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Leisure Market Insight

March 2026

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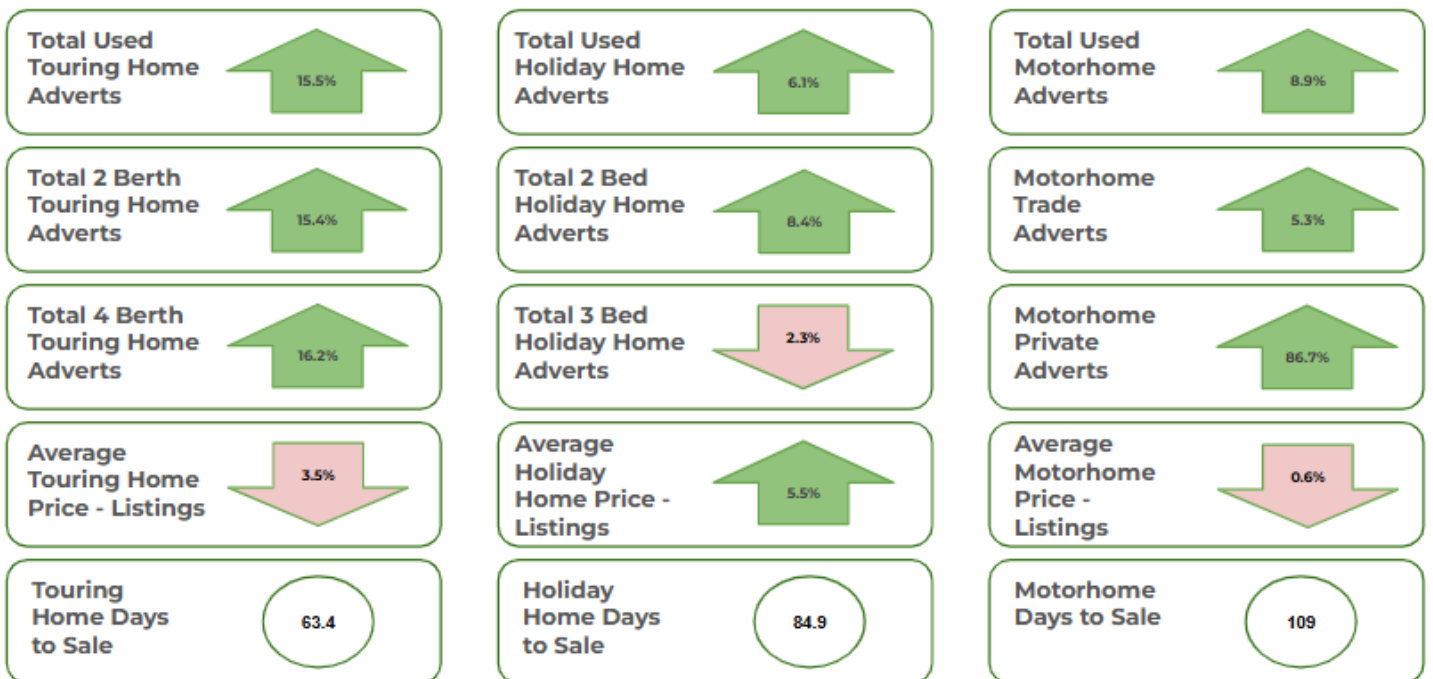
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March Monthly Leisure Market Insight

The March 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 March when compared with market activity experienced in February:-

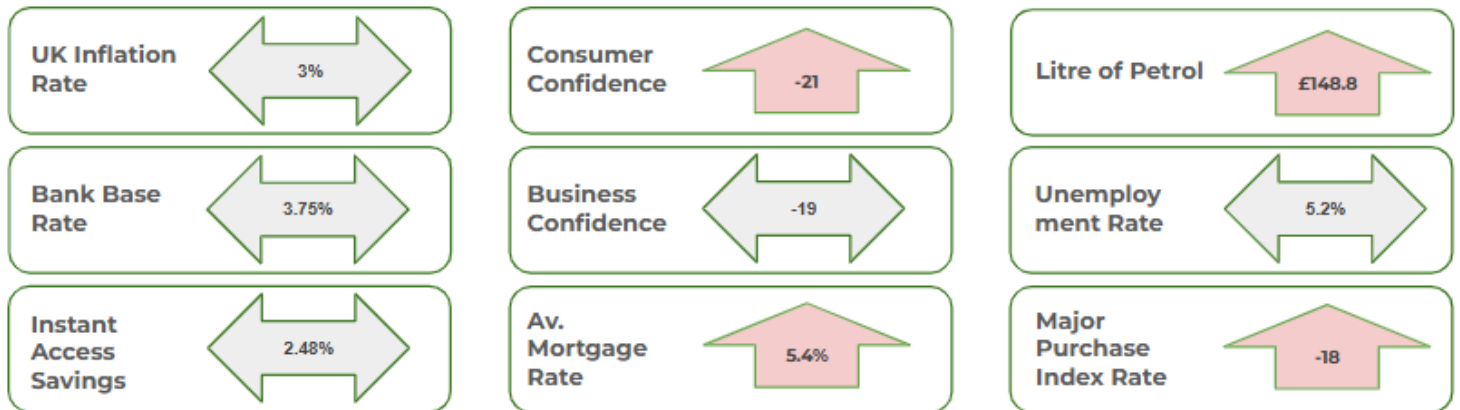


Data Powered by Brego Insight

March saw the Leisure sector start to fire up and come alive with renewed optimism despite the global economy being significantly tested. The total volume of adverts for all three market verticals increased with the largest increase of 15.5% being evident for Touring Caravans. The increase in adverts helped fuel sales too, and Touring Caravans enjoyed a 37.2% increase over February, Holiday Homes a 53.1% boost and Motorhomes and Campers a 26.9% uplift. Dealers and Parks reported a marked upturn in enquiries and customer footfall throughout the month and this was probably kicked off by the NEC show at the end of February.

The next few weeks will be key as the Easter sales results will hopefully have continued to boost the market and the only immediate worry is the level of consumer confidence. That said, historically the Leisure sector in the UK has benefited from global unrest with the public often opting to stay in the UK for their holidays.

Key UK Economic Indicators



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

On the face of it the March economic KPIs paint a picture of a broadly stable economy, although this is likely to be the calm before the storm in the April data. One cannot ignore the significant global impact of the actions of the USA and Israel in recent weeks. For the UK, the markets have reacted swiftly and negatively and the immediate increases in fuel and energy costs not to mention lending costs have been seen by many as overtly reactive and an element of profiteering has been clear.

