



Market Report

A Snapshot of your Marketing Sector

Campers and Caravans

This pack has been designed to provide information on setting up a business in the **Campers and Caravans** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **September 2025**.

What do I need to know about the Camping and Caravaning market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ In 2024, British residents took 7 million domestic camping and caravanning holidays, down 19% on 2023. This is a steeper decline compared to the overall domestic holiday market, which shrank by 13%. Total spending on domestic camping and caravanning holidays taken by British residents is estimated to have reached **£1.7 billion in 2024**, which is **17% less than in 2023**. On average, Brits spent £245 on a camping and caravanning holiday in 2024, up 3% compared to 2023. (Mintel, *Camping and Caravaning*, April 2025).
- ◆ The staycation trend boosts caravan sales. Travel restrictions and high living costs have inflated demand for motorhomes, though sales have been held back by weak disposable incomes. UK leisure vehicles will be more expensive to the US market. The US is a large market for caravan and motor vehicle exports, so tariffs could lead to reduced competitiveness and a decline in sales. Manufacturers are likely to explore new international markets less affected by U.S. tariffs. (IBISWorld, *Trailer, Caravan & Motor Vehicle Body Manufacturing in the UK*, April 2025).
- ◆ Revenue is forecast **to swell at a compound annual rate of 3% over the five years through 2029-30 to £5.5 billion**. Despite the recent slowdown, domestic tourism will flourish as Britons seek quick getaways in rural areas. Domestic outdoor trips will be aided by improving finances, amid anticipated falls in inflation and interest rates, and the digital detox trend, where consumers seek to disconnect from screens. Glamping opens up opportunities for sites to attract a broader range of guests and charge premium rates, boosting revenue and profit. Improving economic conditions will make people more willing to spend on holidays, but will also likely encourage more Britons to replace camping breaks for foreign holidays or to stay at other holiday accommodation types. Rising price pressures and elevated wages will constrain profit growth. (IBISWorld, *Caravan and Camping Sites*, March 2025).
- ◆ Trips taken in Scotland have a unique audience and can take different forms. People who tended to take these kinds of trips were mostly from within the UK, older and with no children. There is a longer trip seasonality and often more than one place is visited in a single trip. Facilities are important, but some visitors are keen to “get away” from the traditional campsite experience. The most common vehicle used on trips in Scotland was a campervan and more than a third had been using some form of camping vehicle for over ten years. ([Visit Scotland - Motorhome and Camping Trips in Scotland \(2023\) An insight into visitor motivation, behaviour and need](#) – March 2024)
- ◆ The [NCC](#) (National Caravan Council) represents businesses across the caravan and parks industry. Other industry bodies include [British Holiday & Home Parks Association \(BH&HPA\)](#), [The Camping and Caravanning Club](#) and [Caravan and Motorhome Club](#).

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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel - Camping and Caravaning, April 2025).** 71% of those who would be interested in going on a camping/caravanning holiday in the UK are open to staying on a UK campsite/caravan site during the off-peak season (November to March). Agreement rises to 78% of those who camped in the past three years, 79% of potential guests aged 16-34 and 78% of parents of under-18s. These guests are much more interested in physical activities, suggesting that active outdoor experiences can help drive bookings in autumn and winter. Additional wellness services can also provide a holistic approach to health and the opportunity for active people to recover.
- ◆ **IBISWorld – Caravan and Camping Sites UK (March 2025).** Changing customer preferences can significantly affect revenue. Many consumers seeking high-quality facilities and comfort have encouraged sites to invest in upgrading their offerings. For example, the glamping trend has been a revenue booster for some sites. However, those unable to adapt quickly to this trend may notice a decline in bookings.
- ◆ **Statista – Campervan and motorhome bookers in the UK (March 2025).** 43% of campervan and motorhome bookers state that they like to be in nature when traveling and 29% say that sustainability is important when it comes to traveling.

There are also a number of online resources you may find helpful:

- ◆ [The National Caravan Council](#) have collated statistics on Tourers, Motorhomes, Holiday Homes and Residential Park Homes in the UK.
- ◆ [Visit Scotland](#) have research and insights on Scotland's camping and caravanning sector during the past year.
- ◆ UK Caravan and Camping Alliance have published a report [Pitching the Value](#) which highlights the economic value and wellbeing impact of the UK holiday parks and campsites sector and its important contribution to UK domestic tourism.
- ◆ The [Outjoyment Report](#) was commissioned by The Camping and Caravanning Club and carried out by Liverpool John Moores and Sheffield Hallam Universities. It analyses the results of a comprehensive literature review and a survey of nearly 11,000 campers and non-campers.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

Last updated: September 2025

Updated by: Rosie

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