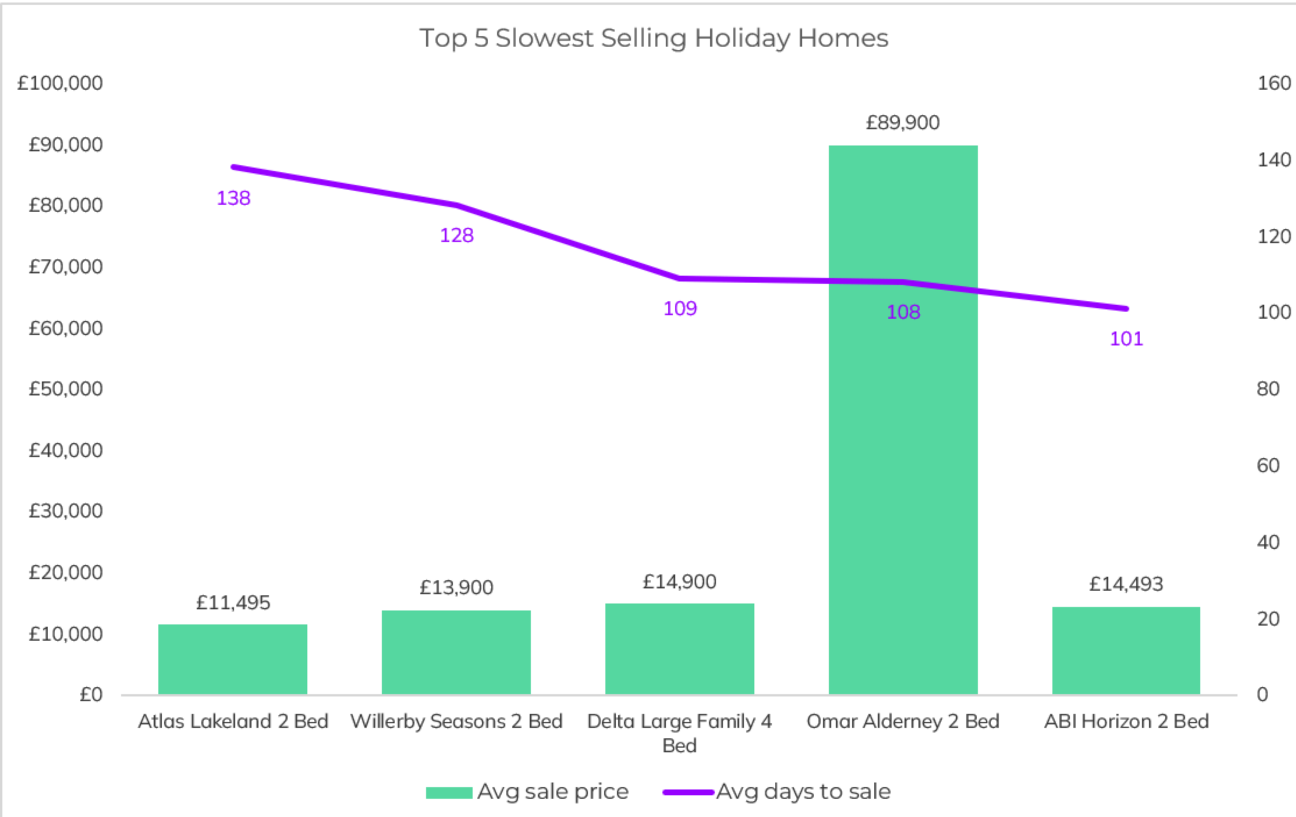
The June data features a completely fresh set of Holiday Homes with the Delta Nordstar 2 bed heading up the Top 5 with a figure of 22.7 days to sale. These are highly desirable Homes often used for temporary accommodation and the quality and layout makes them very popular.

Sales volumes for the Top 5 increased by 283.3% when compared with May and the Average Selling Price increased by 38.8% to £15,883. This was driven by the two Swift Holiday Homes that both had an Average Sale Price in the £23,000 to £24,000 price band.

The overall Average Days to Sale figure was 35.8 and this had increased over the spectacularly low 1.7 days recorded in May. The slowest of the Top 5 was the ABI Horizon 3 bed that took on average 43 days to sale. For reference the whole market Average Days to Sale was 70.4 days for the month.

