



TRADER INSIGHTS REPORT: OCTOBER 2025

Powered by:



Trader Insights Report | October 2025

Powered by RV Trader & Statistical Surveys

Executive Summary

The **October 2025 Trader Insights Report** highlights stable RV market conditions across both new and used segments. Consumer engagement remains strong, registration activity is holding steady, and overall inventory growth continues at a manageable pace. Together, these indicators point to a balanced retail environment and consistent buyer interest heading into Q4.

- **New Unit Registrations:** -4% YoY decrease indicates a modest decline; however, the broader trend points to market stabilization following initial 2025 gains.
- **Used Unit Registrations:** +1% YoY growth points to steady used activity, underscoring continued demand for pre-owned RVs.
- **Marketplace Engagement:** +11% YoY growth in VDP (Vehicle Detail Page) views on RV Trader, highlights rising consumer engagement across both new and used listings.
- **Used VDP Growth:** +25% YoY increase demonstrates strong interest in used units, reflecting heightened consumer price sensitivity.
- **Market Health Ratio:** Supply +16% vs. Demand +11% indicates that inventory growth is slightly outpacing shopper activity but remains within normal seasonal ranges.

Methodology

The **Trader Insights Report** combines verified **registration data** from **Statistical Surveys (SSI)** with **shopper engagement data** from **RV Trader** to deliver a complete view of the RV industry's performance.



RV Marketplace Data

SOURCE:

RV Trader's 6 Million Average Monthly Visitors

TIMEFRAME:

YoY & MoM changes through **Sept 2025**



SSI Registration Data

SOURCE:

Verified new and used RV registrations across the US (New & Used)

TIMEFRAME:

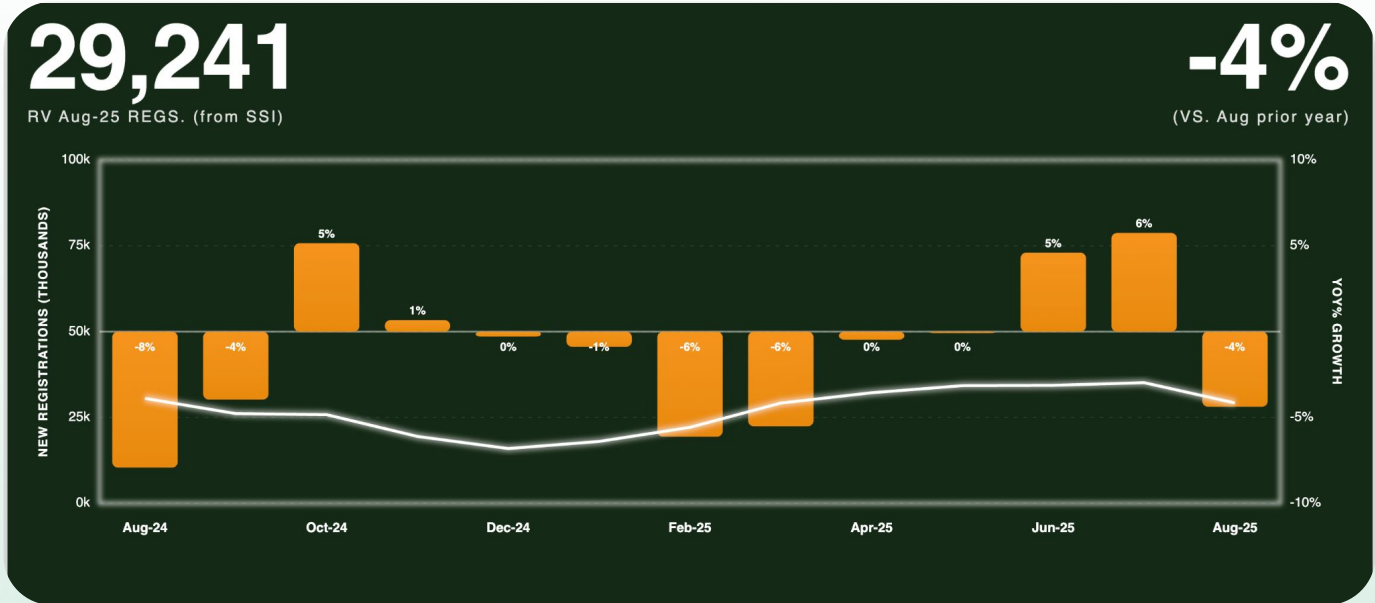
YoY and MoM data through **August 2025**

**Note: Registration data reflects the standard reporting lag from state & provincial agencies*

Year-Over-Year Change in New Unit Registrations

This chart shows monthly **new RV registration counts** (line) and **year-over-year growth rates** (bars) reported by **Statistical Surveys**. Each bar represents the percentage change in new registrations compared to the same month the previous year.

