

Pneumatic Tire Market by Sales (Replacement Tires, OEM) and Vehicle (Two wheelers, Four Wheelers, Aircraft, Industrial Vehicles, Agricultural Vehicles and Off-Road Vehicles) - Global Opportunity Analysis and Industry Forecast, 2014 - 2020

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Abstracts

Pneumatic tires are in high demand in the automotive industry. Pneumatic tires are rubber tires filled with compressed air that enhances the tires loading capacity and improves the overall performance of the vehicle. Raw materials that are used in the manufacturing of pneumatic tires include natural rubber, synthetic rubber, carbon black, steel wire, petrochemicals reinforcing materials (fabric, steel, polyester, nylon, and rayon), fabric cord and wires. The pneumatic tire market has witnessed considerable growth primarily due to significant increase in automobile production and a subsequent rise in the demand of tires in the replacement market. However, the growing trend of retreading tires and fluctuating raw material prices are factors hindering the growth of the market.

The market is segmented based on the type of sale, vehicle type, product type and geography. Based on the type of sale, the market is further segmented into OEM (original equipment manufacturer) and replacement. The replacement segment accounted for the maximum revenue share in the pneumatic tire market evaluated at \$143.7 billion in 2014. This segment is expected to dominate the market during the forecast period (2015–2020). Tires are basically categorized into radial and cross-ply tires, with radial holding around 68% of the total market share by value. Based on the vehicle type, the market is segmented into two wheelers, four wheelers, aircrafts and others (industrial and agricultural vehicles). Presently, four wheelers tire segment is the highest revenue-generating category and is expected to maintain its dominant position throughout the analysis period. The key geographic regions covered in the report

include North America, Europe, APAC and LAMEA.

Several companies manufacture novel tires with outstanding tractions and better grip properties suitable for all surface types. The pneumatic radial tire “ContiRT20”, a new product by Continental AG, provides exceptional stability during the lifting and transport of load in vehicles. Bridgestone offers an 8 inch diameter tires, particularly for use in industrial vehicles.

The prominent players in this market are Michelin, Continental AG, Bridgestone Corporation, Cooper Tire & Rubber Company, The Goodyear Tire and Rubber Company, Hankook Tire Co. Ltd., The Yokohama Rubber Co. Ltd., Sumitomo Rubber Industries Ltd., Pirelli & C.S.p.A, Kumho Tire USA., Inc.

POTENTIAL BENEFITS FOR STAKEHOLDERS:

The report provides an in-depth analysis of the pneumatic tires market and offers current and future trends to identify lucrative investment pockets in the market

The report identifies the key drivers, opportunities and restraints that shape the market and provides an impact analysis during the forecast period

Porter’s five forces analysis highlights the potency of buyers and suppliers participating in this market. This would further offer a competitive advantage to the stakeholders in making profitable business decisions; thus, helping them to strengthen their supplier and buyer networks

Current and future trends have been outlined to determine the overall attractiveness and highlight the profitable trends in order to gain a stronger foothold in the market

Market estimation of geographic segments has been derived from the current market scenario and expected market trends

MARKET SEGMENTATION

The market is segmented on the basis of type of sales, vehicle type, product type and geography.

Global Pneumatic Tires Market—By Type of Sales

Replacement tires

OEM

Global Pneumatic Tires Market—By Vehicle Type

Two Wheelers

Bicycle

Motorcycle

Four Wheelers

Passenger Cars

Commercial Vehicles (Trucks, Buses)

Aircraft

Others (Industrial Vehicles, Agricultural Vehicles and Off-Road Vehicles)

Global Pneumatic Tires Market—By Product Type

Radial Tires

Cross-ply Tires

Global Pneumatic Tires—By Geography

North America

Europe

Asia-Pacific

LAMEA

KEY PLAYERS

Michelin

Continental AG

Bridgestone Corporation

Cooper Tire & Rubber Company

The Goodyear Tire and Rubber Company

Hankook Tire Co. Ltd.

The Yokohama Rubber Co. Ltd.

Sumitomo Rubber Industries Ltd.

