RETAIN MEDIA

RV Market Brand Consideration Report Q2 2025

Top 20 Searched - Caravan Brands

Brand

RETAIN MEDIA

Q By Q search by Brand

	Brand	% 2024 Q3	% 2024 Q4	% 2025 Q1	% 2025 Q2
1.	Jayco	25.31%	26.49%	26.57%	25.68%
2.	Market Direct (MDC)	4.37%	4.54%	4.07%	4.1%
3.	Snowy River Caravans	3.01%	3.48%	3.74%	3.94%
4.	Austrack	2.67%	2.99%	2.89%	3.22%
5.	Ezytrail	3.17%	3.34%	3.16%	3.06%
6.	Lifestyle Campers	1.4%	1.43%	1.8%	2.65%
7.	Avan	2.4%	2.46%	2.44%	2.51%
8.	Opus Camper	1.8%	2.05%	2.24%	2.13%
9.	Crusader Caravans	2.28%	2.33%	2.43%	2.13%
10.	Avida	1.65%	1.61%	2%	2.06%
11.	Zone RV	1.82%	1.77%	1.83%	1.95%
12.	JB Caravans	1.73%	1.71%	1.73%	1.83%
13.	Winnebago	1.9%	1.9%	1.79%	1.81%
14.	New Age Caravans	2.03%	2.04%	1.94%	1.78%
15.	Lotus Caravans	1.69%	1.69%	1.96%	1.66%
16.	Cub Campers	1.52%	1.75%	1.62%	1.61%
17.	Stoney Creek Campers	1.46%	1.53%	1.69%	1.46%
18.	Titanium Caravans	1.32%	1.52%	1.64%	1.43%
19.	Mars Campers	1.13%	1.22%	1.36%	1.35%
20.	Windsor RVs	1.17%	1.22%	1.35%	1.25%

Top 20 Searched - Australian-Made

Brand

RETAIN MEDIA

Q By Q search by Category

	Brand	2024 Q3	2024 Q4	2025 Q1	2025 Q2
1.	Jayco	33.62%	35.8%	35.92%	34.78%
2.	Lifestyle Campers	1.87%	1.93%	2.43%	3.59%
3.	Avan	3.19%	3.33%	3.3%	3.41%
4.	Crusader Caravans	3.02%	3.15%	3.29%	2.89%
5.	Avida	2.2%	2.17%	2.7%	2.79%
6.	Zone RV	2.41%	2.39%	2.48%	2.65%
7.	JB Caravans	2.3%	2.31%	2.34%	2.48%
8.	Winnebago	2.52%	2.56%	2.42%	2.45%
9.	New Age Caravans	2.68%	2.75%	2.62%	2.4%
10.	Lotus Caravans	2.24%	2.28%	2.65%	2.24%
11.	Cub Campers	2.02%	2.37%	2.19%	2.18%
12.	Titanium Caravans	1.75%	2.05%	2.21%	1.93%
13.	Windsor RVs	1.54%	1.63%	1.81%	1.68%
14.	Patriot Campers	1.82%	1.85%	1.38%	1.6%
15.	Royal Flair Caravans	1.23%	1.27%	1.4%	1.38%
16.	BruderX	0.91%	0.82%	1.03%	1.25%
17.	Australian Off Road Campers & Car...	1.26%	1.11%	1.07%	1.25%
18.	Essential Caravans	1%	1.06%	1.1%	1.21%
19.	Track Trailer	1.08%	0.97%	0.89%	1.13%
20.	Sunliner	0.96%	0.86%	0.91%	0.99%

Top 20 Searched - Imported

Brand

RETAIN MEDIA

Q By Q search by Category

	Brand	2024 Q3	2024 Q4	2025 Q1	2025 Q2
1.	Market Direct (MDC)	17.7%	17.44%	15.66%	15.69%
2.	Snowy River Caravans	12.2%	13.37%	14.38%	15.1%
3.	Austrack	10.81%	11.51%	11.1%	12.33%
4.	Ezytrail	12.84%	12.86%	12.15%	11.72%
5.	Opus Camper	7.3%	7.9%	8.63%	8.17%
6.	Stoney Creek Campers	5.94%	5.87%	6.5%	5.59%
7.	Mars Campers	4.59%	4.7%	5.23%	5.17%
8.	Fantasy Caravan	2.67%	3.27%	3.52%	3.48%
9.	Jawa Campers	3.92%	3.2%	3.39%	3.44%
10.	Adria	2.91%	2.72%	2.41%	2.68%
11.	Kedron Caravans	2.71%	2.17%	1.97%	2.31%
12.	Black Series	2.8%	2.86%	2.51%	2.25%
13.	Arctic Campers	1.45%	1.48%	1.64%	1.72%
14.	Conqueror Camper	1.57%	1.55%	1.54%	1.72%
15.	Lumberjack Camper	2.07%	1.63%	1.89%	1.53%
16.	Signature Campers	1.34%	1.39%	1.44%	1.35%
17.	Regent Caravan	1.65%	1.53%	1.64%	1.32%
18.	Starvision	1.36%	1.31%	1.33%	1.21%
19.	Goldstar RV	0.77%	0.8%	0.86%	1.2%
20.	Blue Tongue Campers	1.01%	0.89%	0.83%	0.76%

