RETAIN
MEDIA

RV Market Brand Consideration Report Q3 2025

Top 20 Searched - All Brands

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Q By Q search by Category

	Brand	2024 Q4	2025 Q1	2025 Q2	2025 Q3 ▾
1.	Jayco	26.1%	26.2%	25.3%	24.1%
2.	Snowy River Caravans	3.5%	3.7%	3.9%	4.1%
3.	Market Direct (MDC)	4.5%	4.1%	4.1%	3.8%
4.	Austrack	3.0%	2.9%	3.2%	3.0%
5.	Ezytrail	3.3%	3.1%	3.0%	2.8%
6.	Crusader Caravans	2.3%	2.4%	2.1%	2.5%
7.	Avan	2.4%	2.4%	2.5%	2.5%
8.	New Age Caravans	2.6%	2.4%	2.3%	2.3%
9.	Avida	1.6%	2.0%	2.0%	2.3%
10.	Lifestyle Campers	1.4%	1.8%	2.6%	2.2%
11.	Opus Camper	2.0%	2.2%	2.1%	2.1%
12.	Titanium Caravans	1.5%	1.6%	1.4%	2.0%
13.	Zone RV	1.8%	1.8%	1.9%	2.0%
14.	JB Caravans	1.7%	1.7%	1.8%	1.9%
15.	Winnebago	1.9%	1.8%	1.8%	1.9%
16.	Lotus Caravans	1.7%	1.9%	1.6%	1.7%
17.	Cub Campers	1.7%	1.6%	1.6%	1.5%
18.	Mars Campers	1.2%	1.4%	1.3%	1.4%
19.	Stoney Creek Campers	1.5%	1.7%	1.4%	1.4%
20.	Windsor RVs	1.2%	1.3%	1.2%	1.1%
	Grand total	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Top 20 Searched - Australian-Made

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Q By Q search by Category

	Brand	2024 Q4	2025 Q1	2025 Q2	2025 Q3 ▾
1.	Jayco	35.2%	35.3%	34.2%	32.3%
2.	Crusader Caravans	3.1%	3.3%	2.9%	3.4%
3.	Avan	3.3%	3.3%	3.4%	3.3%
4.	New Age Caravans	3.5%	3.3%	3.1%	3.1%
5.	Avida	2.1%	2.7%	2.8%	3.0%
6.	Lifestyle Campers	1.9%	2.4%	3.6%	3.0%
7.	Titanium Caravans	2.0%	2.2%	1.9%	2.7%
8.	Zone RV	2.4%	2.5%	2.6%	2.7%
9.	JB Caravans	2.3%	2.3%	2.5%	2.5%
10.	Winnebago	2.5%	2.4%	2.4%	2.5%
11.	Lotus Caravans	2.3%	2.6%	2.2%	2.2%
12.	Cub Campers	2.4%	2.2%	2.2%	2.0%
13.	Windsor RVs	1.6%	1.8%	1.6%	1.5%
14.	Royal Flair Caravans	1.3%	1.4%	1.4%	1.5%
15.	BruderX	0.8%	1.0%	1.2%	1.5%
16.	Patriot Campers	1.9%	1.4%	1.6%	1.5%
17.	Australian Off Road Camp…	1.1%	1.0%	1.2%	1.3%
18.	Essential Caravans	1.0%	1.1%	1.2%	1.2%
19.	Track Trailer	1.0%	0.9%	1.1%	1.2%
20.	Urban Caravans	0.9%	1.0%	0.9%	1.1%
	Grand total	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Top Searched - Imported

Q By Q search by Category

	Brand	2024 Q4	2025 Q1	2025 Q2	2025 Q3 ▾
1.	Snowy River Caravans	13.4%	14.4%	15.1%	16.2%
2.	Market Direct (MDC)	17.5%	15.7%	15.7%	15.1%
3.	Austrack	11.5%	11.1%	12.3%	11.9%
4.	Ezytrail	12.9%	12.2%	11.7%	11.2%
5.	Opus Camper	7.9%	8.6%	8.2%	8.2%
6.	Mars Campers	4.7%	5.2%	5.2%	5.7%
7.	Stoney Creek Campers	5.9%	6.5%	5.6%	5.6%
8.	Fantasy Caravan	3.3%	3.5%	3.5%	3.6%
9.	Jawa Campers	3.2%	3.4%	3.4%	3.4%
10.	Adria	2.7%	2.4%	2.7%	2.6%
11.	Kedron Caravans	2.2%	2.0%	2.3%	2.5%
12.	Black Series	2.9%	2.5%	2.3%	2.1%
13.	Arctic Campers	1.5%	1.6%	1.7%	1.8%
14.	Conqueror Camper	1.5%	1.5%	1.7%	1.6%
15.	Signature Campers	1.4%	1.4%	1.3%	1.4%
16.	Goldstar RV	0.8%	0.9%	1.2%	1.4%
17.	Regent Caravan	1.5%	1.6%	1.3%	1.4%
18.	Lumberjack Camper	1.6%	1.9%	1.5%	1.3%
19.	Starvision	1.3%	1.3%	1.2%	1.0%
20.	Blue Tongue Campers	0.9%	0.8%	0.8%	0.7%
	Grand total	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Top Searched - Discontinued