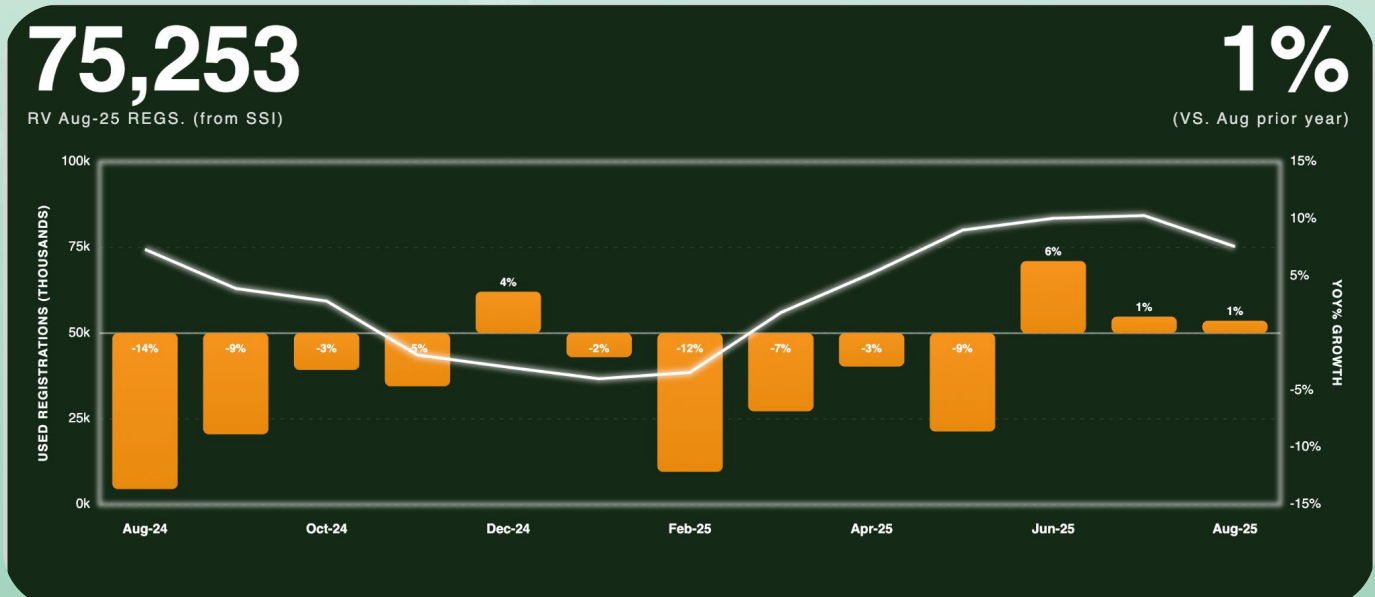
In **August 2025, 29,241 new RVs were registered**, a **-4% decline** from August 2024. Despite the dip, the trend line shows overall stabilization throughout 2025, with several months of positive growth earlier in the year indicating gradual market recovery.



Year-Over-Year Change in Used Unit Sales

This chart shows monthly **used RV registration counts** (line) and **year-over-year growth rates** (bars) reported by **Statistical Surveys**. Each bar represents the percentage change in used registrations compared to the same month the previous year.

In **August 2025, 75,253 used RVs were registered**, a **1% increase** over August 2024. Although registration levels have fluctuated over the past year, recent months indicate stabilization across the used RV market.

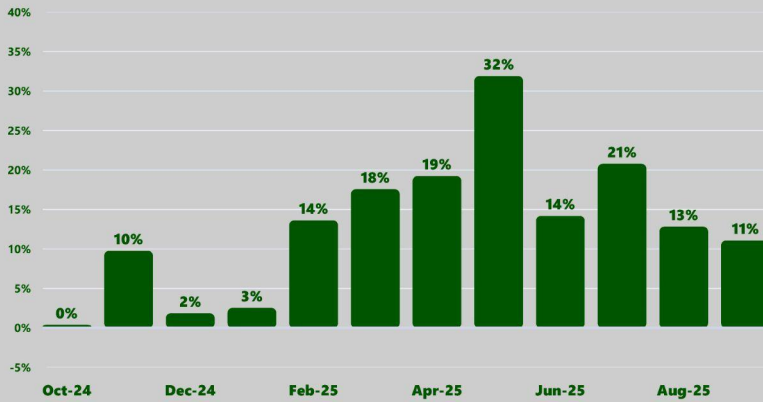


Site Visits Trend

This chart shows **year-over-year changes in VDP views on RV Trader**, reflecting consumer engagement and shopping activity on the marketplace. The data compares monthly VDP performance from **RV Trader** and **All Realms** across Trader Interactive platforms.