Pirelli & C.S.p.A

Kumho Tire Co., Inc.

Contents

CHAPTER 1 INTRODUCTION

- 1.1 Report Description
- 1.2 Reasons for Doing the Study
- 1.3 Key Benefits
- 1.4 Key Market Segmentation
- 1.5 Key Audience
- 1.6 Research Methodology
 - 1.6.1 Secondary Research
 - 1.6.2 Primary Research
 - 1.6.3 Analyst Tools and Models

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 CXO Perspective

CHAPTER 3 MARKET OVERVIEW

- 3.1 Market Definition and Scope
- 3.2 Key Findings
 - 3.2.1 Top Factors Impacting the Pneumatic Tire Market
 - 3.2.2 Top Winning Strategies of Pneumatic Tire Market
 - 3.2.3 Top Investment Pockets of Pneumatic Tire Market
- 3.3 Porters Five Forces
 - 3.3.1 High Threat of Backward Integration and Dependence on Raw Material Pricing Results in Moderate Bargaining Power of the Suppliers
 - 3.3.2 Substantial Product Differentiation and Probable Threat of Backward Integration Leads to Moderate Bargaining Power of Buyer
 - 3.3.3 Lack of Substitute Lowers the Threat of Substitution
 - 3.3.4 High Investment, Presence of Dominating Players and Well-Known Brands Lowers the Threat of New Entrant
 - 3.3.5 Numerous Suppliers and Brand Loyalty amongst Buyers Leads to High Competitive Rivalry in the Market
- 3.4 Value Chain Analysis
- 3.5 Raw Material Consumption (Percentage Comparison), 2014
- 3.6 Market Share Analysis, 2014
- 3.7 Market Dynamics

3.7.1 Drivers

- 3.7.1.1 Increasing Radialization
- 3.7.1.2 Growth in Automobile Sector
- 3.7.1.3 Rising Living Standard
- 3.7.1.4 Technology Advancements

3.7.2 Restraints

- 3.7.2.1 Growing Trend of Retreading
- 3.7.2.2 Fluctuating Raw Material Prices

3.7.3 Opportunities

- 3.7.3.1 Fuel Efficiency and Safety Concerns

CHAPTER 4 GLOBAL PNEUMATIC TIRES MARKET BY TYPE OF SALE

4.1 Introduction

- 4.1.1 Market Size and Forecast

4.2 Replacement

- 4.2.1 Key Market Trends
- 4.2.2 Competitive Scenario
- 4.2.3 Key Growth Factors and Opportunities
- 4.2.4 Market Size and Forecast

4.3 OEM

- 4.3.1 Key Market Trends
- 4.3.2 Competitive Scenario
- 4.3.3 Key Growth Factors and Opportunities
- 4.3.4 Market Size and Forecast

CHAPTER 5 GLOBAL PNEUMATIC TIRES MARKET BY VEHICLE TYPE

5.1 Introduction

- 5.1.1 Market Size and Forecast

5.2 Two Wheelers

- 5.2.1 Key Market Trends
- 5.2.2 Competitive Scenario
- 5.2.1 Key Growth Factors and Opportunities
- 5.2.2 Market Size and Forecast

5.3 Four Wheelers

- 5.3.1 Key Market Trends
- 5.3.2 Competitive Scenario
- 5.3.3 Key Growth Factors and Opportunities

- 5.3.4 Market Size and Forecast
- 5.4 Aircrafts
 - 5.4.1 Key Market Trends
 - 5.4.2 Competitive Scenario
 - 5.4.3 Key Growth Factors and Opportunities
 - 5.4.4 Market Size and Forecast
- 5.5 Others (Industrial Vehicles, Agricultural Vehicles and Off-Road Vehicles)
 - 5.5.1 Key Market Trends
 - 5.5.2 Competitive Scenario
 - 5.5.3 Key Growth Factors and Opportunities
 - 5.5.4 Market Size and Forecast

