

# TOY STORAGE NATION

ToyStorageNation.com



# 2026 RV & Boat Storage Factsheet\*

## Need for RV/Boat Storage: 2X Current Supply



- ▶ **8.1 million** U.S. households own RVs (62% increase in 20 years)
- ▶ **16.9 million** to purchase in next 5 years
- ▶ **30 days** = avg days/year in use
- ▶ **49** = owner avg age
- ▶ **349,300** RV unit shipments in 2026 (projected)
- ▶ **342,220** RV units shipped in 2025
- ▶ **333,373** RV units shipped in 2024

### Regional RV Registrations per 1,000 Residents

- ▶ **25** – West
- ▶ **24** – Midwest
- ▶ **15** – Southeast
- ▶ **10** – Northeast

### RV & Boat Storage Sales

- ▶ **72** in 2023
- ▶ **57** in 2024
- ▶ **55** in 2025



### Outdoor Recreation Generates:

- ▶ **\$1.3 trillion** to economy
- ▶ **5.2 million** U.S. jobs

### U.S. Facilities

- ▶ **4,800** dedicated RV/boat storage facilities
- ▶ **28,500** hybrid RV/boat and self-storage
- ▶ **33,000** offering some form of vehicle storage



### 25-million households own a boat or rec vehicle needing site storage

- ▶ RV/boat storage sector represents est. **\$50B market**
- ▶ **< 5,000** facilities dedicated to RV/boat storage
- ▶ **Supply gap:** 100% more needed to keep pace



- ▶ **12 M** U.S. households own a recreational boat
- ▶ **Sold in 2025:** 215,000 to 225,000
- ▶ **95%** of U.S. boats are < 26 feet
- ▶ Brokerage of **30-45 yachts** seeing strong demand
- ▶ **36-60** = avg age
- ▶ **16-28 days** = in use, per year



### Best Locations for Toy Storage Facilities

- ▶ High-growth areas, HOA communities
- ▶ Near large metros, high-income demographics
- ▶ Close to outdoor recreation: campgrounds, parks, waterways
- ▶ Low-density of Class A facilities

### Development

- ▶ 38.7% growth since 2021
- ▶ In development:
  - 200 RV & Boat Storage per StorTrack
- ▶ Increase in High-Growth Metros (year over year)
  - Los Angeles – 12.8%
  - New York/Conn – 11.4%
  - Chicago – 7.7%

### Top States With RV/Boat Storage Facilities

	Dedicated	Hybrid
▶ Texas	<b>953</b>	<b>3,832</b>
▶ California	<b>433</b>	<b>2,179</b>
▶ Florida	<b>404</b>	<b>1,969</b>

### Rent Growth by Facility Type Units—per square foot

	Dedicated	Hybrid
▶ Enclosed	<b>\$0.70</b>	<b>\$1.10</b>
▶ Covered	<b>\$0.55</b>	<b>\$0.45</b>
▶ Uncovered	<b>\$0.35</b>	<b>\$0.35</b>

### What Is Class A RV/Boat Storage?

- ▶ Covered
- ▶ Fenced
- ▶ Gated
- ▶ Paved

### Class A for 2025

- ▶ **56** under construction
- ▶ **162** planned

### HOA Restrictions

- ▶ **74 million** people live in HOAs
- ▶ **86%** of HOAs restrict onsite RV/boat parking



\*Toy Storage Nation has collected data to the best of its ability, based on the following sources: Yardi Matrix, StorTrack, RV Industry Association, National Marine Manufacturers Association, Onyx Capital Management, MMCG Invest, Boating Industry, Outdoor Recreation Roundtable, Bureau of Economic Analysis

“The niche nature of RV and boat storage—combined with rising utilization, limited institution supply and attractive operating margins—has drawn increasing interest from developers and private equity investors seeking durable, long-term growth opportunities.”

– Cushman & Wakefield Recreational Property Advisors

“What I tell everybody asking about boat and RV storage: ‘Do your homework. Don’t take shortcuts. Get out of the office, into your car and fully understand your competition and the market you’ll be serving. Don’t forget to talk to local RV and boat dealers about where they recommend people store their vehicles.’”

– Jim Chiswell, Chiswell & Associates LLC

“After decades in the storage industry, one thing is clear: Growth creates opportunity, but it also creates exposure. Today’s RV and boat storage owners need to be just as focused on protecting their assets as they are on developing them.”

– Terry Campbell, Johnson Insurance

“National rent growth of 4.4% marks the strongest year-over-year change since Yardi Matrix began tracking parking rents. Rent growth for the smallest units at 5.6% was also a new high, while rent growth for medium and large units was still more than 2% over their previous high-water marks in 2021 and 2022.”

– Yardi Matrix Fall 2025 National RV & Boat Storage Report

### Attracting RVers in 2026

- ▶ America’s 250th Celebrations
- ▶ FIFA World Cup
- ▶ 100th Anniversary of Route 66
- ▶ National holidays

“We view storage as an extension of the home, whether someone rents or owns. What many overlook is that storage is no longer just a household need: It is increasingly becoming part of the operating infrastructure for businesses as well.”

– Adam Pakes, LuxeLocker

“The U.S. vehicle, RV & boat storage market has moved far beyond a niche parking solution. Nearly 25-million U.S. households now own a large recreational or specialty vehicle that requires off-site storage. At the same time, zoning rules, HOAs and neighborhood density increasingly prevent people from storing these assets at home. The result is one of the most pronounced and persistent supply gaps in the broader storage industry.”

– StorTrack’s February 2026 U.S. Vehicle, RV & Boat Storage Market Report

“RV and boat storage is a growth market, but the winners won’t be the ones who simply add supply — they’ll be the ones who build smarter facilities, differentiate in their market and meet demand with a better product.”

– Aric Nissen, Baja Construction

“The boat and RV sector is recalibrating after record-setting demand—moving from a surge-driven market to one defined by disciplined buyers, tighter financing and a renewed focus on long-term value. Build fully integrated, craftsman-quality structures, designed and constructed from the slab up to accommodate oversized vehicles, wide drive aisles and high-clearance requirements.”

– Matt Maurer, BETCO

**“82.4 million Americans camped in 2025—the 2nd highest in history.”**

Dyrt’s 2026 Campground Report