Top 5 Slowest Selling Holiday Homes

The chart below shows the Top 5 Slowest Selling Holiday Homes in June 2026. The average price is shown above the bar and the days to sale shown on the purple line. There is a 3 sale minimum on all models shown and the ranking runs from number 1 on the left to number 5 on the right.



Data Powered by Brego Insight

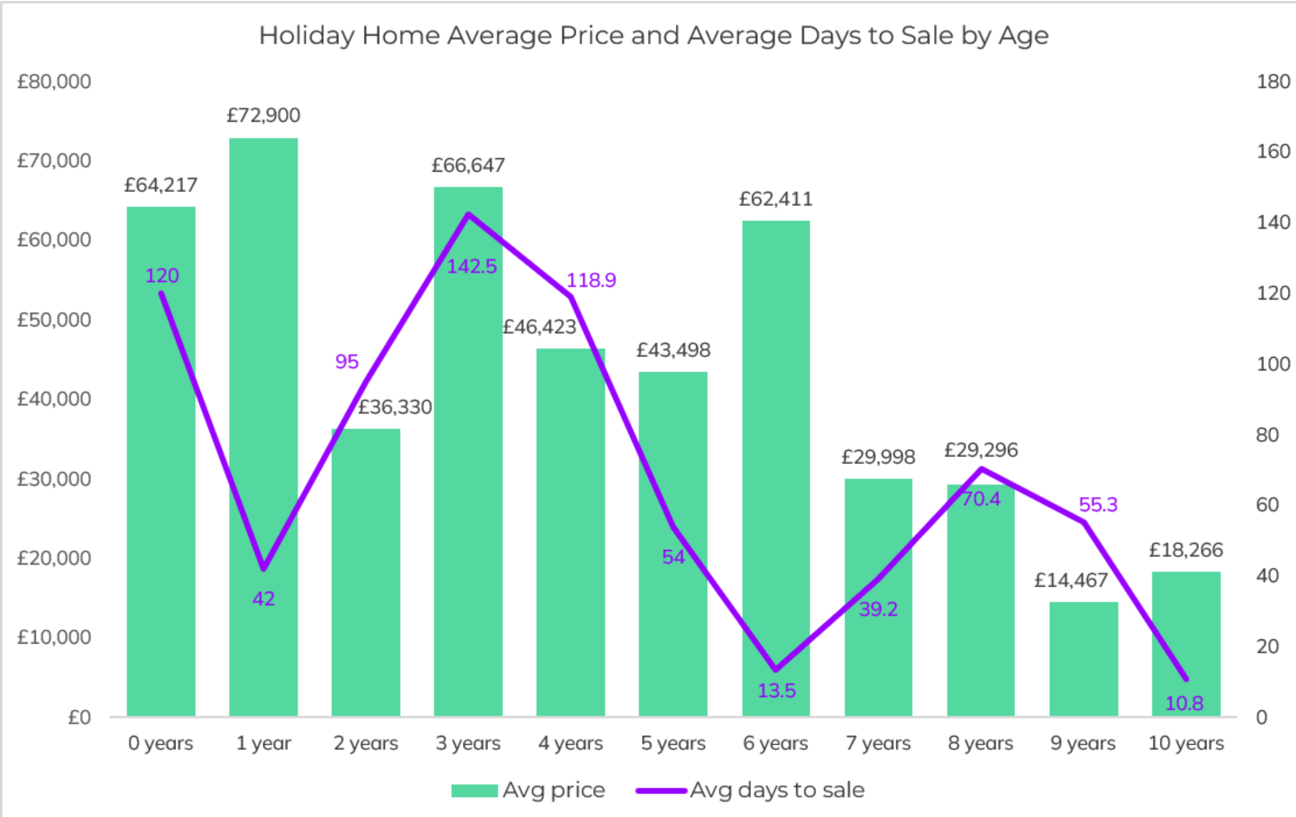
The June data shows a completely new set of Top 5 Slowest Sellers with the Atlas Lakeland 2 bed taking the top spot with 138 days to sale. This is 68 days quicker than May's Top 5 Slowest Seller, the Willerby Avonmore 2 bed, and as such is a significant improvement.