CHAPTER 6 GLOBAL PNEUMATIC TIRE MARKET BY PRODUCT TYPE

- 6.1 Introduction
 - 6.1.1 Market Size and Forecast
- 6.2 Radial Tires
 - 6.2.1 Key Market Trends
 - 6.2.2 Competitive Scenario
 - 6.2.3 Key Growth Factors and Opportunities
 - 6.2.4 Market Size and Forecast
- 6.3 Cross-Ply Tires
 - 6.3.1 Key Market Trends
 - 6.3.2 Competitive Scenario
 - 6.3.3 Key Growth Factors and Opportunities
 - 6.3.4 Market Size and Forecast

CHAPTER 7 GLOBAL PNEUMATIC TIRE MARKET BY GEOGRAPHY

- 7.1 Introduction
- 7.2 North America
 - 7.2.1 Key Market Trends
 - 7.2.2 Competitive Scenario
 - 7.2.3 Key Growth Factors and Opportunities
 - 7.2.4 Market Size and Forecast
- 7.3 Europe
 - 7.3.1 Key Market Trends
 - 7.3.2 Competitive Scenario
 - 7.3.3 Key Growth Factors and Opportunities

- 7.3.4 Market Size and Forecast
- 7.4 Asia-Pacific
 - 7.4.1 Key Market Trends
 - 7.4.2 Competitive Scenario
 - 7.4.3 Key Growth Factors and Opportunities
 - 7.4.4 Market Size and Forecast
- 7.5 LAMEA
 - 7.5.1 Key Market Trends
 - 7.5.2 Competitive Scenario
 - 7.5.3 Key Growth Factors and Opportunities
 - 7.5.4 Market Size and Forecast

CHAPTER 8 COMPANY PROFILES

- 8.1 Michelin
 - 9.1.1 Company Overview
 - 9.1.2 Company Snapshot
 - 9.1.3 Business Performance
 - 9.1.4 Strategic Moves and Developments
 - 9.1.5 SWOT Analysis and Strategic Conclusion of Michelin
- 8.2 Continental AG
 - 9.2.1 Company Overview
 - 9.2.2 Company Snapshot
 - 9.2.3 Business Performance
 - 9.2.4 Strategic Moves and Developments
 - 9.2.5 SWOT Analysis and Strategic Conclusion of Continental AG
- 8.3 Bridgestone Corporation
 - 9.3.1 Company Overview
 - 9.3.2 Company Snapshot
 - 9.3.3 Business Performance
 - 9.3.4 Strategic Moves and Developments
 - 9.3.5 SWOT Analysis and Strategic Conclusion of Bridgestone Corporation
- 8.4 Cooper Tire & Rubber Company
 - 9.4.1 Company Overview
 - 9.4.2 Company Snapshot
 - 9.4.3 Business Performance
 - 9.4.4 Strategic Moves and Developments
 - 9.4.5 SWOT Analysis and Strategic Conclusion of Cooper Tire & Rubber Company
- 8.5 The Goodyear Tire & Rubber Company

- 9.5.1 Company Overview
- 9.5.2 Company Snapshot
- 9.5.3 Business Performance
- 9.5.4 Strategic Moves and Developments
- 9.5.5 SWOT Analysis and Strategic Conclusion of The Goodyear Tire & Rubber Company
- 8.6 Hankook Tire
 - 9.6.1 Company Overview
 - 9.6.2 Company Snapshot
 - 9.6.3 Business Performance
 - 9.6.4 Strategic Moves and Developments
 - 9.6.5 SWOT Analysis and Strategic Conclusion of Hankook Tire
- 8.7 The Yokohama Rubber Co. Ltd.
 - 9.7.1 Company Overview
 - 9.7.2 Company Snapshot
 - 9.7.3 Business Performance
 - 9.7.4 Strategic Moves and Developments
 - 9.7.5 SWOT Analysis and Strategic Conclusion of The Yokohama Rubber Co. Ltd.
- 8.8 Sumitomo Rubber Industries Ltd.
 - 9.8.1 Company Overview
 - 9.8.2 Company Snapshot
 - 9.8.3 Business Performance
 - 9.8.4 Strategic Moves and Developments
 - 9.8.5 SWOT Analysis and Strategic Conclusion of Sumitomo Rubber Industries Ltd.
- 8.9 Pirelli & C.S.p.A
 - 9.9.1 Company Overview
 - 9.9.2 Company Snapshot
 - 9.9.3 Business Performance
 - 9.9.4 Strategic Moves and Developments
 - 9.9.5 SWOT Analysis and Strategic Conclusion of Pirelli & C.S.p.A
- 8.10 Kumho Tire Co., Inc.
 - 9.10.1 Company Overview
 - 9.10.2 Company Snapshot
 - 9.10.1 Business Performance
 - 9.10.2 Strategic Moves and Developments
 - 9.10.3 SWOT Analysis and Strategic Conclusion of Kumho Tire Co., Inc.

