RETAIN MEDIA

RV Market Brand Consideration Report Q4 2025

Top 20 Searched - All Brands

RETAIN MEDIA

Q By Q search by Category

	Brand	2025 Q1	2025 Q2	2025 Q3	2025 Q4 ▼
1.	Jayco	26.1%	25.3%	23.8%	23.6%
2.	Zone RV	1.8%	1.9%	1.9%	4.6%
3.	Market Direct (MDC)	4.1%	4.1%	4.1%	4.3%
4.	Snowy River Caravans	3.7%	3.9%	4.0%	4.1%
5.	Crusader Caravans	3.0%	2.7%	3.3%	3.7%
6.	Austrack	2.9%	3.2%	3.0%	3.0%
7.	Ezytrail	3.1%	3.0%	2.9%	2.9%
8.	Opus Camper	2.2%	2.1%	2.2%	2.8%
9.	Avan	2.4%	2.5%	2.5%	2.3%
10.	Lifestyle Campers	1.8%	2.6%	2.2%	2.2%
11.	Avida	2.0%	2.0%	2.2%	2.0%
12.	JB Caravans	1.7%	1.8%	1.8%	1.8%
13.	Winnebago	1.8%	1.8%	1.8%	1.8%
14.	Lotus Caravans	1.9%	1.6%	1.6%	1.7%
15.	New Age Caravans	1.9%	1.7%	1.7%	1.6%
16.	Stoney Creek Campers	1.7%	1.5%	1.5%	1.6%
17.	Cub Campers	1.6%	1.6%	1.7%	1.5%
18.	Titanium Caravans	1.6%	1.4%	2.4%	1.5%
19.	Mars Campers	1.4%	1.3%	1.4%	1.3%
20.	Patriot Campers	1.0%	1.2%	1.0%	1.2%
	Grand total	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Top 20 Searched - Australian-Made

RETAIN MEDIA

Q By Q search by Category

	Brand	2025 Q1	2025 Q2	2025 Q3	2024 Q4
1.	Jayco	35.2%	34.1%	32.0%	31.9%
2.	Zone RV	2.5%	2.6%	2.5%	6.2%
3.	Crusader Caravans	4.1%	3.6%	4.4%	5.0%
4.	Avan	3.2%	3.3%	3.3%	3.1%
5.	Lifestyle Campers	2.4%	3.6%	3.0%	2.9%
6.	Avida	2.7%	2.8%	3.0%	2.8%
7.	JB Caravans	2.3%	2.4%	2.4%	2.4%
8.	Winnebago	2.4%	2.4%	2.4%	2.4%
9.	Lotus Caravans	2.6%	2.2%	2.1%	2.2%
10.	New Age Caravans	2.5%	2.3%	2.2%	2.2%
11.	Cub Campers	2.2%	2.2%	2.2%	2.0%
12.	Titanium Caravans	2.2%	1.9%	3.2%	2.0%
13.	Patriot Campers	1.4%	1.6%	1.3%	1.6%
14.	Dreamhaven Caravans	0.1%	0.1%	0.3%	1.5%
15.	Royal Flair Caravans	1.4%	1.4%	1.5%	1.2%
16.	Windsor RVs	1.5%	1.4%	1.3%	1.2%
17.	Kokoda Caravans	0.9%	0.8%	0.9%	1.2%
18.	Australian Off Road Camp…	1.2%	1.4%	1.4%	1.1%
19.	Supreme Caravans	1.0%	0.9%	1.0%	1.0%
20.	Essential Caravans	1.1%	1.2%	1.2%	1.0%
	Grand total	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Top Searched - Imported