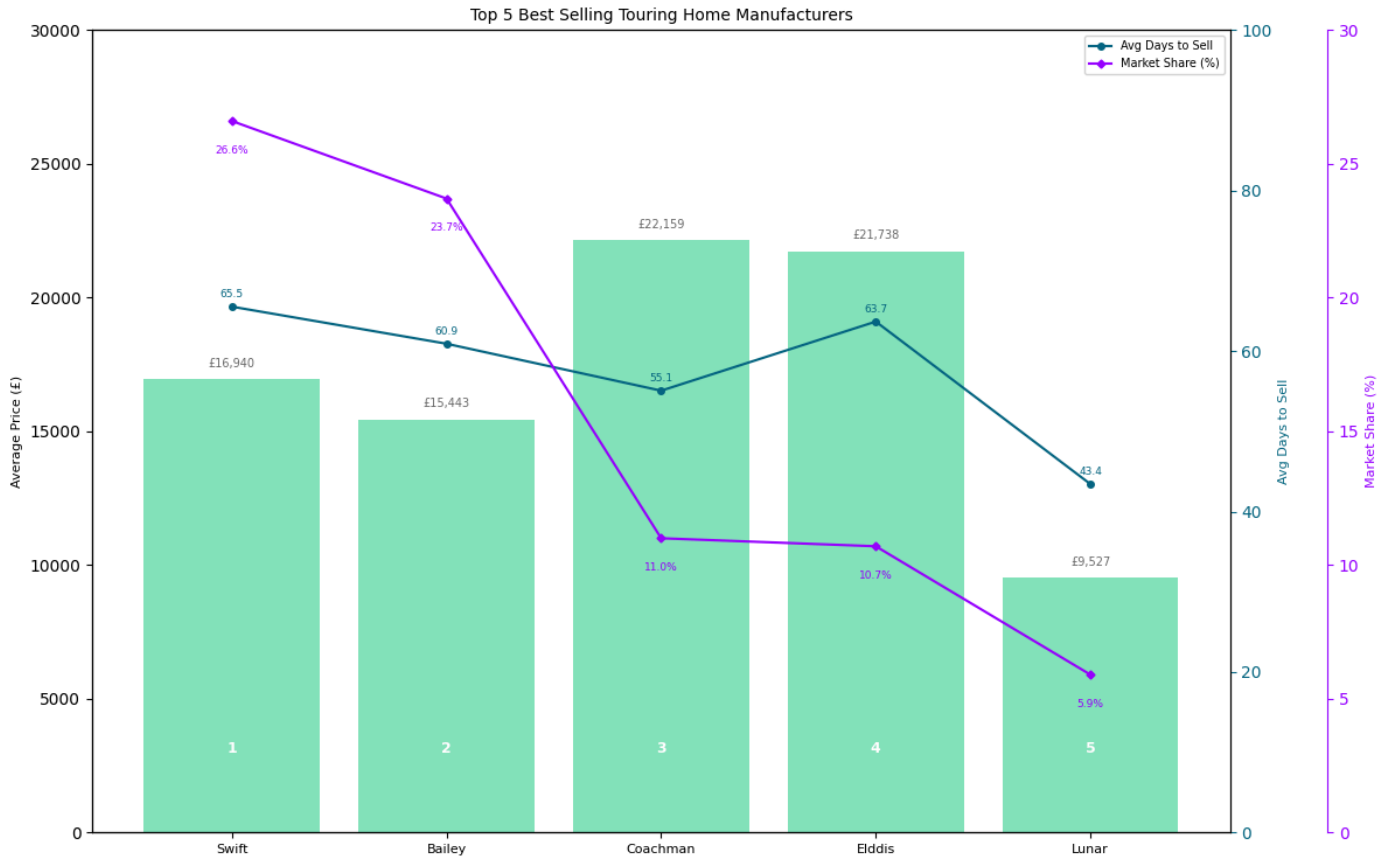
What we do know is that the consumer has been hit with increased costs and these increases look set to continue. It would be remarkable if the inflation rate does not jump when the next announcement is due on April 22nd. In addition, the bank base rate may also follow with a slight increase on April 30th. Mortgage rates are set to go higher and consumer and business confidence will likely be hit further too. All this points to a squeeze on disposable income in the coming months and that is not what the country needs.

To be honest this is not a comfortable position for the Government either but in their defence they could not have seen this coming and whatever one may think of how the government have performed prior to the current circumstances, the Prime Minister has been slow in response and support for the UK and the voters. This reluctance to assist and the slow response to the American demands for help could be considered a tactical move, but it is difficult to see how that is helping move towards a solution that frustratingly for the Americans is taking a lot longer to achieve than expected.

We also know that the American President is aware of the damage it is having on his own reputation and the American economy overall and with mid term elections only months away, there is a vital need for the American economy to stabilise and for the cost of living in America to fall before the elections in November.

Top 5 Best Selling Touring Home Manufacturers

The chart below shows the Top 5 best selling Touring Home manufacturers in the UK in March 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.



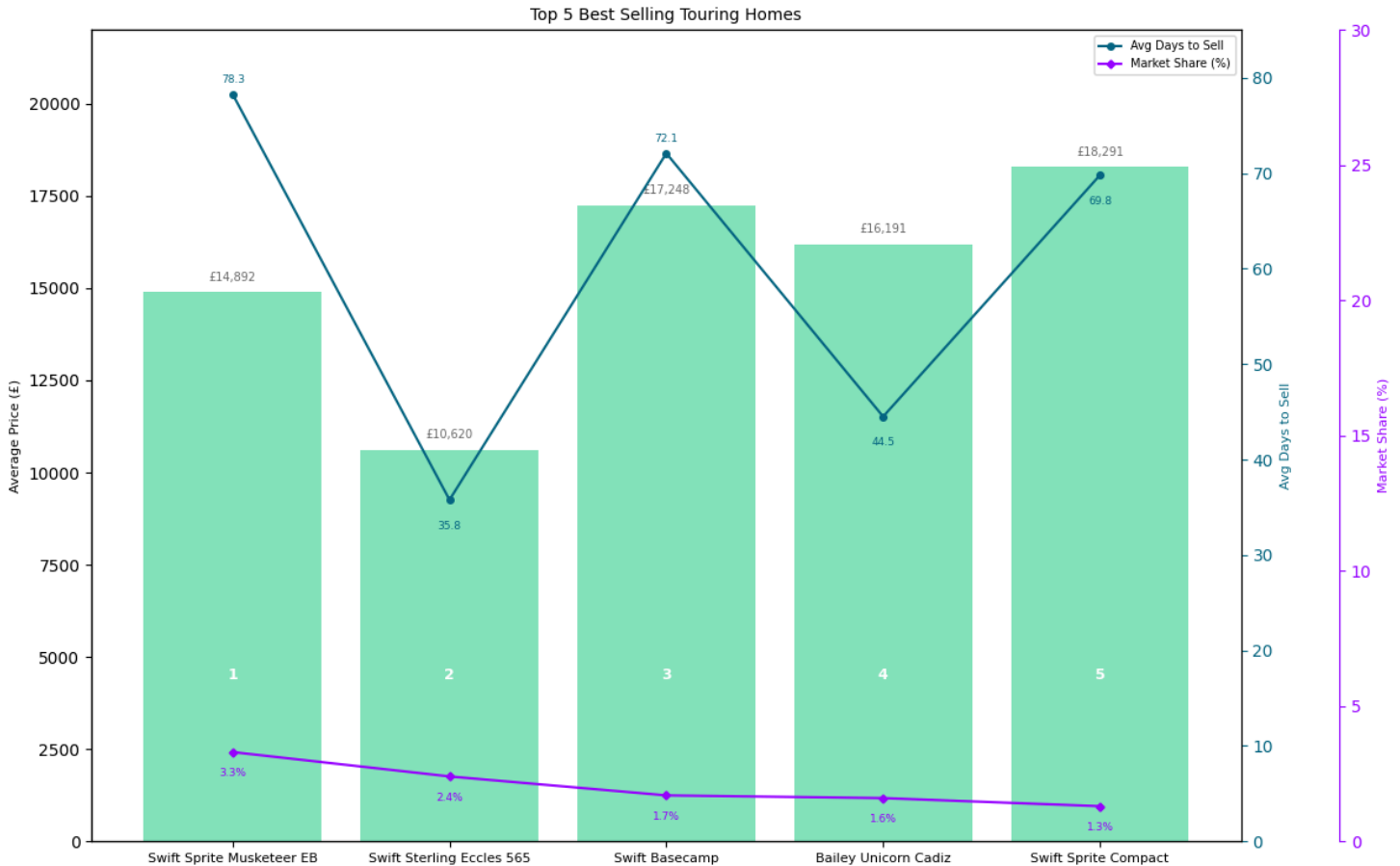
Data Powered by Brego Insight

A slight change in the order of the Top 5 in March with Eddis losing third spot to Coachman although the key metric here is the 39.5% increase in sales for the month across the Top 5, despite the fact that the overall share of the market dropped by half a percentage point to 77.9%. The average days to sale dropped by 6.8 days to 57.7 which was to be expected given this is the first strong month of the year. The average advert listing price increased by 1.4% to £17,161.

Looking specifically, it was Coachman that had the largest increase in sales volume month on month with a 48.8% increase reflecting an 81 unit upturn, although Swift saw the biggest improvement in market share of 0.7 of a percentage point. The biggest change in the average days to sale went to Lunar who dropped 24 days to average 43.4 over the month. It is also interesting to note that the biggest jump in the average sale price went to Eddis with a 10.8% increase to £21,738.

Top 5 Best Selling Touring Homes

The chart below shows the Top 5 best selling Touring Homes in March 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.