In **September 2025**, **RV Trader VDPs increased 11% year-over-year**, while **All Realms rose 10%** compared with the same month last year. This steady growth indicates that RV market remains aligned with broader consumer sentiment across Recreational and Commercial segments, reflecting continued interest in both new and used RVs

RV TRADER VDPs (YoY%)



RV TRADER YoY%

+11%

vs. Sep Prior Year

ALL REALMS YoY%

+10%

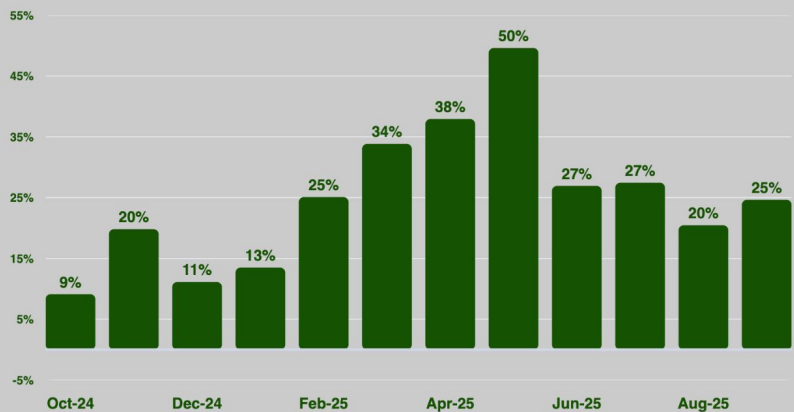
SEP 2025

Used Unit VDP Trend

This chart highlights **used RV VDP views on RV Trader**, showing **YoY** performance to illustrate changes in consumer engagement with pre-owned inventory.

In **September 2025**, **used RV VDPs increased 25% YoY**, signaling strong consumer activity within the used segment as interest in pre-owned units remains high heading into fall.

RV TRADER VDPs (YoY%)