Q By Q search by Category

	Brand	2025 Q1	2025 Q2	2025 Q3	2025 Q4 ▾
1.	Market Direct (MDC)	15.7%	15.7%	16.0%	16.5%
2.	Snowy River Carava…	14.4%	15.1%	15.6%	16.0%
3.	Austrack	11.1%	12.3%	11.9%	11.7%
4.	Ezytrail	12.2%	11.7%	11.3%	11.1%
5.	Opus Camper	8.6%	8.2%	8.5%	11.0%
6.	Stoney Creek Camp…	6.5%	5.6%	5.7%	6.0%
7.	Mars Campers	5.2%	5.2%	5.6%	5.0%
8.	Fantasy Caravan	3.5%	3.5%	3.7%	3.7%
9.	Jawa Campers	3.4%	3.4%	3.3%	2.7%
10.	Adria	2.4%	2.7%	2.5%	2.2%
11.	Black Series	2.5%	2.3%	2.2%	2.1%
12.	Kedron Caravans	2.0%	2.3%	2.4%	2.0%
13.	Arctic Campers	1.6%	1.7%	1.7%	1.6%
14.	Conqueror Camper	1.5%	1.7%	1.6%	1.4%
15.	Regent Caravan	1.6%	1.3%	1.3%	1.3%
16.	Lumberjack Camper	1.9%	1.5%	1.3%	1.2%
17.	Goldstar RV	0.9%	1.2%	1.4%	1.1%
18.	Signature Campers	1.4%	1.3%	1.3%	0.9%
19.	Starvision	1.3%	1.2%	1.0%	0.8%
20.	Blue Tongue Campers	0.8%	0.8%	0.7%	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	2025 Q1	2025 Q2	2025 Q3	2025 Q4 ▾
1.	Zone RV	51.7%	57.5%	58.5%	77.6%
2.	Black Series	18.4%	17.3%	17.2%	9.1%
3.	Lumberjack Camper	13.8%	11.8%	10.0%	5.1%
4.	Elite Caravans	3.2%	3.2%	3.6%	1.5%
5.	Highline Caravans	2.1%	2.0%	1.9%	1.3%
6.	Sunbuster Caravans	1.3%	1.3%	1.7%	1.2%
7.	Tango Caravans	3.0%	0.9%	0.6%	0.7%
8.	Opal Caravans	1.5%	1.2%	1.2%	0.6%
9.	Spaceland Caravans	0.8%	0.6%	0.8%	0.5%
10.	Aura Caravans	1.2%	1.1%	1.1%	0.5%
11.	Riptide Campers	0.7%	0.8%	1.0%	0.5%
12.	Bushranger Campers	0.8%	0.7%	0.9%	0.4%
13.	Infinity Motorhomes	0.1%	0.2%	0.1%	0.3%
14.	West Coast Campers	0.5%	0.5%	0.4%	0.2%
15.	Viking Caravans and Campers	0.3%	0.3%	0.3%	0.1%
16.	Aussie Adventure Caravans	0.2%	0.3%	0.2%	0.1%
17.	Discovery RV	0.1%	0.2%	0.2%	0.1%
18.	Vanguard Camper Trailer	0.1%	0.1%	0.2%	+0.0%
19.	Roma RV	0.1%	0.1%	0.1%	+0.0%
20.	Australian Lifestyle Caravans	+0.0%	0.1%	+0.0%	+0.0%
	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	2025 Q1	2025 Q2	2025 Q3	2025 Q4 ▾
1.	Market Direct (MDC)	10.0%	10.1%	10.0%	10.8%
2.	Snowy River Caravans	9.2%	9.8%	9.8%	10.5%
3.	Crusader Caravans	7.4%	6.7%	8.0%	9.3%
4.	Avan	6.0%	6.1%	6.1%	5.8%
5.	Avida	4.9%	5.1%	5.5%	5.2%
6.	JB Caravans	4.2%	4.5%	4.5%	4.5%
7.	Winnebago	4.4%	4.5%	4.5%	4.4%
8.	Lotus Caravans	4.8%	4.1%	3.8%	4.2%
9.	Stoney Creek Campers	4.2%	3.6%	3.6%	3.9%
10.	Cub Campers	4.0%	4.0%	4.1%	3.8%
11.	Patriot Campers	2.5%	2.9%	2.4%	3.0%
12.	Royal Flair Caravans	2.6%	2.5%	2.7%	2.3%
13.	Windsor RVs	2.8%	2.7%	2.4%	2.2%
14.	Australian Off Road Camp…	2.1%	2.5%	2.6%	2.1%
15.	Essential Caravans	2.0%	2.2%	2.2%	1.8%
16.	Sunliner	1.6%	1.8%	1.9%	1.7%
17.	Track Trailer	1.6%	2.0%	1.9%	1.7%
18.	Viscount Caravans	1.7%	1.5%	1.5%	1.6%
19.	Nova	2.0%	1.4%	1.5%	1.4%
20.	Goldstream	1.5%	1.5%	1.4%	1.3%
	Grand total	**100.0%**	**100.…**	**100.0%**	**100.0%**

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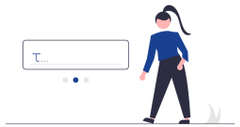
STRATEGY

DATA & INSIGHT

MEDIA PLANNING

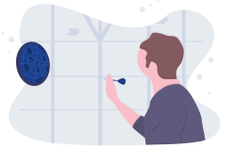
SEO



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