Looking at a high level, the volume of sales of the Top 5 increased by 20% whilst the % of Market Share declined by 3.1 percentage points showing that the market has expanded. The Average Sale Price also showed a marked change with a 210% increase in price to £28,938 which shows that there are more higher priced models being bought by consumers. This statement is in line with the wider market data and KPIs.

The overall Average Days to Sale figure was 116.8 which was a significant improvement of 53.6 days over May and this further highlights that the used Holiday Home and Lodge market is in full swing.

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 the percent of market share on the purple line. The data covers Holiday Homes by age up to 10 years old.



Data Powered by Brego Insight

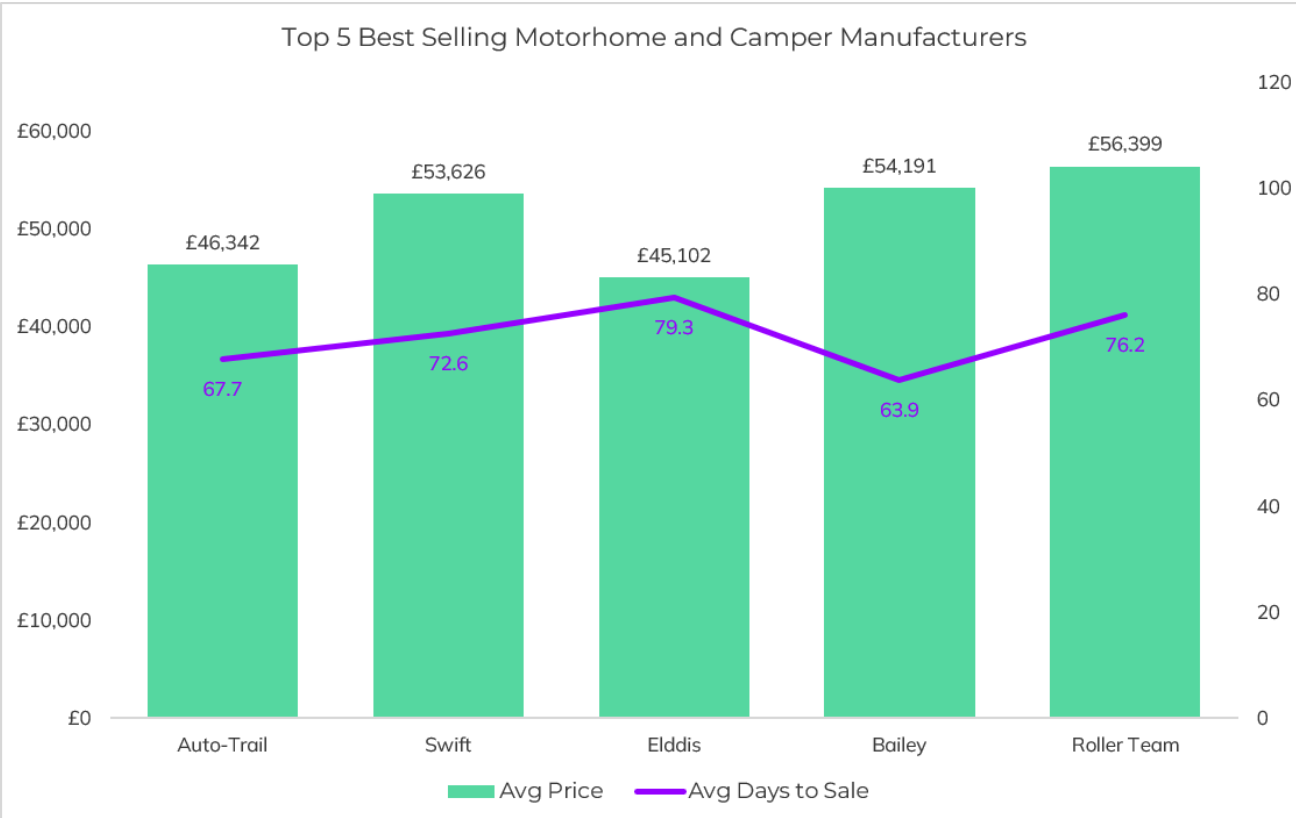
This view of the market in June reveals that Holiday Home sales were still very variable. The pattern of the Average Sale Price by age is shown by the green bars and is not as balanced and consistent as it was with Touring Home vertical. This suggests that although sales and adverts have increased, there are still some older and randomly priced Homes being sold which is probably due to ongoing overage stock clearance.