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL PNEUMATIC TIRE MARKET BY GEOGRAPHY, 20142020 (\$MILLION)

TABLE 2 GLOBAL PNEUMATIC TIRE MARKET BY TYPE OF SALE, 20142020 (\$MILLION)

TABLE 3 GLOBAL PNEUMATIC TIRE MARKET BY REPLACEMENT, 20142020 (\$MILLION)

TABLE 4 GLOBAL PNEUMATIC TIRE MARKET BY OEM, 20142020 (\$MILLION)

TABLE 5 GLOBAL PNEUMATIC TIRE MARKET BY VEHICLE TYPE, 20142020 (\$MILLION)

TABLE 6 GLOBAL PNEUMATIC TWO WHEELERS TIRE MARKET BY GEOGRAPHY, 20142020 (\$MILLION)

TABLE 7 GLOBAL PNEUMATIC FOUR WHEELERS TIRE MARKET BY GEOGRAPHY, 20142020 (\$MILLION)

TABLE 8 GLOBAL PNEUMATIC AIRCRAFTS TIRE MARKET BY GEOGRAPHY, 20142020 (\$MILLION)

TABLE 9 GLOBAL PNEUMATIC OTHERS (INDUSTRIAL VEHICLES, AGRICULTURAL VEHICLES AND OFF-ROAD VEHICLES) TIRE MARKET BY GEOGRAPHY, 20142020 (\$MILLION)

TABLE 10 GLOBAL PNEUMATIC TIRE MARKET BY PRODUCT TYPE, 20142020 (\$MILLION)

TABLE 11 COMPARISON BETWEEN RADIAL TIRES AND CROSS PLY TIRES

TABLE 12 GLOBAL PNEUMATIC RADIAL TIRES MARKET BY GEOGRAPHY, 20142020 (\$MILLION)

TABLE 13 GLOBAL PNEUMATIC CROSS-PLY TIRES MARKET BY GEOGRAPHY, 20142020 (\$MILLION)

TABLE 14 NORTH AMERICA PNEUMATIC TIRE MARKET BY VEHICLE TYPE, 20142020 (\$MILLION)

TABLE 15 EUROPE TIRE PNEUMATIC MARKET BY VEHICLE TYPE, 20142020 (\$MILLION)

TABLE 16 ASIA-PACIFIC PNEUMATIC TIRE MARKET BY VEHICLE TYPE, 20142020 (\$MILLION)

TABLE 17 LAMEA PNEUMATIC TIRE MARKET BY VEHICLE TYPE, 20142020 (\$MILLION)

TABLE 18 SNAPSHOT OF MICHELIN

TABLE 19 SNAPSHOT OF CONTINENTAL AG

TABLE 20 SNAPSHOT OF BRIDGESTONE

TABLE 21 SNAPSHOT OF COOPER TIRE & RUBBER COMPANY

TABLE 22 SNAPSHOT OF The GOODYEAR TIRE & RUBBER COMPANY

TABLE 23 SNAPSHOT OF HANKOOK TIRE

TABLE 24 SNAPSHOT OF THE YOKOHAMA RUBBER CO. LTD.

TABLE 25 SNAPSHOT OF SUMITOMO RUBBER INDUSTRIES LTD.