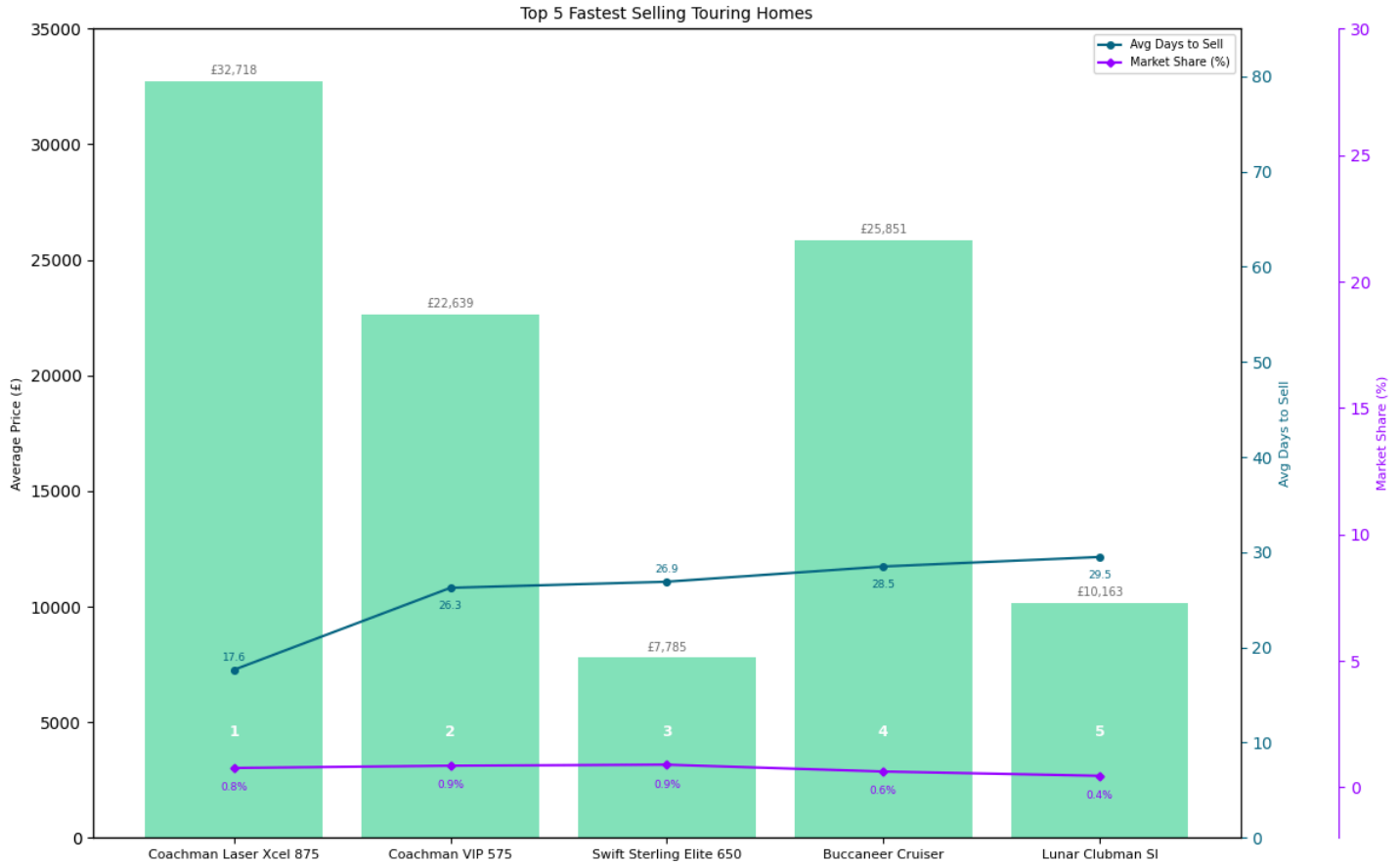
Data Powered by Brego Insight

There was another change to the Top 5 Best Sellers in March which saw the Swift Sterling Eccles 565 take second spot at the expense of the Bailey Unicorn Vigo and the Swift Sprite Compact knocked the Swift Challenger out of fifth spot. The Musketeer retained the top spot and the Basecamp and the Cadiz switched spots from February.

Overall there was a 65.8% uplift in sales volume month on month with the largest growth going to the Basecamp which enjoyed a 72.8% increase in sales. The overall share of sales for the Top 5 was 10.3% of whole market sales which was up by 1.6 percentage points on the February figure and to be expected. The average days to sell dropped by 5.3 to 60.1 whilst the average sale price dipped by 1.5% to £15,449 and that was despite an 8.8% increase in the average price of the Basecamp. However, this can sometimes happen when you have new models enter the list.

Top 5 Fastest Selling Touring Homes

The chart below shows the Top 5 fastest selling Touring Homes in March 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.



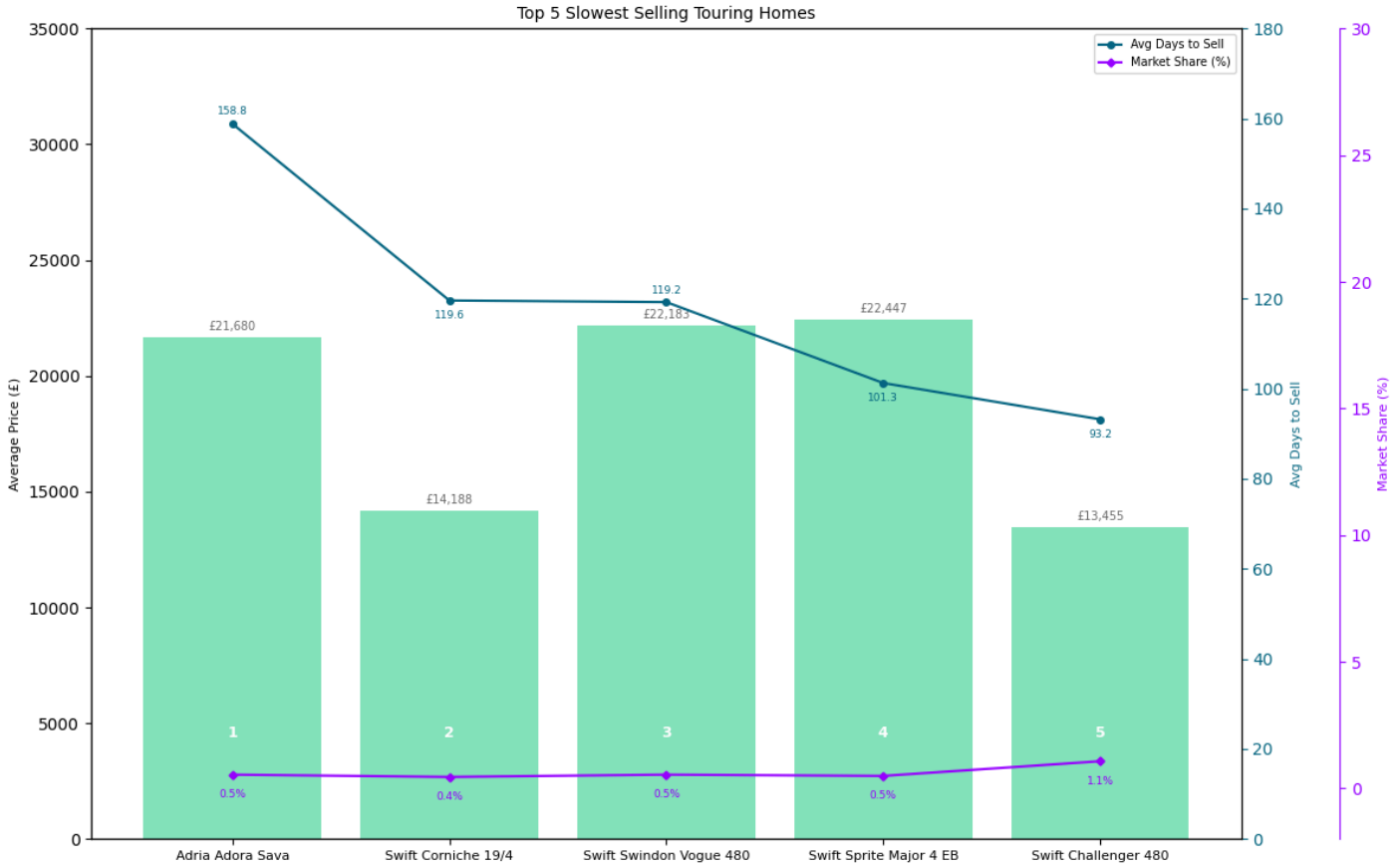
Data Powered by Brego Insight

This is a new chart for this month and will prove to be a valuable addition to the report going forward giving a clear view on what could be a good stocking option for the dealers. In March the Coachman Laser Xcel 875 was the fastest selling Touring Home where the volume of sales exceeded ten or more, taking just 17.7 days to sale. This is interesting as it is not a budget model, rather a high end eight foot wide twin axle. Therefore the appeal is likely to be in the rarity, space and quality.

Of further note is that two of the Top 5 Fastest Sellers were models from Coachman and three of the Top 5 had an average price over £22,000. The Top 5 took a total 3.6% share of the total sales volume and took an average of 25.8 days to sale with an average sale price of £19,831 overall.

Top 5 Slowest Selling Touring Homes

The chart below shows the Top 5 slowest selling Touring Homes in March 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.