When compared with May, the total volume of sold units increased by 2.4% against a full market increase of 16.3%. This indicates that Holiday Homes over ten years old took a slightly smaller share of used sales in June when compared to May. The Average Sale Price increased by 3.4% overall to £44,041 with the largest increase being for six-year-old units where the price increased by a staggering 247.4%.

Looking at Market Share for Holiday Homes up to ten years old, the change is minimal with a 0.2 percentage point decrease and the Average Days to Sale increased by a marked 49.8 to 92.8 reflecting the difficult May market conditions.

Top 5 Best Selling Motorhome and Camper Manufacturers

The chart below shows the Top 5 Best Selling Motorhome and Camper manufacturers in the UK in June 2026. The average price is above the bar and the average days to sale is shown by the purple line. The ranking runs from number 1 on the left to number 5 on the right.



Data Powered by Brego Insight

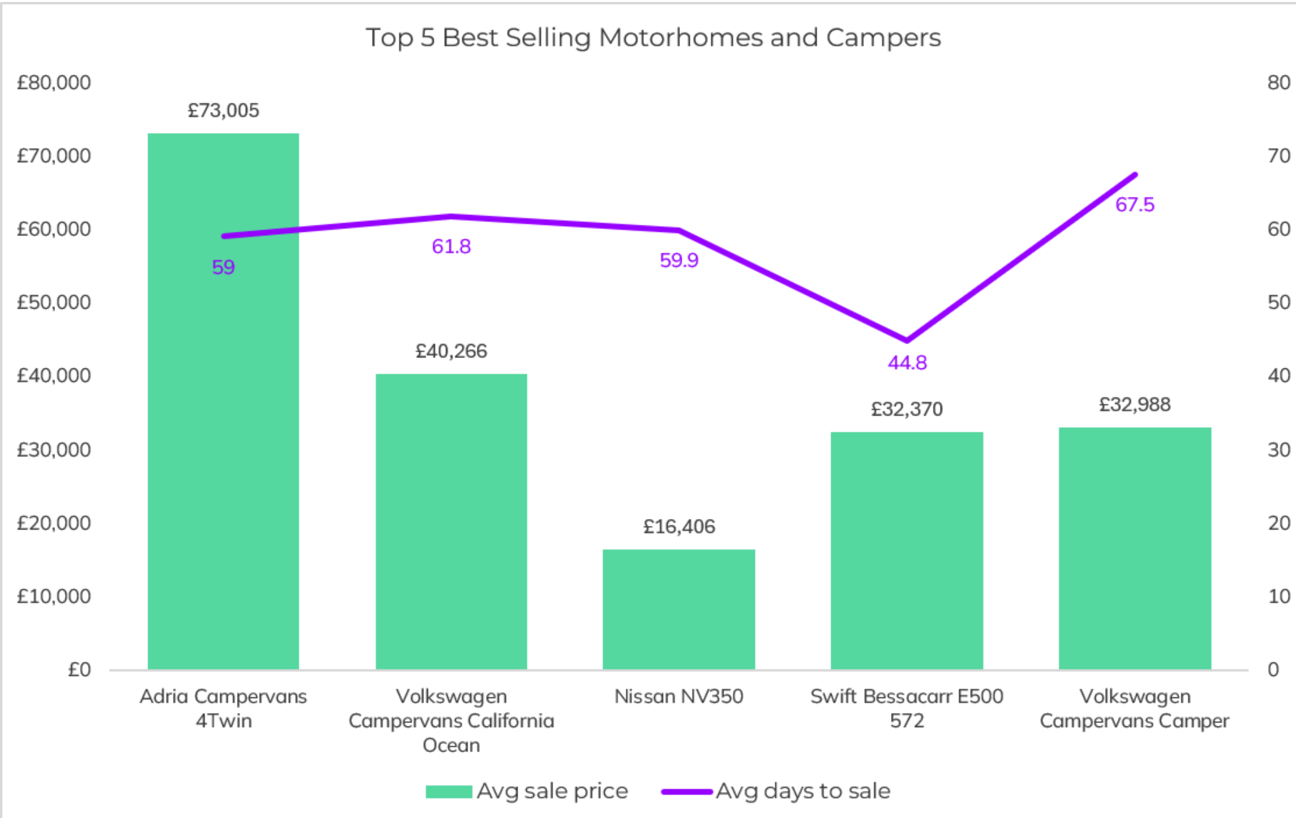
For June the Top 5 list has changed very slightly with the departure of Auto-Sleepers from third spot, a place it gained for just one month in May. Auto-Trail has swapped places with Swift to take the top spot while Elddis held third place and Bailey slipped to fourth allowing Roller Team to return to the Top 5 in fifth place.

