

# Global Winter and Snow Tire Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Winter and Snow Tire market size was valued at USD 12810 million in 2023 and is forecast to a readjusted size of USD 14630 million by 2030 with a CAGR of 1.9% during review period.

Winter tires are tires designed for use in colder weather, snow and ice. Winter tires have more sipes than summer tires, increasing traction on snow and ice. Tires designed for winter conditions are optimized to drive at temperatures below 7 °C (45 °F). They are an alternative to the use of snow chains. Winter tires are usually tires with a different rubber composition from all-weather (all-season) tires. Cold-weather tires include a greater percentage of natural rubber and silica so there is not as much hardening as found in synthetic rubber in cold conditions: they provide better traction at lower temperatures. Winter tires provide more small-tread areas, increasing traction on snow and, in wet conditions, allowing water to escape from under the tire more easily. This reduces the risk of hydroplaning. Snow/winter tires start to perform better than summer or all-season tires if temperature falls below 7C (45F), as the rubber compounds in the latter harden resulting to decreasing grip even on dry pavement Interestingly one achieves maximum grip on packed snow if the slippage/wheel spin is 40-50%, i.e. one should turn off the traction control in most modern cars for maximum traction. Studded tires with metal pins that protrude from the tire can greatly reduce skidding and accidents on snow or ice-covered roads. In much of Scandinavia, Canada, and the US, winter tires may have metal studs to improve grip on packed snow or ice, but such tires are prohibited in certain other jurisdictions because of the damage they cause to the road surface. A tire is a ring-shaped vehicle component that covers the wheel's rim to protect it and enable better vehicle performance. Most tires, such as those for automobiles and bicycles, provide traction between the vehicle and the road while

providing a flexible cushion that absorbs shock. The materials of modern pneumatic tires are synthetic rubber, natural rubber, fabric and wire, along with carbon black and other chemical compounds.

Global Winter Tire key players include Nokian Tyres, Apollo, Hankook, Goodyear, etc. Europe is the largest market, followed by Russia, and North America. In terms of product, Studless is the largest segment, with a share over 65%. And in terms of application, the largest application is Passenger tires, followed by Light truck/SUV tires, etc.

The Global Info Research report includes an overview of the development of the Winter and Snow Tire industry chain, the market status of Cars and Crossover Vehicles (Winter Tire, Snow Tire), Sporty Cars (Winter Tire, Snow Tire), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Winter and Snow Tire.

Regionally, the report analyzes the Winter and Snow Tire markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Winter and Snow Tire market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Winter and Snow Tire market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Winter and Snow Tire industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Winter Tire, Snow Tire).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Winter and Snow Tire market.

**Regional Analysis:** The report involves examining the Winter and Snow Tire market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Winter and Snow Tire market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Winter and Snow Tire:

**Company Analysis:** Report covers individual Winter and Snow Tire manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Winter and Snow Tire. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Cars and Crossover Vehicles, Sporty Cars).

**Technology Analysis:** Report covers specific technologies relevant to Winter and Snow Tire. It assesses the current state, advancements, and potential future developments in Winter and Snow Tire areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Winter and Snow Tire market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Winter and Snow Tire market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts

for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Winter Tire

Snow Tire

#### Market segment by Application

Cars and Crossover Vehicles

Sporty Cars

Pickups and SUVs

Other

#### Major players covered

BFGoodrich

Bridgestone

Nokian

Laufenn

Falken

Dunlop

Nexen

Cooper

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 Winter and Snow Tire product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Winter and Snow Tire, with price, sales, revenue and global market share of Winter and Snow Tire from 2019 to 2024.

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

Chapter 4, the Winter and Snow Tire breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Winter and Snow Tire market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Winter and Snow Tire.

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

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