

# Global RV Original Equipment Manufacturer (RV OEM) Market: Trends & Opportunities (2015-2020)

February 2016



# Global RV Original Equipment Manufacturer (OEM) Market Report

## Scope of the Report

This report entitled "Global RV Original Equipment Manufacturer (RV OEM) Market: Trends & Opportunities (2016-2020)", provides the detailed analysis of global RV OEM market. The global RV market analysis is also provided in this report, which includes global RV market by volume, by segments and by region.

The global RV equipment market is analyzed in this report by channel. The analysis of the global RV OEM market is done by value, by region, by players, by type and by products. The report also includes the analysis of the global RV OEM market by product penetration; this segment includes the analysis of product penetration in European, American and Asia Pacific's RV OEM market.

The report includes the market dynamics of the global RV OEM market. The growth drivers of this market such as GDP, interest rate, crude oil prices, etc. are provided along with the market trends such as demographic factors, cost saving, redefinition of RV, etc. The challenges of the global RV OEM industry are also provided in this report, such as different manufacturing compliance, seasonality, etc.

The company profiling of three major players in the global RV OEM market is also done in this report. The companies profiled are Dometic Group, Drew Industries, Inc. (Lippert Components) and Thetford.

## Company Coverage

Dometic Group

Drew Industries (Lippert Components)

Thetford

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## Executive Summary

A vehicle that consolidates transportation and transitory living quarters for travel, entertainment and outdoors is called a recreational vehicle (RV). In other words, an RV is a vehicle designed for recreational use, as in camping.

A century prior, the promotion of the car, enhancing streets and America's enthusiasm for exploration offered ascend to mass-created, manufactured recreational vehicles, and the RV business was conceived. In 1910, there were few service stations, few cleared streets and no parkway/highway framework. However, there were RVs. 1910 is the year that America's leading historians of RV – David Woodworth, Al Hesselbart and Roger White – refer to as the start of what has turned into the cutting edge RV industry.

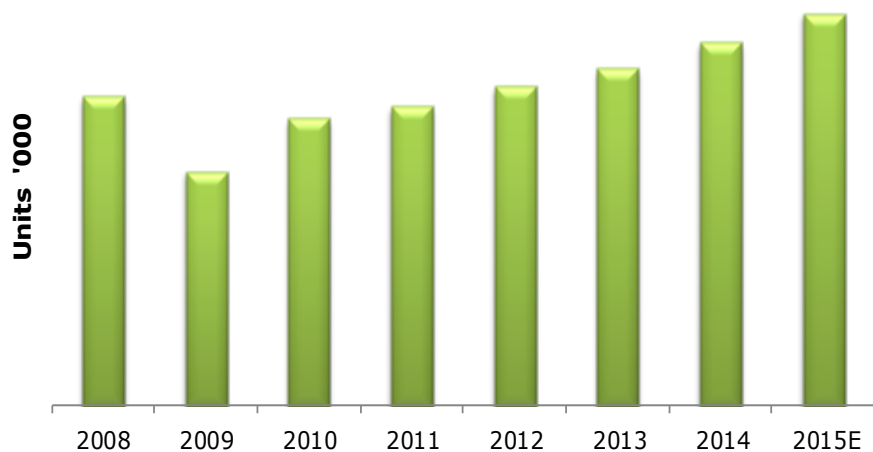
There are many advantages of owning and travelling in an RV, such as traveling in an RV is more affordable than traveling in many other ways; often home life can be stressful, but enjoying life in a recreational vehicle is relaxing; traveling in an RV means traveling to scenic places, resorts, campgrounds and various recreational spaces, etc.

The RVs can be majorly segmented into Motorized (Motorhomes) and Towable RVs. Motorized RVs can be further sub segmented into Type A, Type B and Type C. The Towable RVs can also be sub segmented into Travel Trailer, Fifth Wheel Trailer, Folding Camping Trailers, Truck Campers and Park Model.

The RV equipment market, which manufactures all the equipment used in an RV can be divided into RV OEM (Original Equipment Manufacturer) Market and After Market. The company that makes a part or a subsystem that is used in another company's end product or a company whose products are used as components in another company's product, is known as Original Equipment Manufacturer (OEM). The recreational vehicle aftermarket is the business sector of the recreational vehicle industry, concerned with the assembling, re manufacturing, distribution, etc. after the sale of the RV by the original equipment manufacturer (OEM) to the consumer.