In volume terms, sales for the Top 5 dropped by 18.4% which often happens at this time of year as private sellers take a larger proportion of the market with products from outlier manufacturers. This has also affected the % of Market Share which experienced a 12.7 percentage point fall to 34%. Both Auto-Trail and Swift took the brunt of this with drops of 2.9 and 3.2 percentage points respectively.

The overall Average Sale Price increased by 3.1%, but please remember that Auto-Sleepers had an average price of £48,673 in May and the incoming Roller Team brand posted a £56,399 price for June, which is quite an uplift. Both Auto-Trail and Elddis saw their Average Sale price fall during the month.

Top 5 Best Selling Motorhomes and Campers

This chart shows the Top 5 Best Selling Motorhomes and Campers in June 2026. The average price is shown above the bar and the days to sale shown on the purple line. The ranking runs from number 1 on the left to number 5 on the right.



Data Powered by Brego Insight

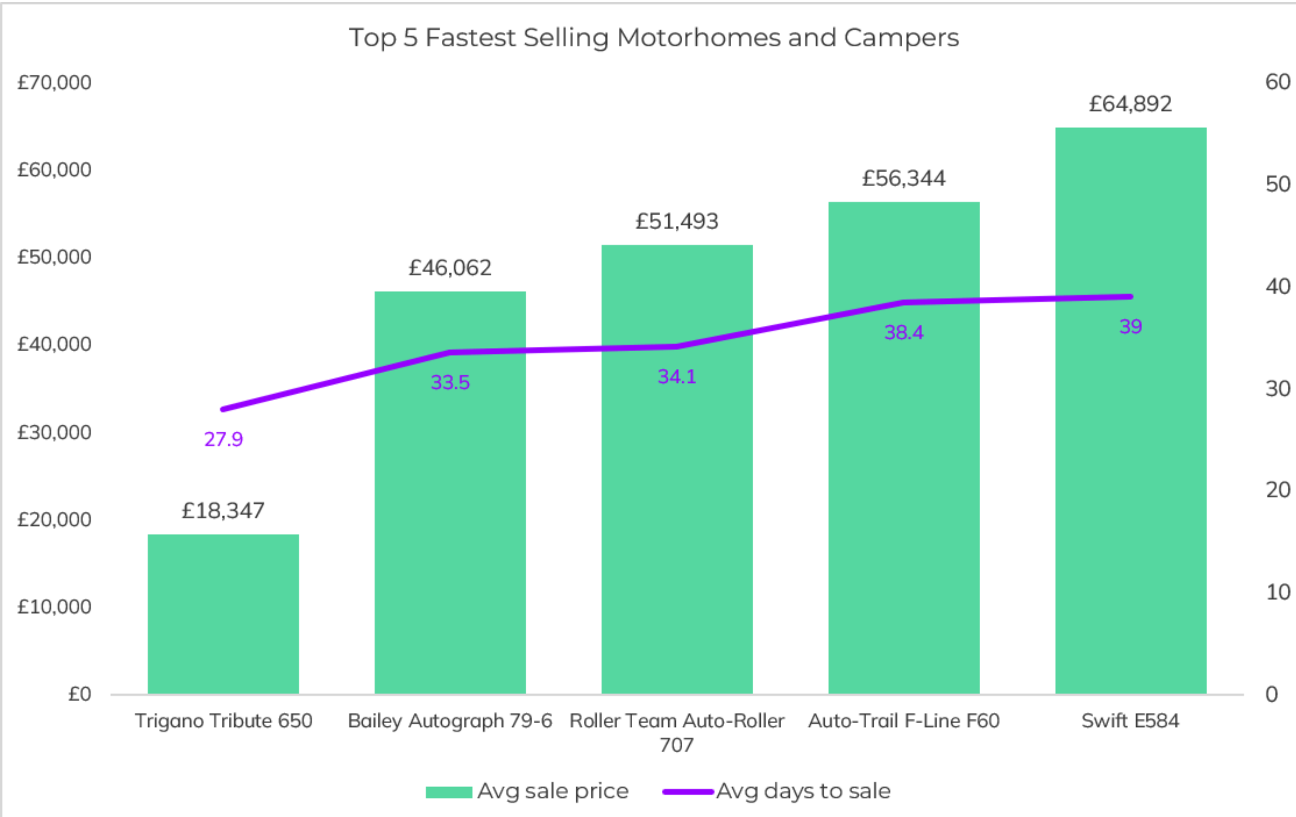
As with May, the June Top 5 Best sellers came from four different manufacturers. There are two changes in the list compared to May and those are the entry of the Volkswagen California Ocean in second spot and the Nissan NV350 in third spot. It is fair to say that both these new entries have featured in the Top 5 at times in the last six months.