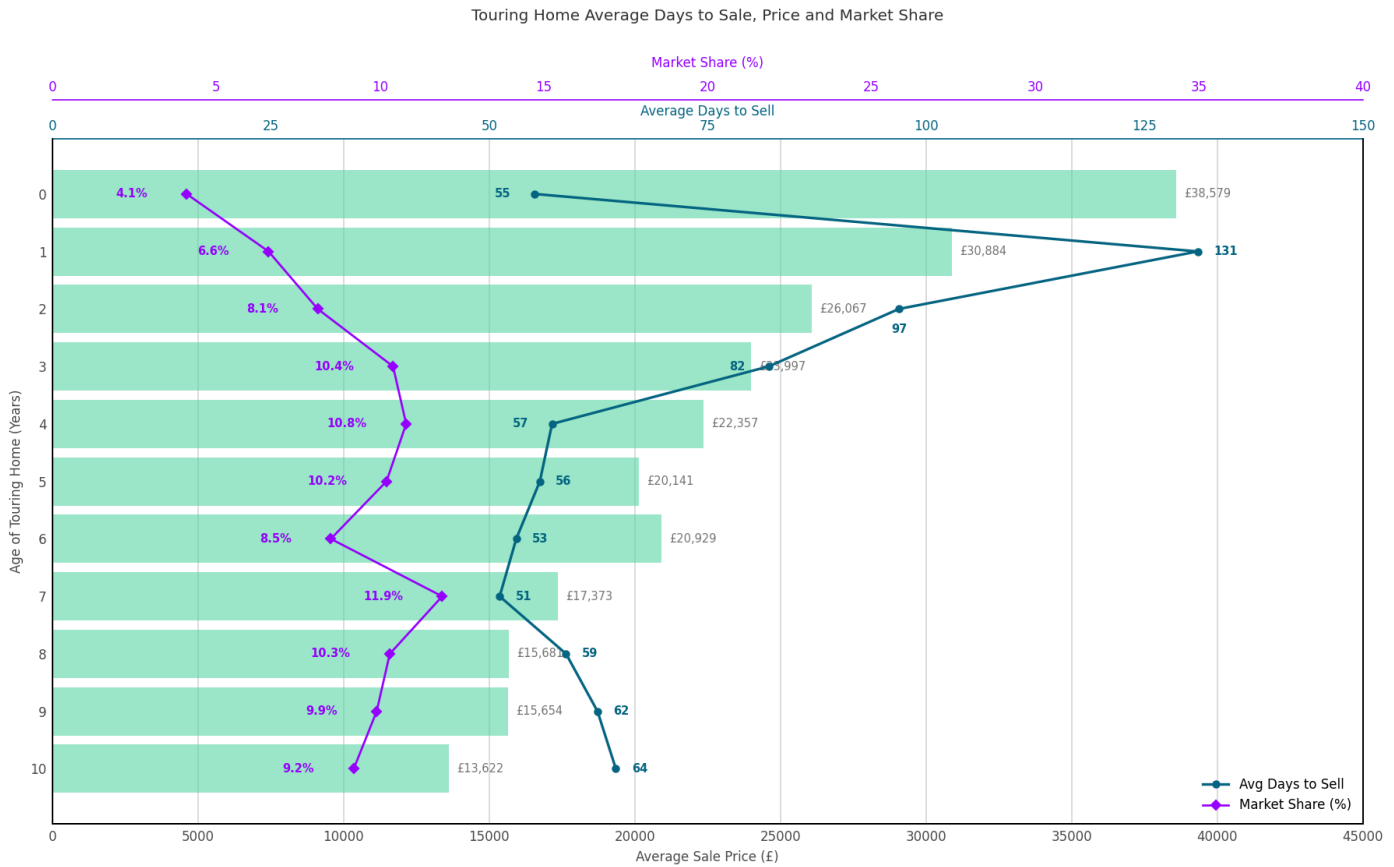
Data Powered by Bregio Insight

Another new chart for the report and this has been requested by a number of readers in recent weeks. At a high level the Top 5 Slowest Sellers had a combined average sale price of £18,790 and took an average of 118.4 days to sale. The total market share for these Touring Caravans was 3.1% and the monthly sales volume combined was 69 units.

Looking in a bit more detail, it is interesting to note that four of the Top 5 Slowest Sellers were Swift models. It is perhaps surprising to see the Sprite Major and the Challenger 480 in this list although the former's end bathroom layout is not a hugely popular format. It is also worth remembering that at this time of year as the market is coming to life there can be some surprises in this type of list.

Touring Home Average Days to Sale and Average Price

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.



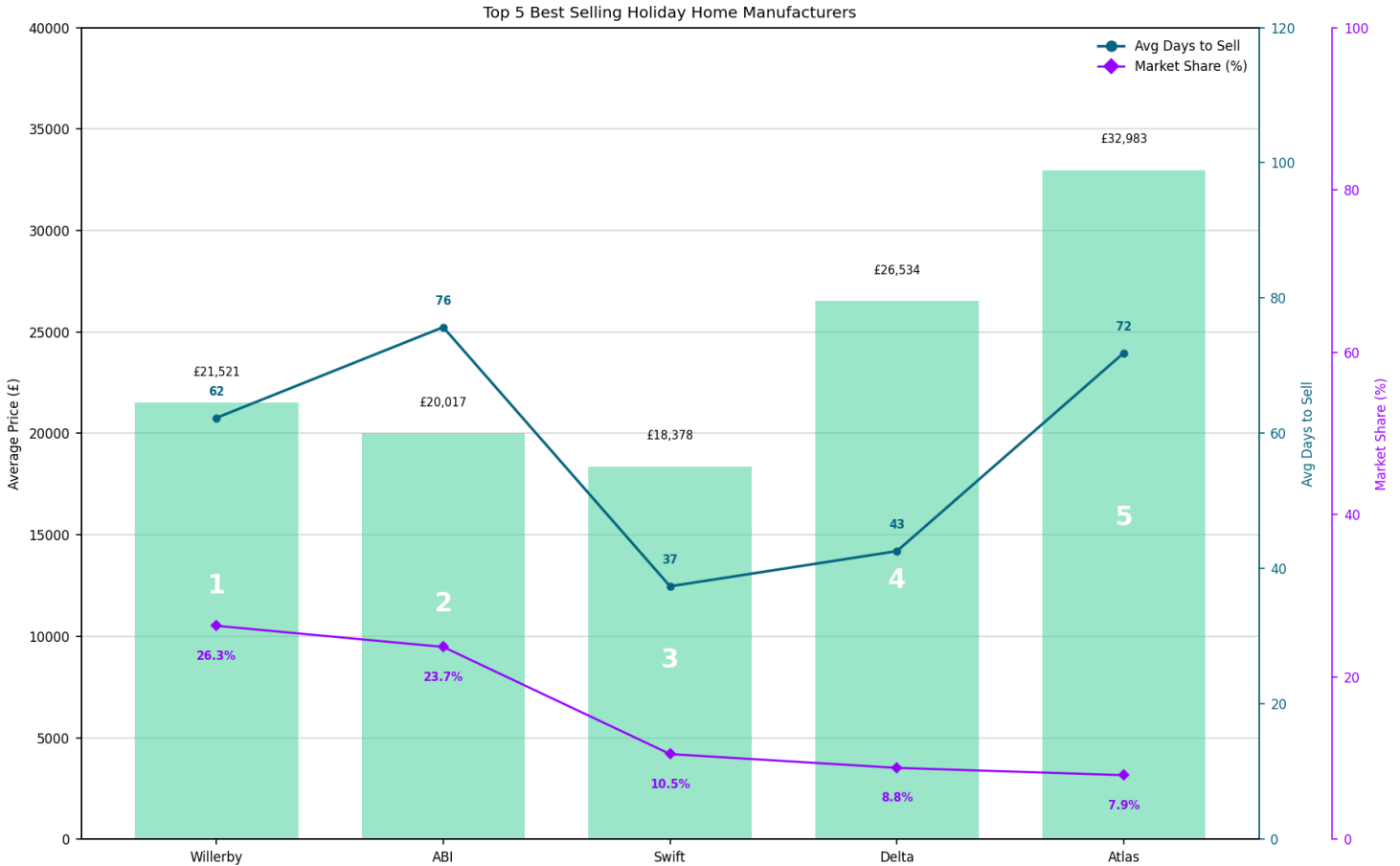
Data Powered by Brego Insight

The March data in this chart depicts a pretty stable market overall with just a couple of anomalies for six and nine year old caravans where the average sale price seems a little higher than expected. The average sale price of the former increased by 13% and the latter by 4.8% when the overall average movement was a drop of 0.5%.

