

Global Tire Rolling Resistance Testing Machine Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Tire Rolling Resistance Testing Machine competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. A tire rolling resistance tester is a specialized device used to measure the resistance generated by factors such as material hysteresis, deformation, and friction during tire rolling. It accurately determines the rolling resistance coefficient by simulating the tire's contact with a roller or road surface under standard load, pressure, and speed conditions. It is a key test instrument for evaluating tire energy performance and fuel economy (or the impact on electric vehicle range). This equipment is widely used in tire R&D, quality control, and energy efficiency certification in accordance with international standards (such as ISO 28580 and SAE J1269), providing crucial data support for the design and optimization of green and low-carbon tires. In 2024, the global production of tire rolling resistance testers will reach 1,729 units, with an average selling price of US\$40,000 per unit.

The global Tire Rolling Resistance Testing Machine market size was estimated at USD 72.05 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.10% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Tire Rolling Resistance Testing Machine market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Tire Rolling Resistance Testing Machine market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Tire Rolling Resistance Testing Machine market.

Global Tire Rolling Resistance Testing Machine Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

MTS

TMSI

Dufournier

the Poling Group

Test Industry

inmess GmbH

estl
onosokki
A&D
Link Engineering Company
Simton

Market Segmentation (by Type)

Single Station
Multiple Stations

Market Segmentation (by Application)

Passenger Cars
Commercial Vehicles

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Tire Rolling Resistance Testing Machine Market
Overview of the regional outlook of the Tire Rolling Resistance Testing Machine Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Tire Rolling Resistance Testing Machine Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Tire Rolling Resistance Testing Machine, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to

come
6-month post-sales analyst support

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Tire Rolling Resistance Testing Machine
- 1.2 Key Market Segments
 - 1.2.1 Tire Rolling Resistance Testing Machine Segment by Type
 - 1.2.2 Tire Rolling Resistance Testing Machine Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 TIRE ROLLING RESISTANCE TESTING MACHINE MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Tire Rolling Resistance Testing Machine Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Tire Rolling Resistance Testing Machine Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 TIRE ROLLING RESISTANCE TESTING MACHINE MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Tire Rolling Resistance Testing Machine Product Life Cycle
- 3.3 Global Tire Rolling Resistance Testing Machine Sales by Manufacturers (2020-2025)
- 3.4 Global Tire Rolling Resistance Testing Machine Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Tire Rolling Resistance Testing Machine Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Tire Rolling Resistance Testing Machine Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

- 3.8 Tire Rolling Resistance Testing Machine Market Competitive Situation and Trends
 - 3.8.1 Tire Rolling Resistance Testing Machine Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Tire Rolling Resistance Testing Machine Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 TIRE ROLLING RESISTANCE TESTING MACHINE INDUSTRY CHAIN ANALYSIS

- 4.1 Tire Rolling Resistance Testing Machine Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF TIRE ROLLING RESISTANCE TESTING MACHINE MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Tire Rolling Resistance Testing Machine Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Tire Rolling Resistance Testing Machine Market
- 5.7 ESG Ratings of Leading Companies

6 TIRE ROLLING RESISTANCE TESTING MACHINE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Tire Rolling Resistance Testing Machine Sales Market Share by Type (2020-2025)
- 6.3 Global Tire Rolling Resistance Testing Machine Market Size by Type (2020-2025)
- 6.4 Global Tire Rolling Resistance Testing Machine Price by Type (2020-2025)

7 TIRE ROLLING RESISTANCE TESTING MACHINE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Tire Rolling Resistance Testing Machine Market Sales by Application (2020-2025)
- 7.3 Global Tire Rolling Resistance Testing Machine Market Size (M USD) by Application (2020-2025)
- 7.4 Global Tire Rolling Resistance Testing Machine Sales Growth Rate by Application (2020-2025)

