

Camping and Caravanning - UK - January 2021

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This report looks at the following areas:

- The impact of COVID-19 on the camping and caravanning market.
- The short-term and long-term prospects for the camping and caravanning market and opportunities in specific segments of the market.
- Major players, supply trends and product innovations in the industry, prior to and during COVID-19.
- Consumer experience of camping and caravanning and the key attractions of this type of holiday.
- Consumer preferences and opportunities for holidays/rentals and accommodation purchases.

Some 41% of consumers took a camping or caravanning holiday in the three years ending October 2020. This is 2 percentage points up from Mintel's previous research in October 2018. In view of the disruption caused by COVID-19, this is a strong performance. COVID-19 has severely disrupted the market along with all travel in 2020. However the overall performance has been better than many other holiday types, with holiday parks, campsites and campervan holidays experiencing high levels of demand from July to October as consumers turned to relatively 'safe' outdoor staycations in rural and coastal locations.

2021 is likely to be a transitional year for camping and caravanning. The first quarter has been effectively wiped out by new UK-wide lockdown restrictions. The expected rollout of COVID-19 vaccines should begin to drive up demand during the second quarter but more strongly in the third quarter. However, until the vaccine programme has been substantially delivered, social distancing requirements in parks and campsites will continue to inhibit capacity.

The camping and caravanning market is forecast to return to pre-COVID levels from 2022 onwards, and then to continue on a steady growth curve. The biggest threat to market growth is the competitive challenge from other domestic and overseas holiday types once pent-up demand is released after



"After a stop-start year in 2020 for camping and caravanning, 2021 will see further disruption. Momentum should start to develop once the severe health crisis of the first quarter begins to pass and the vaccine rollout is well underway. On the back of a strong COVID-staycation summer last year the market has a platform on which to build."

- John Worthington, Senior Analyst, 8 January 2021

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the pandemic. Perceptions that camping and caravanning is only for the 'hard-core' are also a barrier to increased take-up.

Significant opportunities include growing demand for premium static caravan/lodge accommodation, glamping and campervan rentals/purchases.



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