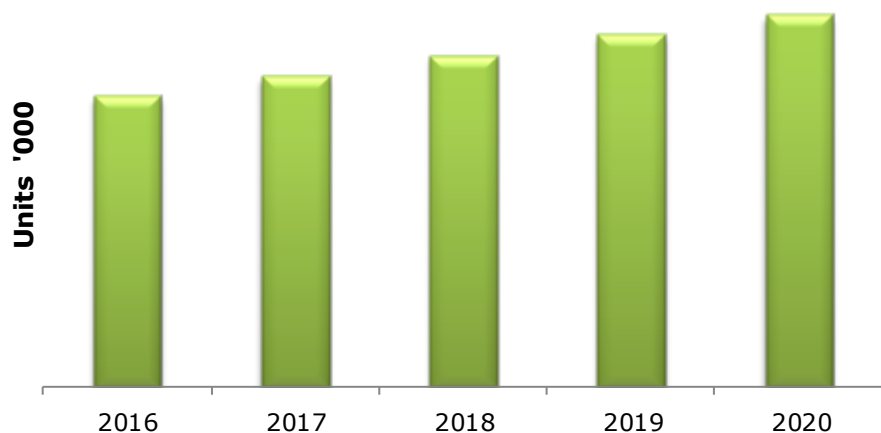
# Global Recreational Vehicle Market Overview

Global Recreational Vehicle Market by Volume; 2008-2015

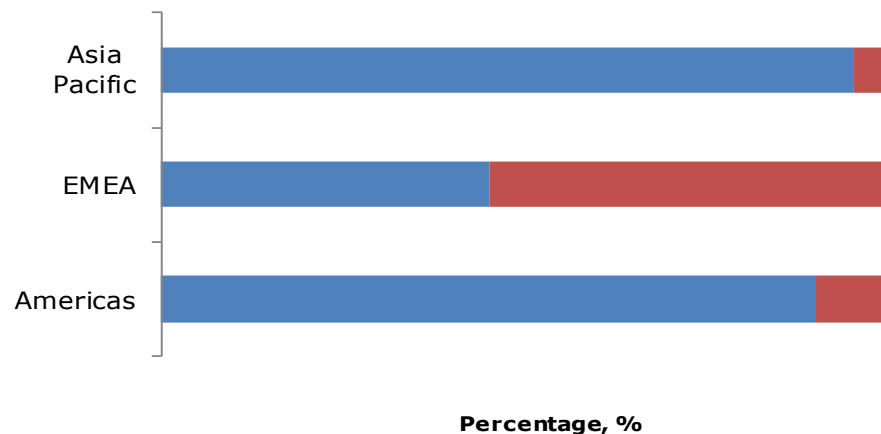


The global recreational vehicle market in 2015 was estimated at ... thousand units, up by ...% as compared to 2014. The shipment of global recreational vehicles is forecasted to reach at.....thousand units in 2020, at a CAGR of ....%.The increase in the global recreational vehicle market is expected due to increasing GDP, decreasing crude oil prices,.....There are two segments in global recreational vehicle market, that are.....&.... In Asia Pacific region .... segment held ...% share and in Americas, .... segment held ...% of share in 2015.