The data also shows an increase in sales of 37.8% against the previous month. The biggest increase in volume was for sub one year old used units that increased by 77% and the lowest uplift was for three year old units at 12.9%. In addition, the average days to sale increased by 0.6 of a day to 69.8 for this tranche of the data which is perhaps not a fair reflection of the whole market. The chart identifies that the culprits that have skewed the figure are Touring Caravans aged 1 to 3 years old.

Top 5 Best Selling Holiday Home Manufacturers

This chart shows the Top 5 best selling Holiday Home manufacturers in the UK in March 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

In March there was a change in the Top 5 with Willerby and ABI retaining first and second place once more whilst Swift took third spot from Carnabay. Delta shifted from fifth spot to fourth and Atlas took fifth spot ousting Cosalt from the Top 5.

The data shows a remarkable 44.2% increase in sales over the February figure which goes a long way to balancing the 47% drop in the February data and this highlights the volatility of the market at this time of year. In addition the average sale price showed an increase of 15.7% to £23,887 and the average days to sale improved by 1.5 to 57.9. From a market share perspective the Top 5 took 77.2% of all sales which was 3.7 percentage points better than in February.

Top 5 Fastest Selling Holiday Homes

The chart below shows the Top 5 fastest selling Holiday Homes in March 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.



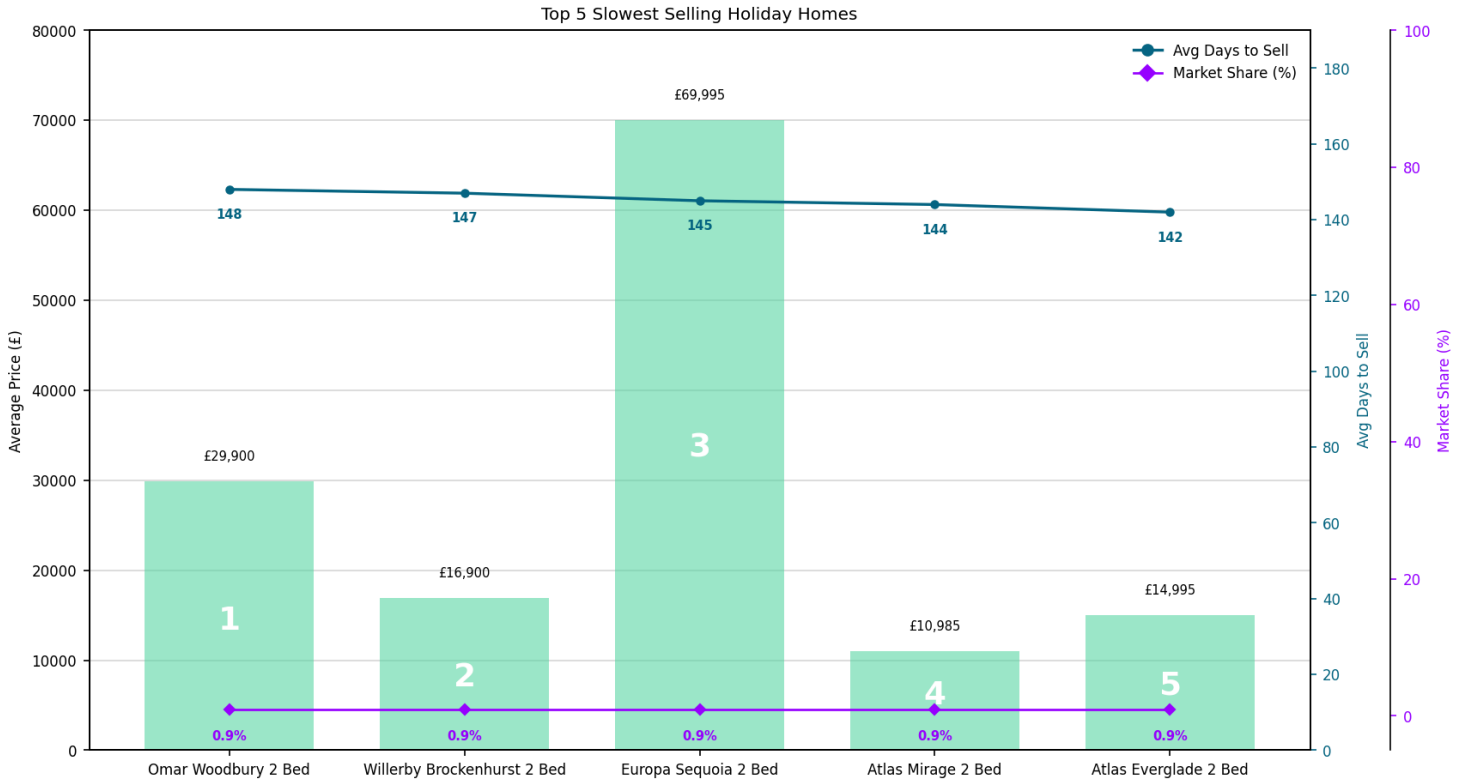
Data Powered by Brego Insight

Another new chart for this month giving a clear view on what could be a good stocking option for the dealers and parks if they can find them. In March the Swift Moselle 2 bed was the fastest selling Holiday Home where the volume of sales exceeded five or more taking just 20 days to sale. Of note is that the Moselle had the second lowest average sale price and also the largest market share at 2.6%.

In total the Top 5 Fastest Sellers took 9.8% of the total volume of sales in March and the overall average sale price was £21,213. The average days to sale was 30.5 ranging between 20 and 45.

Top 5 Slowest Selling Holiday Homes

The chart below shows the Top 5 slowest selling Holiday Homes in March 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

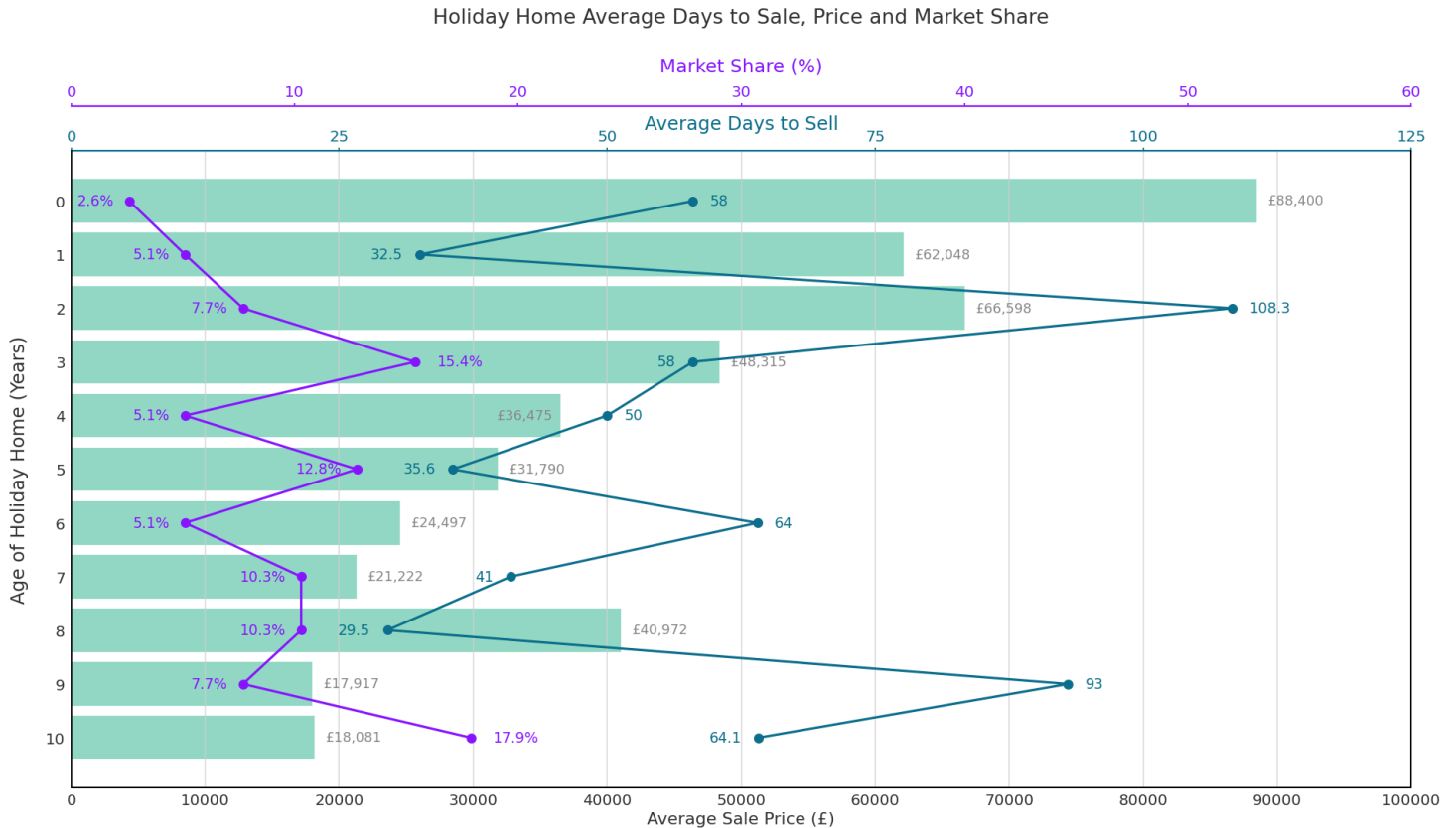
Another new chart for the report and the March data is fairly remarkable in the fact that it is very consistent. At a high level the Top 5 Slowest Sellers had a combined average sale price of £28,555 and took an average of 145.2 days to sale. The total market share for these Holiday Homes was 4.5%.