The total volume of sales for the Top 5 increased by 3% against a whole market increase of 14.6% although the % of Market Share dropped by 0.6 of a percentage point to 5% as customers widened their search parameters to other models as experienced in other Leisure market verticals.

Looking at the Average Days to Sale, and there was a decrease of 10.3 days to 58.6 which is both positive and better than the whole market average of 76.4 days. This ranged between an improvement of 34.6 days for the Adria and 7.5 for the Swift.

Top 5 Fastest Selling Motorhomes and Campers

The chart below shows the Top 5 Fastest Selling Motorhomes and Campers in June 2026. The average price is shown above the bar and the days to sale shown on the purple line. This data is based on models that had a minimum of 10 sales and the ranking runs from number 1 on the left to number 5 on the right.



Data Powered by Brego Insight

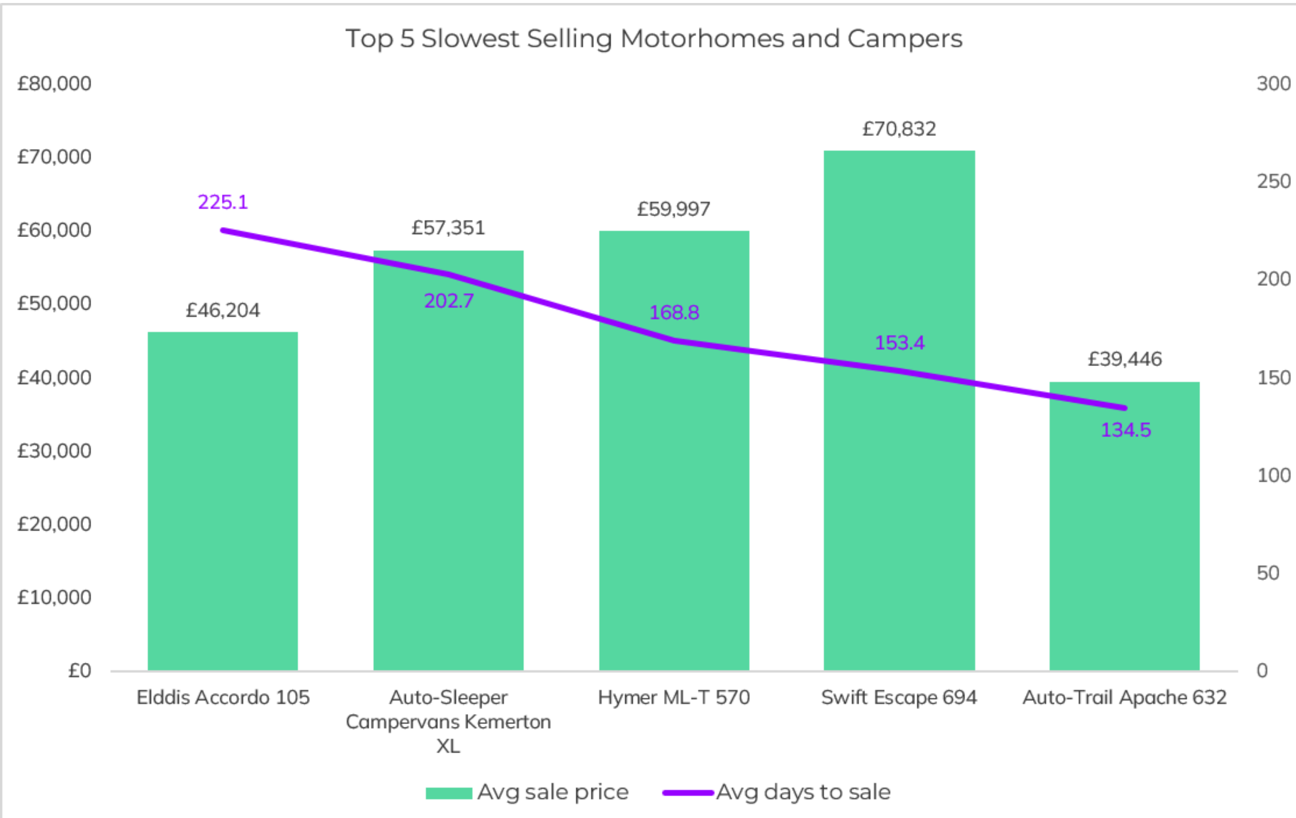
The June Top 5 Fastest Seller list reveals a completely fresh list of models from five different manufacturers. In total the volume sold of the Top 5 decreased by 7.2% compared to May and the % of the Market Share declined by 0.3 of a percentage point to 1.6% of the whole market.