8 TIRE ROLLING RESISTANCE TESTING MACHINE MARKET SALES BY REGION

- 8.1 Global Tire Rolling Resistance Testing Machine Sales by Region
 - 8.1.1 Global Tire Rolling Resistance Testing Machine Sales by Region
 - 8.1.2 Global Tire Rolling Resistance Testing Machine Sales Market Share by Region
- 8.2 Global Tire Rolling Resistance Testing Machine Market Size by Region
 - 8.2.1 Global Tire Rolling Resistance Testing Machine Market Size by Region
 - 8.2.2 Global Tire Rolling Resistance Testing Machine Market Size by Region
- 8.3 North America
 - 8.3.1 North America Tire Rolling Resistance Testing Machine Sales by Country
 - 8.3.2 North America Tire Rolling Resistance Testing Machine Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Tire Rolling Resistance Testing Machine Sales by Country
 - 8.4.2 Europe Tire Rolling Resistance Testing Machine Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Tire Rolling Resistance Testing Machine Sales by Region

8.5.2 Asia Pacific Tire Rolling Resistance Testing Machine Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Tire Rolling Resistance Testing Machine Sales by Country

8.6.2 South America Tire Rolling Resistance Testing Machine Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Tire Rolling Resistance Testing Machine Sales by Region

8.7.2 Middle East and Africa Tire Rolling Resistance Testing Machine Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 TIRE ROLLING RESISTANCE TESTING MACHINE MARKET PRODUCTION BY REGION

9.1 Global Production of Tire Rolling Resistance Testing Machine by Region(2020-2025)

9.2 Global Tire Rolling Resistance Testing Machine Revenue Market Share by Region (2020-2025)

9.3 Global Tire Rolling Resistance Testing Machine Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Tire Rolling Resistance Testing Machine Production

9.4.1 North America Tire Rolling Resistance Testing Machine Production Growth Rate (2020-2025)

9.4.2 North America Tire Rolling Resistance Testing Machine Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Tire Rolling Resistance Testing Machine Production

9.5.1 Europe Tire Rolling Resistance Testing Machine Production Growth Rate (2020-2025)

9.5.2 Europe Tire Rolling Resistance Testing Machine Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Tire Rolling Resistance Testing Machine Production (2020-2025)

9.6.1 Japan Tire Rolling Resistance Testing Machine Production Growth Rate (2020-2025)

9.6.2 Japan Tire Rolling Resistance Testing Machine Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Tire Rolling Resistance Testing Machine Production (2020-2025)

