

# Europe Sustainable Tire Materials Market: Analysis and Forecast, 2023-2032

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## Abstracts

This report will be delivered in 1-5 working days.

### Introduction to Europe Sustainable Tire Materials Market

The Europe sustainable tire materials market (excluding U.K.) is projected to reach \$358.5 million by 2032 from \$24.0 million in 2023, growing at a CAGR of 35.05% during the forecast period 2023-2032. The sustainable tire materials market is poised for growth due to increasing requests for eco-friendly tires and the incorporation of sustainable tire materials into the production of passenger and commercial vehicle tires. This growth is also fueled by ongoing developments and advancements in this field.

### Market Introduction

The Europe sustainable tire materials market is experiencing notable growth and evolution, driven by the escalating demand for environmentally friendly tires across the continent. This surge in demand aligns with the broader global shift towards sustainability and eco-conscious consumer choices. Consumers and regulators in Europe are increasingly emphasizing the reduction of carbon emissions and promoting eco-friendly transportation solutions, which has spurred interest in sustainable tire materials. One of the factors contributing to this market's growth is the integration of sustainable tire materials into both passenger and commercial vehicle tire manufacturing processes. Manufacturers are recognizing the importance of eco-friendly tire options, which has led to the development and adoption of sustainable materials, including natural rubber alternatives and recycled materials.

Additionally, stringent environmental regulations and incentives in European countries

are encouraging the use of sustainable tire materials, further boosting market prospects. As a result, the Europe sustainable tire materials market is poised for sustained expansion, offering eco-conscious consumers a greener and more responsible choice in tire options.

#### Market Segmentation:

##### Segmentation 1: by Type of Material

Rubber

Natural

Recycled

Sustainable Carbon Black

Silica

Others

##### Segmentation 2: by Propulsion Type

Internal Combustion Engine Vehicles

Electric Vehicles

##### Segmentation 3: by Vehicle Type

Passenger Vehicles

Commercial Vehicles

##### Segmentation 4: by Tire Structure

Radial

Bias

#### Segmentation 5: by Sales Channel

OEMs

Aftermarket

#### Segmentation 6: by Country

Germany

France

Italy

Spain

Rest-of-Europe

How can this report add value to an organization?

**Product/Innovation Strategy:** The leading sustainable tire materials manufacturers are continuously working to develop new and innovative sustainable tire materials. The growing need for efficient, eco-friendly, and high-performing tires is one of the major factors for the growth of the sustainable tire materials market. The market is more on the consolidated side at present, where sustainable tire material manufacturers have been successful to a certain extent in strengthening their market position in the Europe market, with a few sustainable tire material manufacturers developing recovered carbon black, recycled rubber, and sustainable silica for sustainable tires. However, the competition in the market is expected to become intense as the demand for sustainable tire material increases from tire manufacturers to achieve sustainability targets. Moreover, partnerships and collaborations are expected to play a crucial role in strengthening market position over the coming years, with the companies focusing on bolstering their technological capabilities and gaining a dominant market share in the

sustainable tire material industry.

**Growth/Marketing Strategy:** The sustainable tire materials market has been growing at a rapid pace. The market offers enormous opportunities for existing and emerging market players. Some of the strategies covered in this segment are mergers and acquisitions, product launches, partnerships and collaborations, business expansions, and investments. The strategies preferred by companies to maintain and strengthen their market position primarily include partnerships, agreements, and collaborations.

**Competitive Strategy:** The key players in the Europe sustainable tire materials market analyzed and profiled in the study include multiple sustainable tire material manufacturers and tire manufacturers. Moreover, a detailed competitive benchmarking of the players operating in the sustainable tire materials market has been done to help the reader understand the ways in which players stack against each other, presenting a clear market landscape. Additionally, comprehensive competitive strategies such as partnerships, agreements, and collaborations are expected to aid the reader in understanding the untapped revenue pockets in the market.

#### Key Market Players and Competition Synopsis

The companies that are profiled have been selected based on inputs gathered from primary experts and analyzing company coverage, product portfolio, and market penetration.

Some of the prominent names in this market are:

Evonik Industries AG

Black Bear Carbon B.V.

Michelin

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