

Recreational and Specialty Vehicles - US - May 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the specialty and recreational vehicle market
- Opportunities for specialty and recreational brands to generate interest via partnerships and collaborations
- How short and long-term rentals can expose brands to new audiences and increase consideration

The COVID-19 pandemic brought about changes to consumers' lifestyles (eg limited travel, social distancing) that greatly impacted the recreational and specialty vehicle industry, driving up consumer interest. This heightened interest will continue throughout 2021 as travel and general anxiety surrounding the virus remains. The challenge for some brands will be to keep up with the increased demand. For those that have the inventory, focusing on flexible ownership options, seamless shopping experiences and exploring partnerships can help brands maintain interest in the longer term.



"Lifestyle changes caused by the pandemic resulted in increased interest in recreational and specialty vehicles. As COVID-19 becomes less of a threat, brands look to continue to capitalize on the heightened demand. Barriers such as ownership costs, lifestyle compatibility and safety concerns will hinder widespread interest."

– **Hannah Keshishian,**
Automotive Analyst

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