9.7.1 China Tire Rolling Resistance Testing Machine Production Growth Rate (2020-2025)

9.7.2 China Tire Rolling Resistance Testing Machine Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 MTS

10.1.1 MTS Basic Information

10.1.2 MTS Tire Rolling Resistance Testing Machine Product Overview

10.1.3 MTS Tire Rolling Resistance Testing Machine Product Market Performance

10.1.4 MTS Business Overview

10.1.5 MTS SWOT Analysis

10.1.6 MTS Recent Developments

10.2 TMSI

10.2.1 TMSI Basic Information

10.2.2 TMSI Tire Rolling Resistance Testing Machine Product Overview

10.2.3 TMSI Tire Rolling Resistance Testing Machine Product Market Performance

10.2.4 TMSI Business Overview

10.2.5 TMSI SWOT Analysis

10.2.6 TMSI Recent Developments

10.3 Dufournier

10.3.1 Dufournier Basic Information

10.3.2 Dufournier Tire Rolling Resistance Testing Machine Product Overview

10.3.3 Dufournier Tire Rolling Resistance Testing Machine Product Market Performance

10.3.4 Dufournier Business Overview

10.3.5 Dufournier SWOT Analysis

- 10.3.6 Dufournier Recent Developments
- 10.4 the Poling Group
 - 10.4.1 the Poling Group Basic Information
 - 10.4.2 the Poling Group Tire Rolling Resistance Testing Machine Product Overview
 - 10.4.3 the Poling Group Tire Rolling Resistance Testing Machine Product Market Performance
 - 10.4.4 the Poling Group Business Overview
 - 10.4.5 the Poling Group Recent Developments
- 10.5 Test Industry
 - 10.5.1 Test Industry Basic Information
 - 10.5.2 Test Industry Tire Rolling Resistance Testing Machine Product Overview
 - 10.5.3 Test Industry Tire Rolling Resistance Testing Machine Product Market Performance
 - 10.5.4 Test Industry Business Overview
 - 10.5.5 Test Industry Recent Developments
- 10.6 inmess GmbH
 - 10.6.1 inmess GmbH Basic Information
 - 10.6.2 inmess GmbH Tire Rolling Resistance Testing Machine Product Overview
 - 10.6.3 inmess GmbH Tire Rolling Resistance Testing Machine Product Market Performance
 - 10.6.4 inmess GmbH Business Overview
 - 10.6.5 inmess GmbH Recent Developments
- 10.7 estl
 - 10.7.1 estl Basic Information
 - 10.7.2 estl Tire Rolling Resistance Testing Machine Product Overview
 - 10.7.3 estl Tire Rolling Resistance Testing Machine Product Market Performance
 - 10.7.4 estl Business Overview
 - 10.7.5 estl Recent Developments
- 10.8 onosokki
 - 10.8.1 onosokki Basic Information
 - 10.8.2 onosokki Tire Rolling Resistance Testing Machine Product Overview
 - 10.8.3 onosokki Tire Rolling Resistance Testing Machine Product Market Performance
 - 10.8.4 onosokki Business Overview
 - 10.8.5 onosokki Recent Developments
- 10.9 AandD
 - 10.9.1 AandD Basic Information
 - 10.9.2 AandD Tire Rolling Resistance Testing Machine Product Overview
 - 10.9.3 AandD Tire Rolling Resistance Testing Machine Product Market Performance
 - 10.9.4 AandD Business Overview

- 10.9.5 AandD Recent Developments
- 10.10 Link Engineering Company
 - 10.10.1 Link Engineering Company Basic Information
 - 10.10.2 Link Engineering Company Tire Rolling Resistance Testing Machine Product Overview
 - 10.10.3 Link Engineering Company Tire Rolling Resistance Testing Machine Product Market Performance
 - 10.10.4 Link Engineering Company Business Overview
 - 10.10.5 Link Engineering Company Recent Developments
- 10.11 Simton
 - 10.11.1 Simton Basic Information
 - 10.11.2 Simton Tire Rolling Resistance Testing Machine Product Overview
 - 10.11.3 Simton Tire Rolling Resistance Testing Machine Product Market Performance
 - 10.11.4 Simton Business Overview
 - 10.11.5 Simton Recent Developments

11 TIRE ROLLING RESISTANCE TESTING MACHINE MARKET FORECAST BY REGION

- 11.1 Global Tire Rolling Resistance Testing Machine Market Size Forecast
- 11.2 Global Tire Rolling Resistance Testing Machine Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Tire Rolling Resistance Testing Machine Market Size Forecast by Country
 - 11.2.3 Asia Pacific Tire Rolling Resistance Testing Machine Market Size Forecast by Region
 - 11.2.4 South America Tire Rolling Resistance Testing Machine Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Tire Rolling Resistance Testing Machine by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Tire Rolling Resistance Testing Machine Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Tire Rolling Resistance Testing Machine by Type (2026-2035)
 - 12.1.2 Global Tire Rolling Resistance Testing Machine Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Tire Rolling Resistance Testing Machine by Type (2026-2035)

12.2 Global Tire Rolling Resistance Testing Machine Market Forecast by Application (2026-2035)

12.2.1 Global Tire Rolling Resistance Testing Machine Sales (K Units) Forecast by Application

12.2.2 Global Tire Rolling Resistance Testing Machine Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Tire Rolling Resistance Testing Machine Market Size by Type (M USD)

Table 4. Global Tire Rolling Resistance Testing Machine Market Size by Application

Table 5. Tire Rolling Resistance Testing Machine Market Size Comparison by Region (M USD)

Table 6. Global Tire Rolling Resistance Testing Machine Sales (K Units) by Manufacturers (2020-2025)

Table 7. Global Tire Rolling Resistance Testing Machine Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Tire Rolling Resistance Testing Machine Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Tire Rolling Resistance Testing Machine Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Tire Rolling Resistance Testing Machine as of 2025)

Table 11. Global Market Tire Rolling Resistance Testing Machine Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Tire Rolling Resistance Testing Machine Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Tire Rolling Resistance Testing Machine Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 26. Global Tire Rolling Resistance Testing Machine Sales by Type (K Units)

Table 27. Global Tire Rolling Resistance Testing Machine Market Size by Type (M USD)

Table 28. Global Tire Rolling Resistance Testing Machine Sales (K Units) by Type (2020-2025)

Table 29. Global Tire Rolling Resistance Testing Machine Sales Market Share by Type (2020-2025)