Looking in a bit more detail, it is clear that the average days to sale for all five models is remarkably close, which is not always the case with a slowest seller list. In addition all Holiday Homes carried a 0.9% share of the total market sales. However, in average price terms there was a large variance of £59,010 between the cheapest Atlas and the most expensive and well specified Europa.

It will be interesting to see the comparison with the April return as this data set looks likely to provide surprising results over time.

Holiday Home Average Days to Sale and Average Price

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.



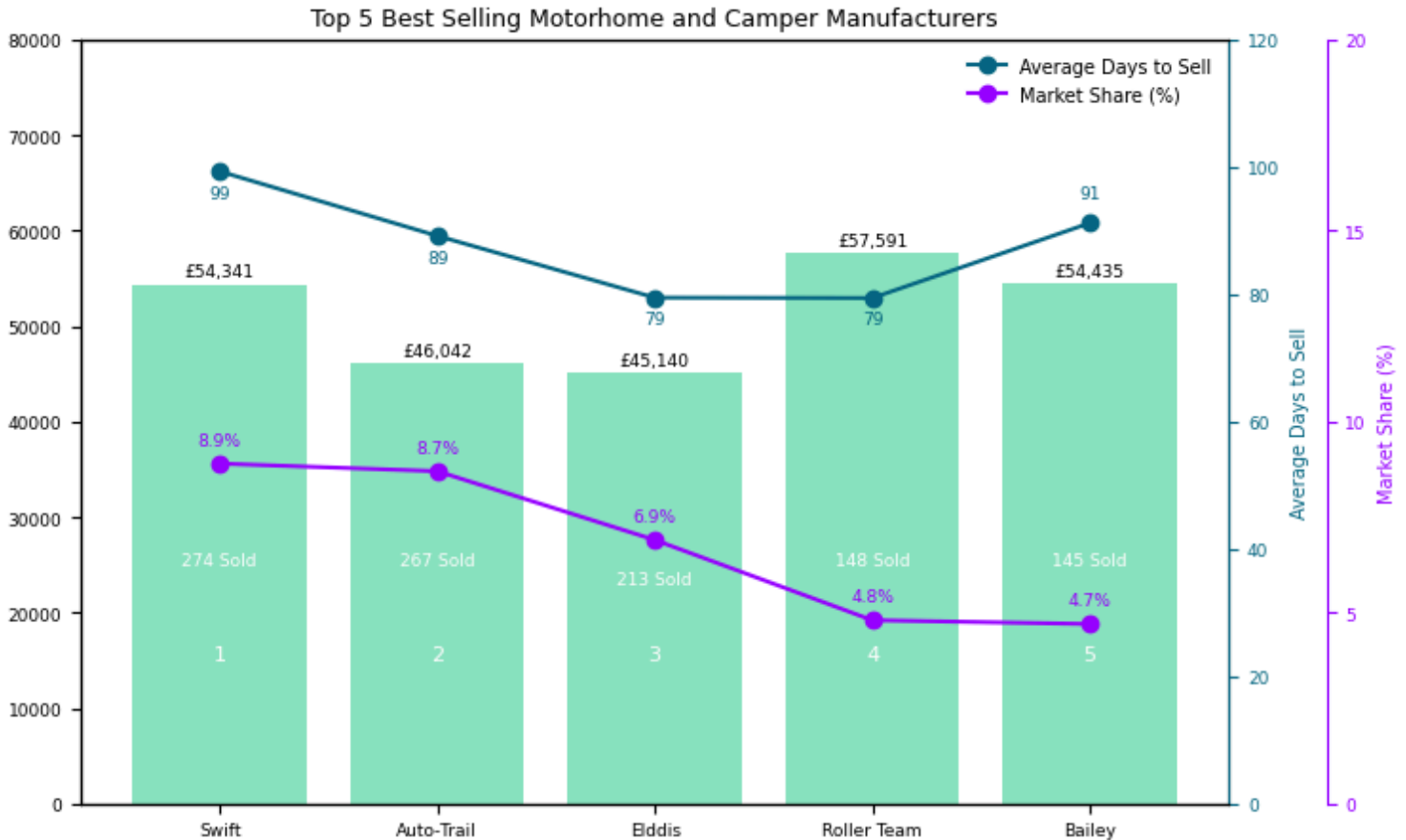
Data Powered by Brego Insight

The March data has returned some very inconsistent results and this can often happen as the market is beginning to warm up after the winter months and sales build whilst at the same time clearing out some of the older stock that has remained unsold over the winter months. One would normally expect to see the green bars gently declining year on year from sub one year old Homes to ten year old Homes. The largest disparities come for 1 year old, 8 year old and 10 year old units with the latter two returning a higher average sale price than expected.

Overall the volume of sales increased by 25.8% which is positive whilst the average sale price went up by 4.2% to £41,483. However the average days to sale increased by 11.8 to 57.6 although as mentioned earlier this will have been skewed slightly by the clear out of old stock.

Top 5 Motorhome and Camper Manufacturers

The chart below shows the Top 5 best selling Motorhome and Camper manufacturers in the UK in March 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.