Top 20 Searched - Discontinued Brands

Brand

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Q By Q search by Category					
	Brand	2024 Q3	2024 Q4	2025 Q1	2025 Q2
1.	Black Series	12.18%	24.21%	38.02%	40.82%
2.	Lumberjack Camper	9.03%	13.84%	28.67%	27.67%
3.	Elite Caravans	2.03%	4.38%	6.59%	7.57%
4.	Highline Caravans	2.47%	6.56%	4.43%	4.62%
5.	Sunbuster Caravans	0.61%	1.6%	2.73%	3%
6.	Opal Caravans	1.23%	1.6%	3.13%	2.79%
7.	Aura Caravans	0.95%	1.19%	2.4%	2.5%
8.	Tango Caravans	68.86%	41.87%	6.21%	2.12%
9.	Riptide Campers	0.42%	1.13%	1.42%	2%
10.	Bushranger Campers	0.48%	0.83%	1.63%	1.54%
11.	Spaceland Caravans	0.52%	0.96%	1.68%	1.49%
12.	West Coast Campers	0.31%	0.55%	0.94%	1.18%
13.	Aussie Adventure Caravans	0.14%	0.27%	0.45%	0.67%
14.	Viking Caravans and Campers	0.18%	0.38%	0.58%	0.63%
15.	Discovery RV	0.14%	0.19%	0.3%	0.43%
16.	Infinity Motorhomes	0.22%	0.14%	0.22%	0.36%
17.	Roma RV	0.08%	0.14%	0.22%	0.26%
18.	Vanguard Camper Trailer	0.09%	0.11%	0.28%	0.24%
19.	Australian Lifestyle Caravans	0.08%	0.05%	0.09%	0.12%

Top 20 Searched - RVMAP Members

Brand

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Q By Q search by Category

	Brand	2024 Q3	2024 Q4	2025 Q1	2025 Q2
1.	Market Direct (MDC)	11.22%	11.54%	10.16%	10.28%
2.	Snowy River Caravans	7.73%	8.85%	9.33%	9.89%
3.	Avan	6.18%	6.26%	6.09%	6.3%
4.	Crusader Caravans	5.85%	5.93%	6.06%	5.35%
5.	Avida	4.25%	4.09%	4.99%	5.16%
6.	JB Caravans	4.45%	4.34%	4.32%	4.6%
7.	Winnebago	4.88%	4.82%	4.47%	4.53%
8.	Lotus Caravans	4.33%	4.3%	4.89%	4.15%
9.	Cub Campers	3.9%	4.46%	4.03%	4.03%
10.	Stoney Creek Campers	3.76%	3.88%	4.21%	3.66%
11.	Windsor RVs	2.98%	3.07%	3.34%	3.1%
12.	Patriot Campers	3.52%	3.48%	2.55%	2.97%
13.	Royal Flair Caravans	2.37%	2.38%	2.58%	2.55%
14.	Australian Off Road Campers & Car...	2.44%	2.1%	1.98%	2.32%
15.	Essential Caravans	1.93%	1.99%	2.03%	2.24%
16.	Track Trailer	2.1%	1.83%	1.64%	2.1%
17.	Sunliner	1.86%	1.62%	1.67%	1.83%
18.	Malibu Caravans	1.05%	0.9%	0.99%	1.71%
19.	Viscount Caravans	1.6%	1.66%	1.73%	1.52%
20.	Goldstream	1.62%	1.58%	1.55%	1.5%

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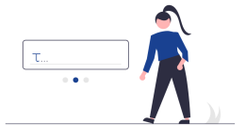
STRATEGY

DATA & INSIGHT

MEDIA PLANNING

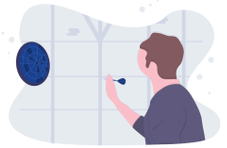
SEO



GOOGLE AD

DISPLAY ADVERTISING

SOCIAL MEDIA



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