Table 30. Global Tire Rolling Resistance Testing Machine Market Size (M USD) by Type (2020-2025)

Table 31. Global Tire Rolling Resistance Testing Machine Market Share by Type (2020-2025)

Table 32. Global Tire Rolling Resistance Testing Machine Price (USD/Unit) by Type (2020-2025)

Table 33. Global Tire Rolling Resistance Testing Machine Sales (K Units) by Application

Table 34. Global Tire Rolling Resistance Testing Machine Market Size by Application

Table 35. Global Tire Rolling Resistance Testing Machine Sales by Application (2020-2025) & (K Units)

Table 36. Global Tire Rolling Resistance Testing Machine Sales Market Share by Application (2020-2025)

Table 37. Global Tire Rolling Resistance Testing Machine Market Size by Application (2020-2025) & (M USD)

Table 38. Global Tire Rolling Resistance Testing Machine Market Share by Application (2020-2025)

Table 39. Global Tire Rolling Resistance Testing Machine Sales Growth Rate by Application (2020-2025)

Table 40. Global Tire Rolling Resistance Testing Machine Sales by Region (2020-2025) & (K Units)

Table 41. Global Tire Rolling Resistance Testing Machine Sales Market Share by Region (2020-2025)

Table 42. Global Tire Rolling Resistance Testing Machine Market Size by Region (2020-2025) & (M USD)

Table 43. Global Tire Rolling Resistance Testing Machine Market Size by Region (2020-2025)

Table 44. North America Tire Rolling Resistance Testing Machine Sales by Country (2020-2025) & (K Units)

Table 45. North America Tire Rolling Resistance Testing Machine Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Tire Rolling Resistance Testing Machine Sales by Country (2020-2025) & (K Units)

Table 47. Europe Tire Rolling Resistance Testing Machine Market Size by Country

(2020-2025) & (M USD)

Table 48. Asia Pacific Tire Rolling Resistance Testing Machine Sales by Region

(2020-2025) & (K Units)

Table 49. Asia Pacific Tire Rolling Resistance Testing Machine Market Size by Region

(2020-2025) & (M USD)

Table 50. South America Tire Rolling Resistance Testing Machine Sales by Country

(2020-2025) & (K Units)

Table 51. South America Tire Rolling Resistance Testing Machine Market Size by

Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Tire Rolling Resistance Testing Machine Sales by

Region (2020-2025) & (K Units)

Table 53. Middle East and Africa Tire Rolling Resistance Testing Machine Market Size

by Region (2020-2025) & (M USD)

Table 54. Global Tire Rolling Resistance Testing Machine Production (K Units) by

Region(2020-2025)

Table 55. Global Tire Rolling Resistance Testing Machine Revenue (US\$ Million) by

Region (2020-2025)

Table 56. Global Tire Rolling Resistance Testing Machine Revenue Market Share by

Region (2020-2025)

Table 57. Global Tire Rolling Resistance Testing Machine Production (K Units),

Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. North America Tire Rolling Resistance Testing Machine Production (K Units),

Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe Tire Rolling Resistance Testing Machine Production (K Units),

Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan Tire Rolling Resistance Testing Machine Production (K Units),

Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China Tire Rolling Resistance Testing Machine Production (K Units),

Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. MTS Basic Information

Table 63. MTS Tire Rolling Resistance Testing Machine Product Overview

Table 64. MTS Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M

USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. MTS Business Overview

Table 66. MTS SWOT Analysis

Table 67. MTS Recent Developments

Table 68. TMSI Basic Information

Table 69. TMSI Tire Rolling Resistance Testing Machine Product Overview

Table 70. TMSI Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M

USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. TMSI Business Overview

Table 72. TMSI SWOT Analysis

Table 73. TMSI Recent Developments

Table 74. Dufournier Basic Information

Table 75. Dufournier Tire Rolling Resistance Testing Machine Product Overview

Table 76. Dufournier Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. Dufournier Business Overview

Table 78. Dufournier SWOT Analysis

Table 79. Dufournier Recent Developments

Table 80. the Poling Group Basic Information

Table 81. the Poling Group Tire Rolling Resistance Testing Machine Product Overview

Table 82. the Poling Group Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. the Poling Group Business Overview