Of note is the fact that once again there are four motorhomes and one camper in the list. Every motorhome is a low-profile model, and there are two 4 berth models from Swift and Auto-Trail and two 6 berth models from Bailey and Roller Team, the latter having a rare rear bunk layout that is popular with families.

Overall, the Average Sale Price decreased by 10.7% and the decrease was largely due to the Swift Trekker falling out of the list taking its high £72,350 average price with it. The Average Days to Sale increased by 10.7 to 34.5 which was a surprise.

Top 5 Slowest Selling Motorhomes and Campers

The chart below shows the Top 5 Slowest Selling Motorhomes and Campers in June 2026. The average price is shown above the bar and the days to sale shown on the purple line. This data is based on models that had a minimum of 10 sales and the ranking runs from number 1 on the left to number 5 on the right.



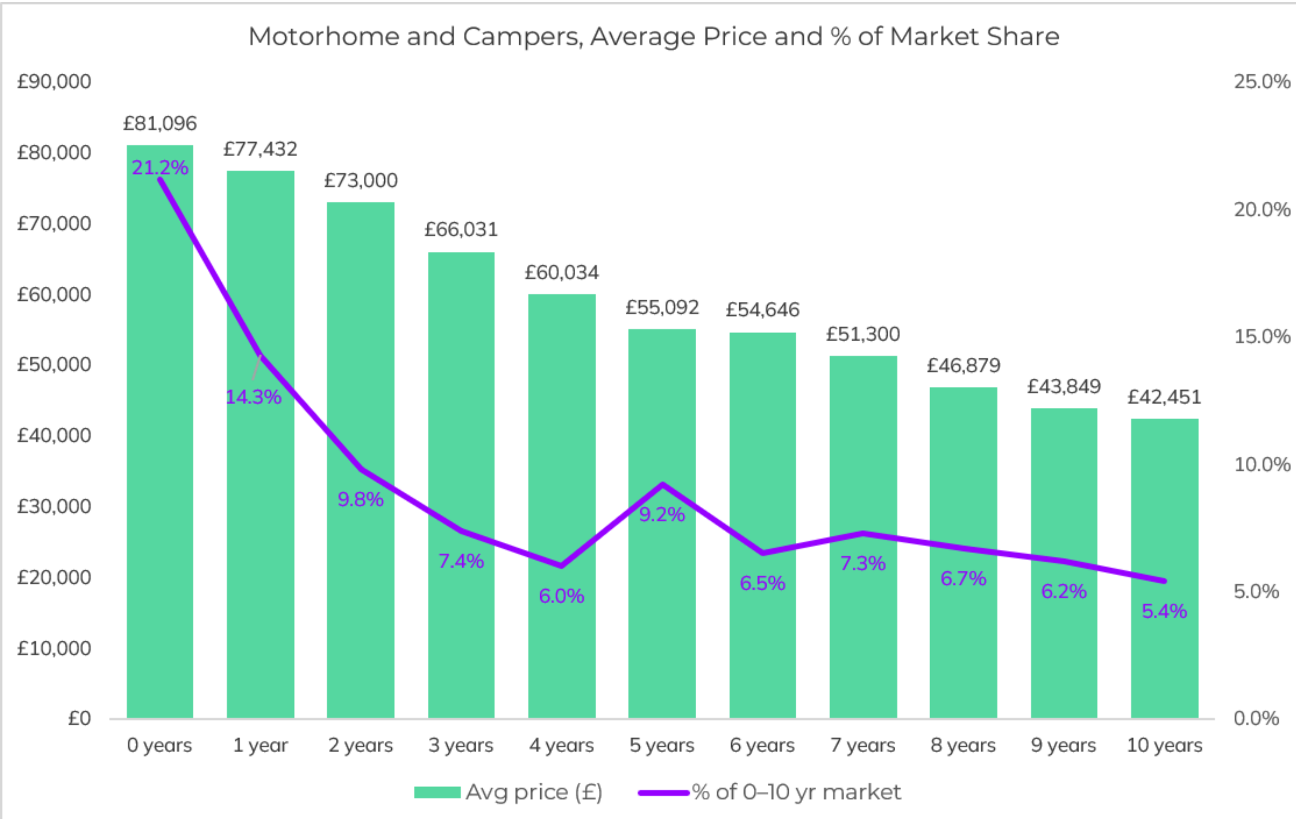
Data Powered by Brego Insight

The June data shows a completely fresh list of the Top 5 Slowest Sellers from five different manufacturers. The Hymer, Swift and Auto-Trail feature a garage which often reduces interior sleeping space and therefore desirability and the top of the list Elddis is around in considerable numbers in the market offering buyers plenty of choice and so despite its original success when new it is less popular as a used version. It is also the only 2 berth in the list. The Auto-Sleeper campervan is less popular in the market due to its long wheelbase and frequently referred to as too long.

Overall, the data shows that the volume of sales for the Top 5 decreased by 3.1% when compared to the May Top 5 and the total market share of sales decreased by a nominal 0.2 of a percentage point. The Average Sale Price dropped by 1.7% to £54,766 which is rare for it to be so close to the previous month. The Average Days to Sale increased by 45 days to 176.9 driven by the Elddis at 225 days.

Motorhome and Camper Average Price and Market Share by Age