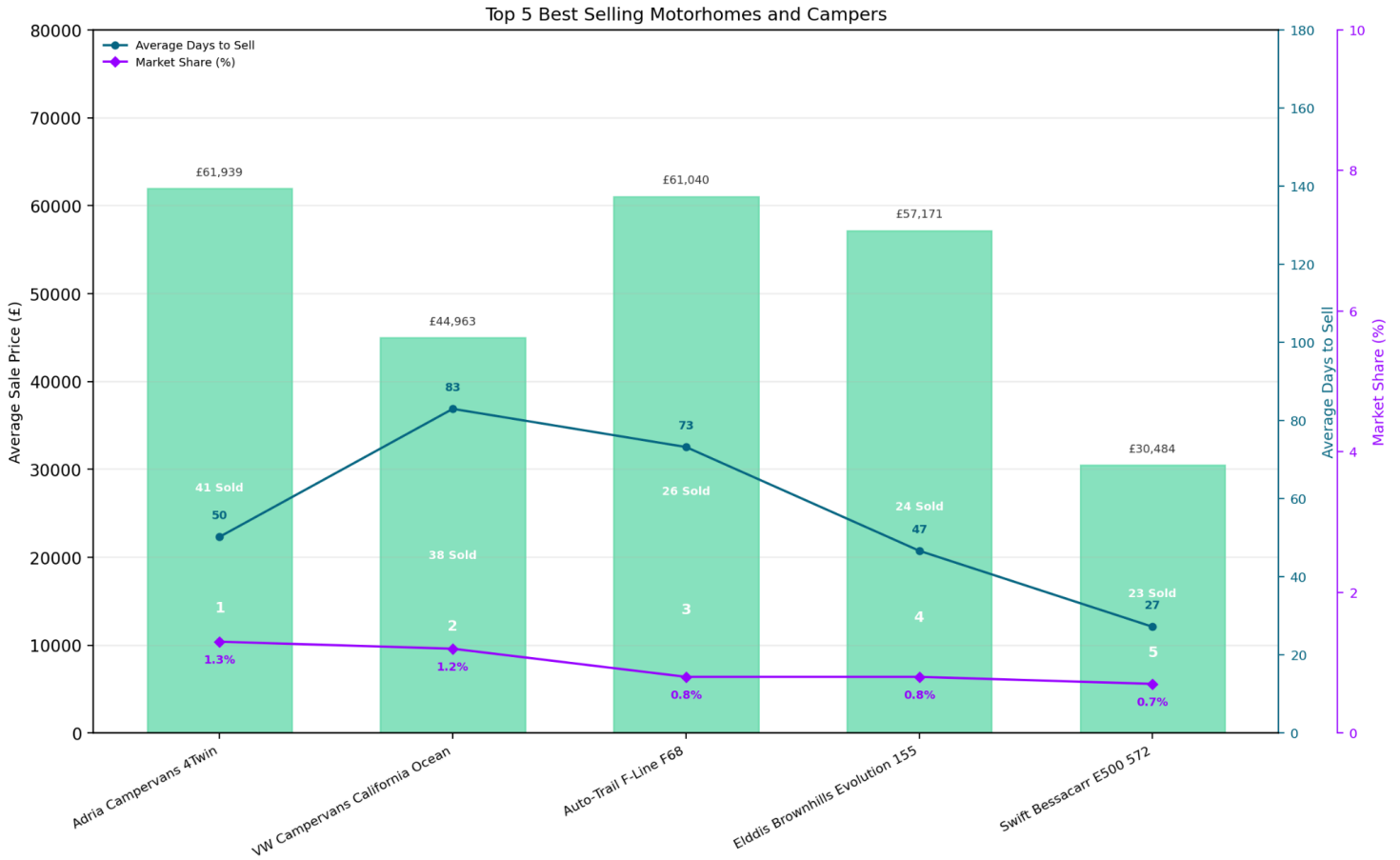
Data Powered by Brego Insight

March results for this data set show a very similar picture to the February data by virtue of the fact that there have been no new entries and just one change in position with Roller Team taking fourth spot from Bailey. Overall sales volumes increased by a healthy 17.2% which is behind the sector as a whole at 26.9%. From an average sale price perspective it has remained very similar with a decrease of 1.2% to £51,510. The average days to sale have increased by 5.2 to 87.7 and the % of total market share has dropped by 1.9 percentage points to 34%

Looking in more detail and the big winner in sales volumes was Auto-Trail who enjoyed a 32.4% improvement whilst Eddis had the lowest increase at 7.1%. The largest change in market share was for Swift who lost 1.4 percentage points with Auto-Trail picking up 0.6 of a percentage point.

Top 5 Best Selling Motorhomes and Campers

This chart shows the Top 5 best selling Motorhomes and Campers in March 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.



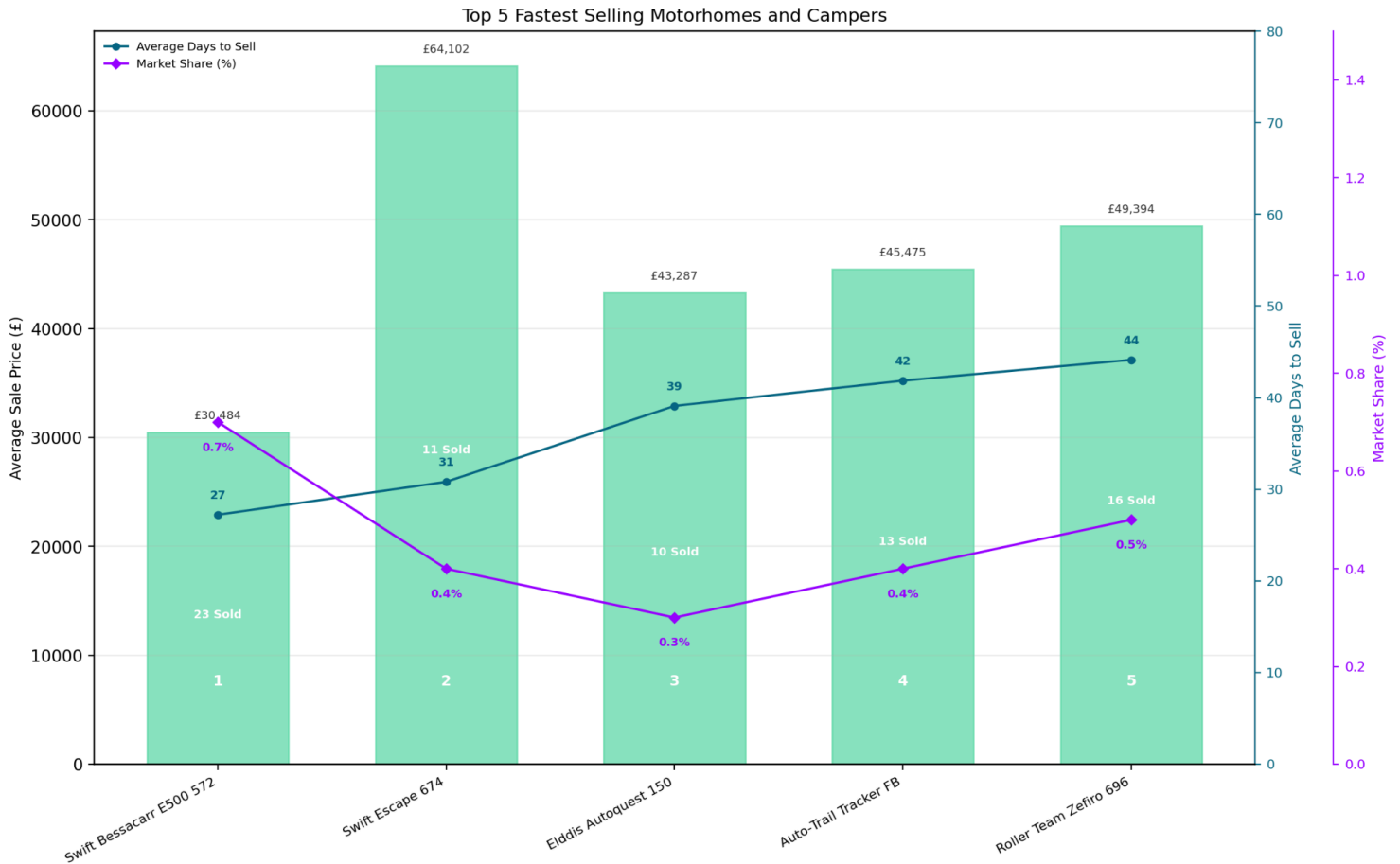
Data Powered by Brego Insight

This month's chart has returned to showing just five models after last month's tie for fifth spot, although we see only one change in the Top 5 Best Sellers in the form of the Eddis Evolution 155 Brownhills edition, which has come and taken fourth spot at the expense of the Nissan NV350 that was in third place in February. The Adria retained first place, the VW moved from third to second and the Auto-Trail jumped from fifth equal to third. The final change was the Swift slipping from second to fifth.

For these Top 5 Best Sellers the volume of sales increased by 4.1% whilst the average selling price improved by 6.9% to £51,119. There was also a positive improvement in the average days to sale which fell by 22.7 to 56.1 off the back of clearing sticky winter stock. Lastly the % of market share fell to 4.8% from 5.8%.

Top 5 Fastest Selling Motorhomes and Campers

The chart below shows the Top 5 fastest selling Motorhomes and Campers in March 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.