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Q By Q search by Category

	Brand	2024 Q4	2025 Q1	2025 Q2	2025 Q3 ▾
1.	Black Series	24.2%	38.0%	40.8%	40.2%
2.	Lumberjack Camper	13.8%	28.7%	27.7%	24.8%
3.	Elite Caravans	4.4%	6.6%	7.6%	8.6%
4.	Highline Caravans	6.6%	4.4%	4.6%	5.2%
5.	Sunbuster Caravans	1.6%	2.7%	3.0%	3.8%
6.	Opal Caravans	1.6%	3.1%	2.8%	2.8%
7.	Aura Caravans	1.2%	2.4%	2.5%	2.6%
8.	Riptide Campers	1.1%	1.4%	2.0%	2.1%
9.	Spaceland Caravans	1.0%	1.7%	1.5%	2.0%
10.	Bushranger Campers	0.8%	1.6%	1.5%	1.9%
11.	Tango Caravans	41.9%	6.2%	2.1%	1.7%
12.	West Coast Campers	0.5%	0.9%	1.2%	1.3%
13.	Viking Caravans and Cam…	0.4%	0.6%	0.6%	0.8%
14.	Aussie Adventure Caravans	0.3%	0.4%	0.7%	0.7%
15.	Discovery RV	0.2%	0.3%	0.4%	0.5%
16.	Vanguard Camper Trailer	0.1%	0.3%	0.2%	0.3%
17.	Infinity Motorhomes	0.1%	0.2%	0.4%	0.3%
18.	Roma RV	0.2%	0.2%	0.3%	0.2%
19.	Australian Lifestyle Carav…	+0.0%	0.1%	0.1%	0.1%
	Grand total	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Top Searched - RVMAP Members

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Q By Q search by Category

	Brand	2024 Q4	2025 Q1	2025 Q2	2025 Q3 ▾
1.	Snowy River Caravans	8.8%	9.3%	9.9%	10.2%
2.	Market Direct (MDC)	11.5%	10.1%	10.3%	9.5%
3.	Crusader Caravans	5.9%	6.1%	5.3%	6.3%
4.	Avan	6.3%	6.1%	6.3%	6.2%
5.	Avida	4.1%	5.0%	5.1%	5.6%
6.	JB Caravans	4.3%	4.3%	4.6%	4.7%
7.	Winnebago	4.8%	4.5%	4.5%	4.6%
8.	Lotus Caravans	4.3%	4.9%	4.1%	4.1%
9.	Cub Campers	4.5%	4.0%	4.0%	3.8%
10.	Stoney Creek Campers	3.9%	4.2%	3.7%	3.5%
11.	Windsor RVs	3.0%	3.3%	3.1%	2.8%
12.	Royal Flair Caravans	2.4%	2.6%	2.5%	2.7%
13.	Patriot Campers	3.5%	2.6%	3.0%	2.7%
14.	Australian Off Road Cam…	2.1%	1.9%	2.3%	2.5%
15.	Essential Caravans	2.0%	2.0%	2.2%	2.3%
16.	Track Trailer	1.8%	1.6%	2.1%	2.1%
17.	Sunliner	1.6%	1.7%	1.8%	1.9%
18.	Viscount Caravans	1.7%	1.7%	1.5%	1.5%
19.	Goldstream	1.6%	1.5%	1.5%	1.4%
20.	Coromal Caravans	1.7%	1.6%	1.5%	1.4%
	Grand total	**100.0%**	**100.0%**	**100.0%**	**100.0%**

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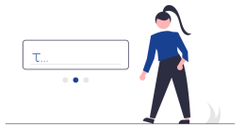
STRATEGY

DATA & INSIGHT

MEDIA PLANNING

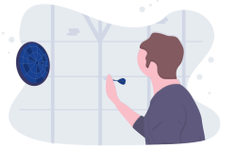
SEO



GOOGLE AD

DISPLAY ADVERTISING

SOCIAL MEDIA



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