The data in this chart shows the average retail price at the end of the bar and 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 models age, unlike the Holiday Home data from earlier in the report. Of particular interest here is the significant 62.1% increase in sales of under one year old models and this is worthy of deeper analysis which users of the Brego platform can do using the Brego Insight tool.

Overall, the volume of sales in June increased by 16.1% which was slightly ahead of the whole market which was at 14.6%. The Average Sale Price stayed almost the same, moving up by just £381 to £59,255. The Average Days to Sale decreased marginally by 0.8 days to 79.4 which is three days slower than the whole market figure of 76.4 days.

Summary

June's Leisure market really took off after such a frustrating quiet start to the year and sales across all verticals were strong. The weather helped enormously and reminded consumers that foreign holidays are not a necessity if you want a sunny holiday these days. In addition, dealers and parks reported good footfall and increased online enquiries. However, it has not been easy as the consumer appears to be more cost conscious and interest in lower priced older models has been stronger than usual.

The volume of adverts in the market has pretty much stayed at the same level for all but the Holiday Home vertical which was slightly slower in picking up and as such generated more part exchanges than Touring Caravans and Motorhomes and Campers in June. The potential for stock shortages during July and August is now a real possibility and there may be a gentle increase in prices as a direct result.

Therefore, now is the time for Dealers and Operators to implement robust stocking strategies that will ensure they have the right stock in place, and it is priced appropriately to drive sales. However, whilst this is often easier said than done, using high quality data and insight will ensure your business has an edge in the market and give the best opportunity to maximise sales and more importantly drive the best profit possible.