RV TRADER YoY%

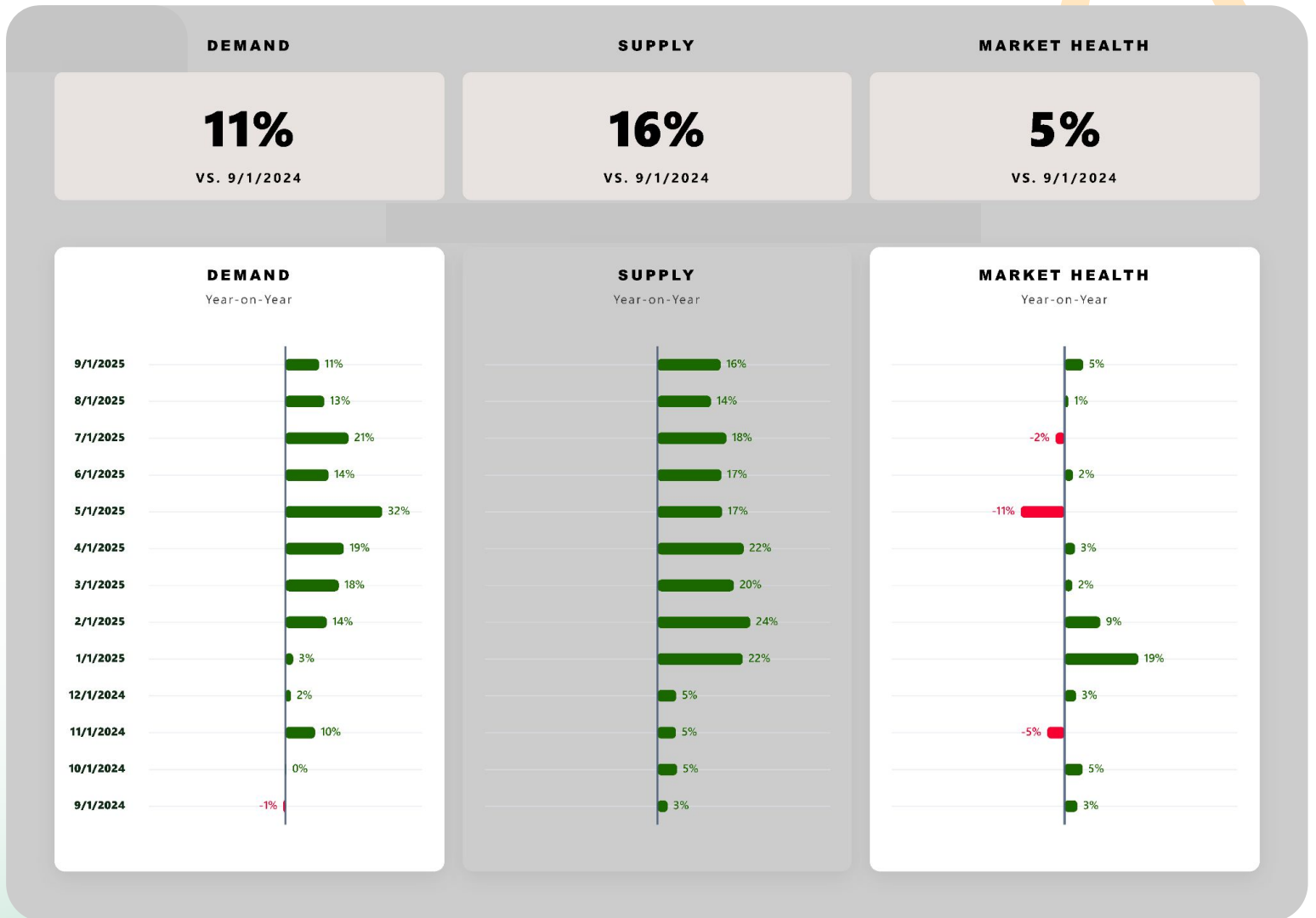
+25% vs. Sept Prior Year

Market Health Ratio

(Supply/Demand Balance)

This dashboard compares **demand**, **supply**, and overall **market health** for the RV industry, using data from **RV Trader**.

- **Demand** represents year-over-year growth in consumer engagement on RV Trader.
- **Supply** represents year-over-year growth in unique RV listings.
- **Market Health** measures the balance between supply and demand compared to the same period last year.



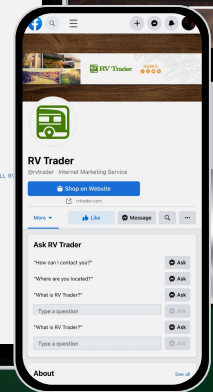
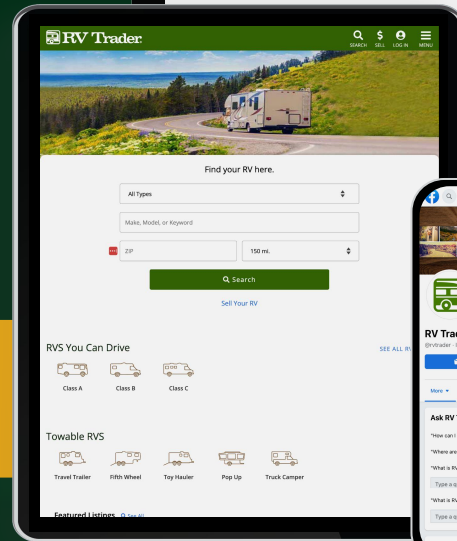
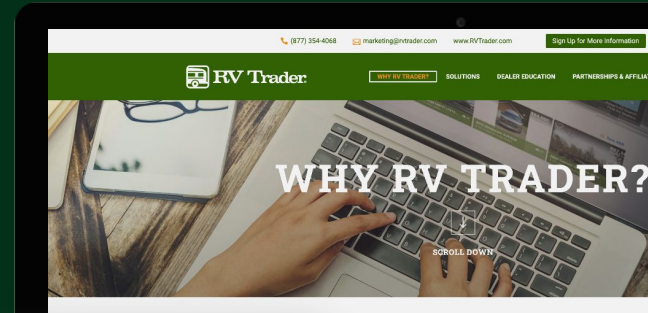
In **September 2025**, demand increased **11%**, while supply rose **16%** compared with September 2024. The resulting **market health reading of 5%** indicates that inventory levels are outpacing shopper activity slightly, though both metrics remain positive year-over-year.

Who We Are



Every month, RV Trader attracts millions of RV buyers who come to us to browse the largest selection of listings in search of their next unit. The solutions we provide give you access to this premium marketplace of highly targeted RV buyers and deliver industry insights and consumer trends that will ultimately help you move more inventory.

To learn more about how RV Trader can benefit your dealership, visit us at: rvtradermediakit.com



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We deliver market share data to forward-thinking businesses in the Marine, Recreational Vehicle, Powersports, Trailer and Manufactured Housing industries who understand that data's importance lies, not only in what it can do for them, but in the opportunities missed without it.

We know our clients seek a trusted source for the most complete, up-to-date and accurate data on market history, trends, and competition.

Our proven process allows us to meet all our clients' data needs and more. If it's not done right, it didn't come from us.

To find out more about statistical Surveys Inc. visit us at statisticalsurveys.com.