RETAIN MEDIA

RV Market Brand Consideration Report 2024

Top 20 Searched - Caravan Brand

Brand

RETAIN MEDIA

Q By Q search by Category

	Brand	2023 Q3	2023 Q4	2024 Q1	2024 Q2
1.	Jayco	27.1%	28.5%	28.6%	27.5%
2.	Market Direct (MDC)	3.8%	4.0%	4.0%	4.0%
3.	Avan	3.3%	3.2%	3.1%	3.1%
4.	Ezytrail	2.6%	2.8%	2.7%	2.8%
5.	Austrack	2.4%	2.7%	2.5%	2.8%
6.	New Age Caravans	3.2%	2.8%	2.7%	2.7%
7.	Zone RV	2.0%	1.8%	2.2%	2.1%
8.	Lotus Caravans	2.0%	1.9%	1.9%	2.0%
9.	Winnebago	2.2%	2.1%	2.1%	2.0%
10.	Lifestyle Campers	2.2%	2.0%	2.0%	2.0%
11.	Opus Camper	2.0%	2.2%	2.3%	2.0%
12.	Snowy River Caravans	2.2%	2.0%	2.0%	1.9%
13.	Highline Caravans	0.2%	0.2%	0.2%	1.8%
14.	Avida	1.9%	1.7%	1.6%	1.7%
15.	Crusader Caravans	1.7%	1.7%	1.6%	1.7%
16.	JB Caravans	1.5%	1.5%	1.4%	1.4%
17.	Patriot Campers	1.9%	1.5%	1.6%	1.4%
18.	Titanium Caravans	1.2%	1.3%	1.4%	1.4%
19.	Mars	1.2%	1.6%	1.5%	1.3%
20.	Cub Campers	1.2%	1.3%	1.3%	1.2%

Top 20 Searched - Australian-Made

Brand

RETAIN MEDIA

Q By Q search by Category

	Brand	2023 Q3	2023 Q4	2024 Q1	2024 Q2
1.	Jayco	36.5%	38.5%	38.3%	36.9%
2.	Avan	4.4%	4.3%	4.2%	4.2%
3.	New Age Caravans	4.3%	3.8%	3.6%	3.6%
4.	Zone RV	2.7%	2.4%	3.0%	2.8%
5.	Lotus Caravans	2.7%	2.6%	2.5%	2.7%
6.	Winnebago	2.9%	2.8%	2.8%	2.7%
7.	Highline Caravans	0.3%	0.3%	0.3%	2.5%
8.	Avida	2.5%	2.3%	2.2%	2.3%
9.	Crusader Caravans	2.3%	2.3%	2.1%	2.3%
10.	JB Caravans	2.1%	2.0%	1.9%	1.9%
11.	Patriot Campers	2.5%	2.0%	2.1%	1.9%
12.	Titanium Caravans	1.6%	1.7%	1.8%	1.9%
13.	Cub Campers	1.6%	1.7%	1.7%	1.7%
14.	Australian Off Road Campers & Ca...	1.8%	1.8%	1.4%	1.4%
15.	Windsor RVs	1.3%	1.4%	1.4%	1.3%
16.	Coromal Caravans	1.0%	1.1%	1.2%	1.3%
17.	Essential Caravans	1.3%	1.2%	1.2%	1.2%
18.	Track Trailer	1.5%	1.4%	1.3%	1.1%
19.	Nova	1.2%	1.1%	1.0%	1.1%
20.	Urban Caravans	0.8%	0.7%	1.2%	1.1%

Top Searched - Imported

Brand

RETAIN MEDIA

Q By Q search by Category

	Brand	2023 Q3	2023 Q4	2024 Q1	2024 Q2
1.	Market Direct (MDC)	14.6%	15.6%	15.6%	15.8%
2.	Ezytrail	10.1%	10.7%	10.7%	11.2%
3.	Austrack	9.2%	10.6%	10.0%	10.9%
4.	Lifestyle Campers	8.6%	7.8%	7.8%	7.9%
5.	Opus Camper	7.8%	8.7%	9.2%	7.8%
6.	Snowy River Caravans	8.6%	7.8%	7.8%	7.6%
7.	Mars	4.6%	6.0%	6.0%	5.2%
8.	Stoney Creek Campers	6.1%	4.9%	4.8%	4.7%
9.	Jawa Campers	3.3%	3.2%	3.1%	3.6%
1...	Black Series	4.1%	4.0%	3.9%	3.5%
1...	Adria	2.3%	2.4%	2.6%	2.8%
1...	Kedron Caravans	3.5%	2.8%	2.9%	2.8%
1...	Lumberjack Camper	3.8%	3.0%	2.7%	2.7%
1...	Starvision	1.6%	1.6%	1.7%	2.0%
1...	Fantasy Caravan	1.7%	1.8%	1.6%	1.9%
1...	Conqueror Camper	2.1%	1.8%	2.0%	1.9%
1...	Regent Caravan	1.7%	1.8%	1.8%	1.7%
1...	Signature Campers	1.2%	1.1%	1.0%	1.1%
1...	Arctic Campers	0.3%	0.5%	0.9%	1.1%
2...	Newgen Caravans	1.0%	0.9%	1.0%	0.9%

Top Searched - Discontinued Brands

Brand

RETAIN MEDIA

Q By Q search by Category

	Brand	2023 Q3	2023 Q4	2024 Q1	2024 Q2
1.	Highline Caravans	18.7%	22.4%	19.9%	72.1%
2.	Billabong	24.8%	24.9%	25.7%	8.0%
3.	Elite Caravans	14.3%	14.6%	15.1%	7.3%
4.	Opal Caravans	8.8%	9.0%	10.2%	3.7%
5.	Aura Caravans	7.8%	7.8%	7.5%	1.8%
6.	Riptide Campers	4.8%	4.1%	5.3%	1.8%
7.	Bushranger Campers	5.6%	4.5%	5.3%	1.5%
8.	Spaceland Caravans	3.1%	2.7%	2.9%	1.2%
9.	West Coast Campers	2.7%	2.7%	2.5%	0.8%
10.	Viking Caravans and Campers	1.6%	1.4%	1.8%	0.5%
11.	Vanguard Camper Trailer	0.6%	0.8%	1.1%	0.4%
12.	Infinity Motorhomes	5.1%	3.0%	0.8%	0.3%
13.	Discovery RV	0.8%	0.9%	0.8%	0.3%
14.	Roma RV	1.0%	0.9%	0.8%	0.2%
15.	Aussie Adventure Caravans	0.3%	0.2%	0.2%	0.1%
16.	Sunbuster Caravans	0.1%	0.1%	0.2%	0.0%
17.	Icon Caravans	null	null	null	null
18.	Australian Lifestyle Caravans	null	null	null	null

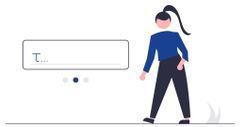
RETAIN MEDIA

STRATEGY

DATA & INSIGHT

MEDIA PLANNING

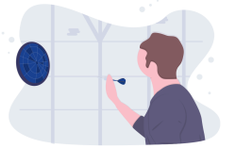
SEO



GOOGLE AD

DISPLAY ADVERTISING

SOCIAL MEDIA



RETARGETING

Brian Sullivan

Director
P. 0403 381 013
E. brian@retainmedia.com.au

Nick Ainge-Roy

Content & Communications Lead
P. 0414 184 452
E. nick@retainmedia.com.au

www.retainmedia.com.au