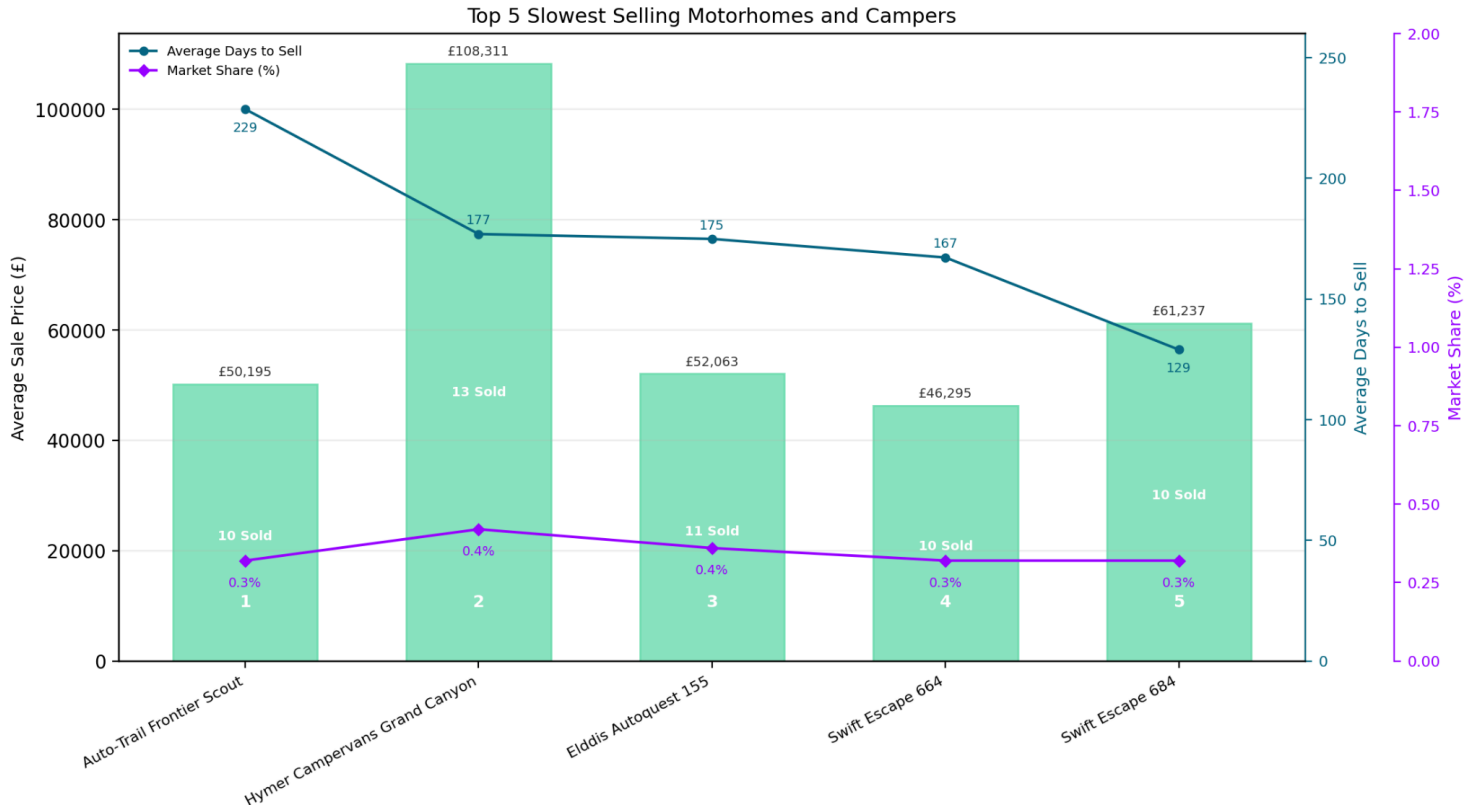
Data Powered by Brego Insight

As with the Touring Homes and Holiday Homes we have a new chart that will help to identify potential best models to buy for the quickest turn of stock. The March data features two Swift models in first and second place followed by three models from the Top 5 Best Manufacturer list. The fastest selling Swift Bessacar took just 27.2 days to sale.

Overall the total sales volume was 73 and this reflected a 2.3% share of total sales for the month. The average sale price was £46,548 and was slightly skewed by the high sale price of second placed Swift Escape 674 at £64,102. Lastly, the average days to sale was 36.6.

Top 5 Slowest Selling Motorhomes and Campers

The chart below shows the Top 5 slowest selling Motorhomes and Campers in March 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.



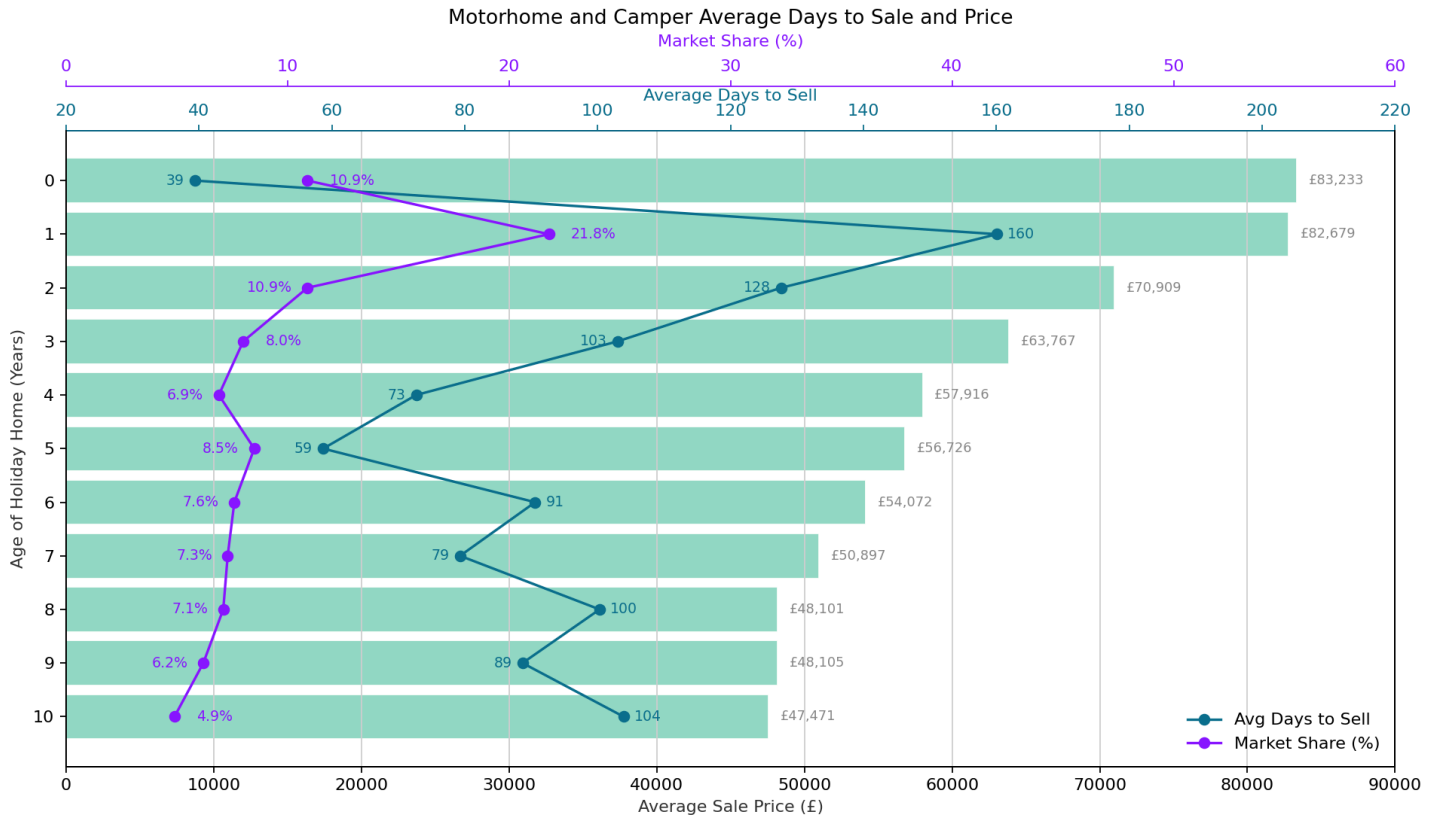
Data Powered by Brego Insight

This is the last new chart of the report and this helps identify those units that are either best avoided or certainly bought with caution to avoid lengthy stock turns. Overall the total volume sold came to 54 and that represented a 1.7% total market share. The average sale price was high at £63,620 and this was boosted by the presence of the rare and up market Hymer Grand Canyon at an average sale price of just over £108k.

It is also interesting to note that three of the Top 5 Slowest Sellers have a fixed bed layout with one having fixed singles over a garage. It will be fascinating to see whether this is a one off or a trend that fixed beds are slower sellers or whether it is just a coincidence.

Motorhome and Camper Average Days to Sale and Average Price

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 4 year old vehicles. This appears to correlate with the size of the market share.

Overall, the volume of sales in March increased by 22.5% which is slightly behind the whole market at 26.9%. The average sale price grew by 2.2% to £60,352 with the biggest change in the average sale price being for 2 year old vehicles which experienced an 8% uplift to £70,909. The average days to sale increased by 6.8 days to 93.1 probably reflecting the clearance of older winter stock.

Summary

In conclusion the Leisure sector has seen a remarkably positive month given all the challenges in the global economy and the war in Iran. Consumer confidence may have dropped overall but it would seem to have remained strong for the Leisure sector for the time being. History tells us that when there is global unrest, UK residents tend to spend more on leisure activities and also holidays at home, and therefore that bodes well for the coming weeks.

The only possible cloud on the horizon that would impact on consumer spending would be a significant increase in the rate of inflation. Now an increase is inevitable given the rising cost of fuel and energy. The impact that will have on the cost of living could see a shift to thrift.

Assuming that the market will continue to perform well, it will not be long before the sector may start to see shortages of desirable stock. Now is the time for Dealers and Operators to start to plan a robust stocking strategy that will ensure they are not scrambling to buy expensive units during the summer months. 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.