

Press release

Zurich, 19 March 2025

Demand for camping vehicles rises by 10 %

With the arrival of the first days of spring, more and more Swiss people are drawn to nature. This trend is also reflected on AutoScout24: demand for camping vehicles increased by another 10% in 2024. The market is experiencing an upturn, even though the record figures from the “post-pandemic year” of 2022 have not yet been reached.

More and more buyers are opting for used vehicles or choosing more affordable models to embark on their camping adventure. The VW T6.1 remains the most searched campervan model on AutoScout24 for the third consecutive year, closely followed by the Mercedes-Benz Marco Polo and the VW T6. The average price of camping vehicles on AutoScout24 in the first two months of 2025 was CHF 64,256, slightly below the average prices of previous years—CHF 66,054 in 2024 and CHF 67,023 in 2023. Since the beginning of the year, used VW T6, VW T6.1, and Fiat Ducato models have been in particularly high demand.

Electric Campers: The Future

The proportion of fully electric camping vehicles available on AutoScout24 is still small, but this could change in the coming year. Leading manufacturers such as VW, Mercedes-Benz, Peugeot, and Opel are launching new models, and interest in environmentally friendly alternatives is growing. AutoScout24 already offers a wide range of hybrid-powered vehicles that support the vision of sustainable, eco-conscious travel. “Camping has always been a symbol of freedom. Now it is also becoming more sustainable,” says Alberto Sanz de Lama, Managing Director at AutoScout24. “Electric campers are still a niche product, but we expect them to gain significance in the coming years.”

Zurich Leads in the Purchase of Used Campers

Where in Switzerland are the most camping vehicles bought and sold? According to AutoScout24 data, the highest number of listings in 2024 were found in the cantons of Zurich, Bern, Thurgau, Aargau, and Lucerne. In urban areas like Zurich, interest in camping is increasing significantly. For those looking for the perfect camping vehicle this spring, the best chances are between March and June, as most vehicles were listed during these months last year. Seasonal price fluctuations also offer opportunities: alcove and panel van camper vehicles tend to be cheaper in autumn before prices rise again at the end of the year. Caravans, on the other hand, are particularly affordable in late summer, while bus models show relatively stable price trends throughout the year.

Related Articles in the AutoScout24 Magazine:

[“Mit diesen 10 Campern rollst du ohne Umbau in die Ferien”](#)

[10 Camper und Caravans zum günstigen Preis](#)

Data Basis

The data is based exclusively on online search queries. The study examined listing data for camping vehicles from 1 January 2022 to 28 February 2025 on autoscout24.ch. For the analysis of listings and prices, the data was segmented according to new and used vehicles, fuel types (again subdivided into new and used vehicles), and vehicle categories (again divided into new and used vehicles). Camping vehicles include motorised and non-motorised vehicles that are specifically designed for travel, sleeping, and outdoor living. These include motorhomes (integrated, semi-integrated, and alcove models), panel vans, minivans with camping conversions, as well as caravans and other vehicles that can be used or converted for camping purposes.

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About SMG Swiss Marketplace Group AG

SMG Swiss Marketplace Group AG is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with groundbreaking products. SMG Swiss Marketplace Group AG provides its customers with the ideal tools for their life choices. Its portfolio includes real estate (ImmoScout24, Homegate, Flatfox, Immostreet.ch, alle-immobilien.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24, moneyland.ch). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.