Global Recreational Vehicle Market by Volume; 2016-2020

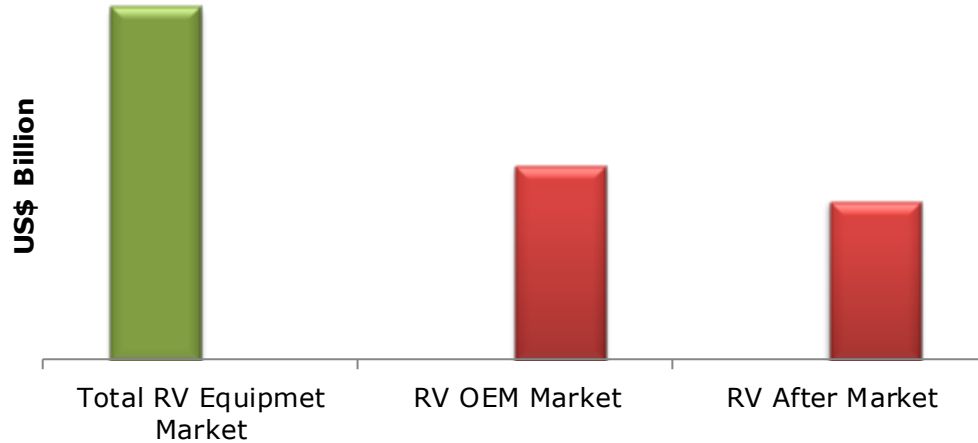


Global Recreational Vehicle Market by Segments; 2015

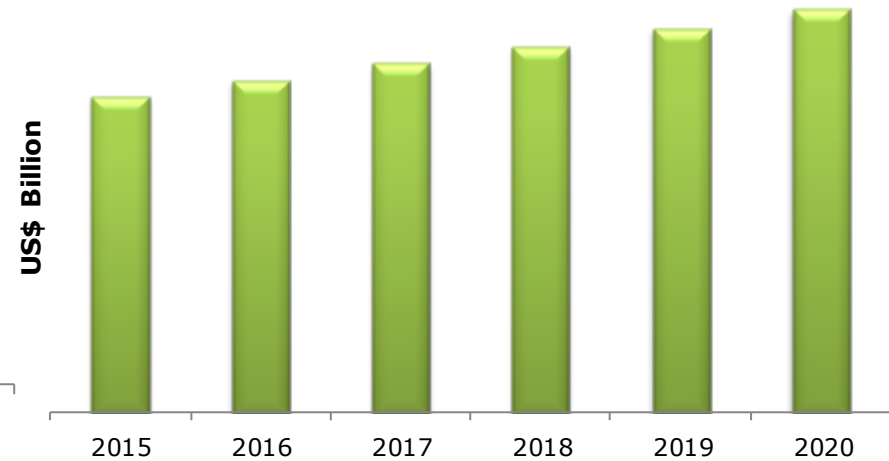


# Global RV OEM Market Overview

Global RV Equipment Market by Channel ; 2015



Global RV OEM Market by Value ; 2015-2020



Global RV OEM Market by Types; 2015



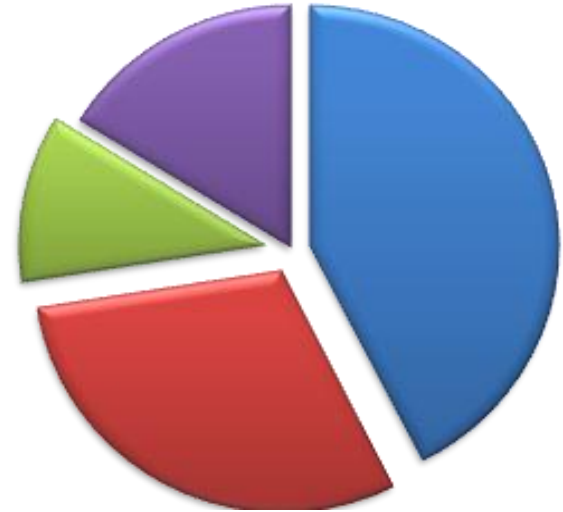
The RV equipment market is divided into two channels as: RV OEM market and RV after market. The RV OEM market is valued at US\$.....billion in 2015 and is expected to reach US\$.... Billion in 2020, at a CAGR of ...%. The after market for RV equipment is valued at US\$....billion in . The RV OEM market can be divided on the basis of types into..... and ..... The share occupies by....segment is .... and ..... In 2015.

# Global RV (OEM) Market Overview

Global RV OEM Market by Region ; 2015



Global RV OEM Market by Products ; 2015



Global RV OEM Market by Players; 2015



The global RV OEM market by regions is divided into..... regions, with ..... occupying ...% share in 2015, followed by.... The global RV OEM market is classified according to the products as: ..... The share occupied by.... is ...%, followed by ...%. The competition in global RV OEM market is ....., with ... major competitors and ..... Small competitors.