Table 84. the Poling Group Recent Developments

Table 85. Test Industry Basic Information

Table 86. Test Industry Tire Rolling Resistance Testing Machine Product Overview

Table 87. Test Industry Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. Test Industry Business Overview

Table 89. Test Industry Recent Developments

Table 90. inmess GmbH Basic Information

Table 91. inmess GmbH Tire Rolling Resistance Testing Machine Product Overview

Table 92. inmess GmbH Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. inmess GmbH Business Overview

Table 94. inmess GmbH Recent Developments

Table 95. estl Basic Information

Table 96. estl Tire Rolling Resistance Testing Machine Product Overview

Table 97. estl Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 98. estl Business Overview

Table 99. estl Recent Developments

Table 100. onosokki Basic Information

Table 101. onosokki Tire Rolling Resistance Testing Machine Product Overview

Table 102. onosokki Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 103. onosokki Business Overview
- Table 104. onosokki Recent Developments
- Table 105. AandD Basic Information
- Table 106. AandD Tire Rolling Resistance Testing Machine Product Overview
- Table 107. AandD Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. AandD Business Overview
- Table 109. AandD Recent Developments
- Table 110. Link Engineering Company Basic Information
- Table 111. Link Engineering Company Tire Rolling Resistance Testing Machine Product Overview
- Table 112. Link Engineering Company Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Link Engineering Company Business Overview
- Table 114. Link Engineering Company Recent Developments
- Table 115. Simton Basic Information
- Table 116. Simton Tire Rolling Resistance Testing Machine Product Overview
- Table 117. Simton Tire Rolling Resistance Testing Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. Simton Business Overview
- Table 119. Simton Recent Developments
- Table 120. Global Tire Rolling Resistance Testing Machine Sales Forecast by Region (2026-2035) & (K Units)
- Table 121. Global Tire Rolling Resistance Testing Machine Market Size Forecast by Region (2026-2035) & (M USD)
- Table 122. North America Tire Rolling Resistance Testing Machine Sales Forecast by Country (2026-2035) & (K Units)
- Table 123. North America Tire Rolling Resistance Testing Machine Market Size Forecast by Country (2026-2035) & (M USD)
- Table 124. Europe Tire Rolling Resistance Testing Machine Sales Forecast by Country (2026-2035) & (K Units)
- Table 125. Europe Tire Rolling Resistance Testing Machine Market Size Forecast by Country (2026-2035) & (M USD)
- Table 126. Asia Pacific Tire Rolling Resistance Testing Machine Sales Forecast by Region (2026-2035) & (K Units)
- Table 127. Asia Pacific Tire Rolling Resistance Testing Machine Market Size Forecast by Region (2026-2035) & (M USD)
- Table 128. South America Tire Rolling Resistance Testing Machine Sales Forecast by Country (2026-2035) & (K Units)

Table 129. South America Tire Rolling Resistance Testing Machine Market Size Forecast by Country (2026-2035) & (M USD)

Table 130. Middle East and Africa Tire Rolling Resistance Testing Machine Sales Forecast by Country (2026-2035) & (Units)

Table 131. Middle East and Africa Tire Rolling Resistance Testing Machine Market Size Forecast by Country (2026-2035) & (M USD)

Table 132. Global Tire Rolling Resistance Testing Machine Sales Forecast by Type (2026-2035) & (K Units)

Table 133. Global Tire Rolling Resistance Testing Machine Market Size Forecast by Type (2026-2035) & (M USD)

Table 134. Global Tire Rolling Resistance Testing Machine Price Forecast by Type (2026-2035) & (USD/Unit)

Table 135. Global Tire Rolling Resistance Testing Machine Sales (K Units) Forecast by Application (2026-2035)

Table 136. Global Tire Rolling Resistance Testing Machine Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Tire Rolling Resistance Testing Machine
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Tire Rolling Resistance Testing Machine Market Size (M USD), 2025-2035
- Figure 5. Global Tire Rolling Resistance Testing Machine Market Size (M USD) (2020-2035)
- Figure 6. Global Tire Rolling Resistance Testing Machine Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Tire Rolling Resistance Testing Machine Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Tire Rolling Resistance Testing Machine Product Life Cycle
- Figure 13. Tire Rolling Resistance Testing Machine Sales Share by Manufacturers in 2025
- Figure 14. Global Tire Rolling Resistance Testing Machine Revenue Share by Manufacturers in 2025
- Figure 15. Tire Rolling Resistance Testing Machine Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Tire Rolling Resistance Testing Machine Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Tire Rolling Resistance Testing Machine Revenue in 2025
- Figure 18. Industry Chain Map of Tire Rolling Resistance Testing Machine
- Figure 19. Global Tire Rolling Resistance Testing Machine Market PEST Analysis
- Figure 20. Global Tire Rolling Resistance Testing Machine Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Tire Rolling Resistance Testing Machine Market Share by Type
- Figure 27. Sales Market Share of Tire Rolling Resistance Testing Machine by Type

