

Global CUV Tire Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global CUV Tire market size was valued at US\$ 3190 million in 2025 and is forecast to a readjusted size of US\$ 4606 million by 2032 with a CAGR of 5.4% during review period.

In 2024, global CUV Tire production reached approximately 14,090.9 k units units with an average global market price of around US\$220 per unit. Single-line annual production capacity averages 63 k unit with a gross margin of approximately 27.7%. The upstream of the CUV Tire industry primarily consists of raw materials such as natural rubber, synthetic rubber, carbon black, steel cord, and other components, which are concentrated in the tire manufacturing sector. In terms of downstream applications, Sport Activity Vehicles (SAV) account for approximately 40%, Compact Multi-Purpose Vehicles (CDV) for about 30%, Multi-Utility Vehicles (VAN) for about 20%, and other fields for approximately 10%. The market demand for CUV Tires is continuously growing, with business opportunities primarily focusing on technological innovation and industrial upgrades in areas such as new energy vehicles and intelligent mobility.

CUV tires are specifically engineered to cater to the unique demands of crossover utility vehicles (CUVs), which are designed to combine the comfort and handling of a car with the versatility and off-road capability of an SUV. These tires are crafted to deliver an optimal balance between on-road performance and off-road traction, ensuring a smooth and stable ride across various terrains. The design of CUV tires incorporates advanced tread patterns and rubber compounds that enhance grip and durability, allowing CUVs to navigate through both paved roads and rough terrain with confidence. Their ability to provide a comfortable driving experience on highways while also offering the capability to handle off-road challenges is what sets them apart from traditional tires, making CUV tires an essential component for the modern crossover utility vehicle.

This report is a detailed and comprehensive analysis for global CUV Tire market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global CUV Tire market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global CUV Tire market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global CUV Tire market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global CUV Tire market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for CUV Tire

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global CUV Tire market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a

part of this study include Bridgestone, Michelin, Continental, Sumitomo Rubber, Pirelli, Toyo Tires, GoodYear, Yokohama, Discount Tire, Hankook Tire, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

CUV Tire market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Summer Tire

Winter Tire

All Season Tire

Market segment by Size

20-inch

22-inch

Others

Market segment by Application

SAV

CDV

VAN

Others

Major players covered

Bridgestone

Michelin

Continental

Sumitomo Rubber

Pirelli

Toyo Tires

GoodYear

Yokohama

Discount Tire

Hankook Tire

Firestone

MRF

Kumho Tire

Nokian Tyres

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe CUV Tire product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of CUV Tire, with price, sales quantity, revenue, and global market share of CUV Tire from 2021 to 2026.

Chapter 3, the CUV Tire competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the CUV Tire breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and CUV Tire market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of CUV Tire.

Chapter 14 and 15, to describe CUV Tire sales channel, distributors, customers, research findings and conclusion.

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