

# Global Green Tires Market Size Study & Forecast, by Vehicle (Passenger Cars, Light Commercial Vehicles, Heavy Trucks, Buses & Coaches), Application (On Road, Off Road) and Regional Forecasts 2025-2035

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## Abstracts

The Global Green Tires Market is valued at approximately USD 138.9 million in 2024 and is projected to witness a strong compound annual growth rate of around 12.0% throughout the forecast period of 2025–2035. Green tires are engineered using sustainable raw materials, advanced silica-based compounds, and energy-efficient manufacturing processes that collectively reduce rolling resistance and carbon emissions. As the automotive ecosystem increasingly pivots toward sustainability, green tires are being brought into focus as a practical, near-term solution that enhances fuel efficiency while aligning with global decarbonization goals. Their ability to balance performance, durability, and environmental responsibility is steadily reshaping procurement decisions across OEMs and aftermarket channels alike.

Market expansion is being propelled by tightening emission regulations, rising fuel efficiency standards, and heightened consumer awareness around eco-friendly mobility solutions. Automakers are actively phasing green tires into original equipment fitments to comply with regulatory benchmarks and strengthen their sustainability credentials. Simultaneously, tire manufacturers are doubling down on material science innovations, rolling out advanced tread designs and renewable polymers that cut down energy losses without compromising safety. However, higher production costs and limited awareness in developing regions continue to temper adoption rates, even as long-term benefits increasingly outweigh short-term pricing concerns.

**The detailed segments and sub-segments included in the report are:**

By Vehicle:

Passenger Cars

Light Commercial Vehicles

Heavy Trucks

Buses & Coaches

By Application:

On Road

Off Road

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Passenger cars are expected to dominate the global green tires market over the forecast horizon, accounting for the largest share of overall demand. This dominance is closely tied to rising passenger vehicle production, increasing penetration of fuel-

efficient models, and mounting regulatory pressure on automakers to curb lifecycle emissions. As urban mobility continues to expand and private vehicle ownership grows in emerging economies, green tires are being increasingly taken up as a default choice for new passenger cars, particularly within mid-range and premium segments. While commercial vehicles are also gaining traction, passenger cars remain the primary growth engine due to their sheer volume and faster technology adoption cycles.

From a revenue standpoint, on-road applications currently lead the green tires market, driven by their extensive use across passenger cars and commercial fleets operating on highways and urban roads. On-road green tires benefit from lower rolling resistance, which directly translates into fuel savings and reduced operating costs, making them attractive to both consumers and fleet operators. Off-road applications, while smaller in size, are gradually gaining momentum as manufacturers develop rugged yet sustainable tire solutions tailored for construction, mining, and agricultural vehicles. This evolving mix underscores a market that is broadening in scope while remaining anchored in on-road mobility.

Regionally, Europe commands a prominent position in the global green tires market, supported by stringent environmental regulations, strong consumer environmental awareness, and early adoption of sustainable automotive technologies. North America follows closely, driven by corporate sustainability initiatives, growing EV adoption, and fuel efficiency mandates. Asia Pacific is anticipated to be the fastest-growing region during the forecast period, fueled by rapid vehicle production growth, expanding middle-class populations, and increasing regulatory focus on emission reduction in countries such as China and India. Meanwhile, Latin America and the Middle East & Africa are emerging gradually, supported by infrastructure development and rising interest in cost-efficient, fuel-saving tire solutions.

Major market players included in this report are:

Michelin Group

Bridgestone Corporation

Continental AG

Goodyear Tire & Rubber Company

Pirelli & C. S.p.A.

Hankook Tire & Technology Co., Ltd.

Yokohama Rubber Company

Sumitomo Rubber Industries, Ltd.

Toyo Tire Corporation

Kumho Tire Co., Inc.

Apollo Tyres Ltd.

CEAT Limited

Maxxis International

Nokian Tyres plc

Giti Tire

#### Global Green Tires Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define and analyze the market size of the global green tires industry across key vehicle types and applications in recent years, while forecasting its performance through 2035. The report integrates qualitative insights with quantitative analysis to provide a comprehensive understanding of market dynamics, competitive intensity, and technological evolution. It further outlines critical growth drivers, challenges, and untapped opportunities at both regional and segment levels, enabling stakeholders to align long-term strategies with the accelerating shift toward sustainable mobility.

#### Key Takeaways:

Market estimates and forecasts spanning 2025 to 2035.

Annualized revenue assessment at global and regional levels.

Detailed geographical analysis with country-level insights.

In-depth competitive landscape profiling leading manufacturers.

Strategic evaluation of business approaches and future growth pathways.

Comprehensive demand-side and supply-side market analysis.

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