(2020-2025)

Figure 28. Sales Market Share of Tire Rolling Resistance Testing Machine by Type in 2025

Figure 29. Market Share of Tire Rolling Resistance Testing Machine by Type (2020-2025)

Figure 30. Market Share of Tire Rolling Resistance Testing Machine by Type in 2025

Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Tire Rolling Resistance Testing Machine Market Share by Application

Figure 33. Global Tire Rolling Resistance Testing Machine Sales Market Share by Application (2020-2025)

Figure 34. Global Tire Rolling Resistance Testing Machine Sales Market Share by Application in 2025

Figure 35. Global Tire Rolling Resistance Testing Machine Market Share by Application (2020-2025)

Figure 36. Global Tire Rolling Resistance Testing Machine Market Share by Application in 2025

Figure 37. Global Tire Rolling Resistance Testing Machine Sales Growth Rate by Application (2020-2025)

Figure 38. Global Tire Rolling Resistance Testing Machine Sales Market Share by Region (2020-2025)

Figure 39. Global Tire Rolling Resistance Testing Machine Market Size by Region (2020-2025)

Figure 40. North America Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Tire Rolling Resistance Testing Machine Sales Market Share by Country in 2024

Figure 43. North America Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Tire Rolling Resistance Testing Machine Market Size by Country in 2024

Figure 45. U.S. Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Tire Rolling Resistance Testing Machine Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Tire Rolling Resistance Testing Machine Market Size (M USD) and

Growth Rate (2020-2025)

Figure 49. Mexico Tire Rolling Resistance Testing Machine Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Tire Rolling Resistance Testing Machine Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Tire Rolling Resistance Testing Machine Sales Market Share by Country in 2024

Figure 53. Europe Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Tire Rolling Resistance Testing Machine Market Size by Country in 2024

Figure 55. Germany Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Tire Rolling Resistance Testing Machine Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Tire Rolling Resistance Testing Machine Sales Market Share by Region in 2024

Figure 67. Asia Pacific Tire Rolling Resistance Testing Machine Market Size by Region in 2024

Figure 68. China Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Tire Rolling Resistance Testing Machine Sales and Growth Rate (K Units)

Figure 79. South America Tire Rolling Resistance Testing Machine Sales Market Share by Country in 2024

Figure 80. South America Tire Rolling Resistance Testing Machine Market Size and Growth Rate (M USD)

Figure 81. South America Tire Rolling Resistance Testing Machine Market Size by Country in 2024

Figure 82. Brazil Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Tire Rolling Resistance Testing Machine Market Size and Growth

Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Tire Rolling Resistance Testing Machine Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Tire Rolling Resistance Testing Machine Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Tire Rolling Resistance Testing Machine Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Tire Rolling Resistance Testing Machine Market Size by Region in 2024

Figure 92. Saudi Arabia Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Tire Rolling Resistance Testing Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Tire Rolling Resistance Testing Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Tire Rolling Resistance Testing Machine Production Market Share by Region (2020-2025)

Figure 103. North America Tire Rolling Resistance Testing Machine Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Tire Rolling Resistance Testing Machine Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Tire Rolling Resistance Testing Machine Production (K Units) Growth Rate (2020-2025)

Figure 106. China Tire Rolling Resistance Testing Machine Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Tire Rolling Resistance Testing Machine Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Tire Rolling Resistance Testing Machine Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Tire Rolling Resistance Testing Machine Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Tire Rolling Resistance Testing Machine Market Share Forecast by Type (2026-2035)

Figure 111. Global Tire Rolling Resistance Testing Machine Sales Forecast by Application (2026-2035)

Figure 112. Global Tire Rolling Resistance Testing Machine Market Share Forecast by Application (2026-2035)

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