TABLE 26 SNAPSHOT OF PIRELLI & C.S.p.A

TABLE 27 SNAPSHOT OF KUMHO TIRE CO. INC.

List Of Figures

LIST OF FIGURES

FIG. 1 TOP IMPACTING FACTORS

FIG. 2 TOP WINNING STRATEGIES IN THE PNEUMATIC TIRE MARKET (2013-2015)

FIG. 3 TOP WINNING STRATEGIES (PERCENTAGE COMPARISON) (2013-2015)

FIG. 4 TOP INVESTMENT POCKETS

FIG. 5 PORTER'S FIVE FORCES OF PNEUMATIC TIRE MARKET

FIG. 6 VALUE CHAIN ANALYSIS OF PNEUMATIC TIRE MARKET

FIG. 7 RAW MATERIAL CONSUMPTION FOR TIRE MANUFACTURING
(PERCENTAGE COMPARISON), 2014

FIG. 8 MARKET SHARE ANALYSIS OF PNEUMATIC TIRE MARKET, 2014

FIG. 9 RADIALIZATION PERCENTAGE BY GEOGRAPHY

FIG. 10 REVENUE OF MICHELIN (2012-2014, \$MILLION)

FIG. 11 REVENUE OF MICHELIN BY BUSINESS SEGMENT, 2014 (%)

FIG. 12 SWOT ANALYSIS OF MICHELIN

FIG. 13 REVENUE OF CONTINENTAL AG (2012-2014, \$MILLION)

FIG. 14 REVENUE OF CONTINENTAL AG BY BUSINESS SEGMENT, 2014 (%)

FIG. 15 SWOT ANALYSIS OF CONTINENTAL AG

FIG. 16 REVENUE OF BRIDGESTONE CORPORATION (2012-2014, \$MILLION)

FIG. 17 REVENUE OF BRIDGESTONE CORPORATION BY GEOGRAPHY, 2014 (%)

FIG. 18 SWOT ANALYSIS OF BRIDGESTONE CORPORATION

FIG. 19 REVENUE OF COOPER TIRE & RUBBER COMPANY (2012-2014, \$MILLION)

FIG. 20 SWOT ANALYSIS OF COOPER TIRE & RUBBER COMPANY

FIG. 21 REVENUE OF THE GOODYEAR TIRE & RUBBER COMPANY (2012-2014,
\$MILLION)

FIG. 22 REVENUE OF THE GOODYEAR TIRE & RUBBER COMPANY BY BUSINESS
SEGMENT, 2014

FIG. 23 SWOT ANALYSIS OF THE GOODYEAR TIRE & RUBBER COMPANY

FIG. 24 REVENUE OF HANKOOK TIRE (2012-2014, \$MILLION)

FIG. 25 SWOT ANALYSIS OF HANKOOK TIRE

FIG. 26 REVENUE OF THE YOKOHAMA RUBBER CO. LTD. (2012-2014, \$MILLION)

FIG. 27 REVENUE OF THE YOKOHAMA RUBBER CO. LTD. BY BUSINESS
SEGMENT, 2014 (%)

FIG. 28 SWOT ANALYSIS OF THE YOKOHAMA RUBBER CO. LTD.

FIG. 29 REVENUE OF SUMITOMO RUBBER INDUSTRIES LTD. (2012-2014,
\$MILLION)

FIG. 30 REVENUE OF SUMITOMO RUBBER INDUSTRIES LTD. BY GEOGRAPHY,

2014 (%)

FIG. 31 SWOT ANALYSIS OF SUMITOMO RUBBER INDUSTRIES LTD.

FIG. 32 REVENUE OF PIRELLI & C.S.p.A (20122014, \$MILLION)

FIG. 33 REVENUE OF PIRELLI & C.S.p.A, BY GEOGRAPHY, 2014 (%)

FIG. 34 REVENUE OF PIRELLI & C.S.p.A, BY BUSINESS SEGMENT, 2014 (%)

FIG. 35 REVENUE OF KUMHO TIRE CO. INC. (20122014, \$MILLION)

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