

North America EV Tire Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The North America EV Tire Market was valued at USD 5.9 billion in 2024 and is estimated to grow at a CAGR of 9.2% to reach USD 13.9 billion by 2034. The shift towards EVs is being propelled by evolving environmental policies, consumer preferences for sustainability, and ongoing advancements in electric vehicle technology. Manufacturers in the tire industry are capitalizing on this trend by developing products tailored for EV-specific needs, emphasizing features like enhanced durability, reduced road noise, and lower rolling resistance to accommodate the increased weight and torque of electric vehicles.

The North American market experienced supply chain disruptions during the COVID-19 period, particularly impacting tire production and distribution. However, a strong rebound in EV sales across the US and Canada supported the recovery of tire manufacturers. In response, companies introduced specialized tires optimized for different driving conditions across North America. These innovations are essential to address the performance challenges posed by high-powered EVs, including the demand for all-season performance, enhanced endurance, and comfort, particularly in regions with variable climates.

The passenger electric vehicles segment held a 65% share in 2024 and is projected to grow at 8% CAGR between 2025 and 2034. This segment leads the market primarily due to growing EV ownership across the US and Canada, boosted by incentives and widespread public charging accessibility. Tire makers like Yokohama, Pirelli, and Continental have been channeling investment into research and development to design tires that can meet the demands of modern electric passenger cars. These products are engineered to withstand heavier vehicle loads, higher torque, and to offer improved

energy efficiency and reduced cabin noise during operation.

The battery electric vehicles (BEVs) held a 70% share in 2024 and is expected to grow at 10% CAGR through 2034. This dominance is linked to the continuous expansion of charging networks and strong consumer preference for zero-emission vehicles. BEVs typically exert more pressure on tires due to increased torque and weight, leading to higher wear and performance demands. Tire manufacturers are innovative by creating compounds and tread designs that not only enhance tire longevity but also help extend driving range and maintain ride comfort. As electric drivetrains evolve, the need for advanced tire technology that can keep pace with changing EV architectures is becoming increasingly important.

United States EV Tire Market generated USD 5.17 billion in 2024, representing approximately 88% of the regional market. The surge in EV adoption, aggressive infrastructure rollout, and substantial government support have played a pivotal role in this growth. With major automakers accelerating their EV production plans and the public increasingly leaning toward sustainable transportation, the need for EV-compatible tires with superior performance characteristics is expanding rapidly. Key tire suppliers in the US are responding by offering specialized models designed to minimize energy loss, improve load handling, and deliver a quieter, more stable ride experience across vehicle categories.

Key players driving innovation and competition in the North America EV Tire Market include BFGoodrich Tires, The Goodyear Tire & Rubber Company, Sumitomo, Bridgestone, Cooper Tire, Michelin, Yokohama, Hankook, Continental, and Pirelli. These companies are actively shaping the market landscape through product innovation and strategic positioning. To strengthen their foothold in the North America EV tire market, leading manufacturers are focusing on tire innovation specifically for electric vehicle demands. Companies are investing heavily in R&D to develop tires with lower rolling resistance, enhanced tread durability, and noise-canceling technologies. They are also working on customized tire solutions that cater to varying EV categories—from compact city cars to high-performance electric SUVs. Expanding manufacturing capabilities and improving distribution networks remain top priorities to ensure faster delivery and regional availability.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Research design
 - 1.1.1 Research approach
 - 1.1.2 Data collection methods
- 1.2 Data mining sources
 - 1.2.1 Regional/Country
- 1.3 Base estimates & calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
- 1.6 Research assumptions and limitations

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis
- 2.2 Key market trends
 - 2.2.1 Country
 - 2.2.2 Vehicle
 - 2.2.3 Propulsion
 - 2.2.4 Tire
 - 2.2.5 Rim Size
 - 2.2.6 Load Index
 - 2.2.7 Application
 - 2.2.8 Sales Channel
- 2.3 TAM Analysis, 2025-2034
- 2.4 CXO perspectives: Strategic imperatives
 - 2.4.1 Key decision points for industry executives
 - 2.4.2 Critical success factors for market players
- 2.5 Future outlook and strategic recommendations

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Supplier landscape

- 3.1.1.1 Raw materials manufacturer
- 3.1.1.2 EV Tire manufacturer
- 3.1.1.3 Technology vendors and developers
- 3.1.1.4 Distribution partners and channels
- 3.1.1.5 End user
- 3.1.2 Cost structure
- 3.1.3 Profit margin
- 3.1.4 Value addition at each stage
- 3.1.5 Factors impacting the supply chain
- 3.1.6 Disruptors
- 3.2 Impact on forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Rising urbanization and increasing traffic congestion
 - 3.2.1.2 Growing demand for affordable personal mobility solutions
 - 3.2.1.3 Government incentives for electric two-wheelers adoption
 - 3.2.1.4 Shared Mobility & Micro-Mobility Growth
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Limited availability of EV-specific replacement tires
 - 3.2.2.2 Higher cost of premium EV tires
 - 3.2.3 Market opportunities
 - 3.2.3.1 Advancements in EV tire tech
 - 3.2.3.2 Growth in sustainable and circular tire manufacturing
 - 3.2.3.3 Sustainability and circular economic initiatives
 - 3.2.3.4 Commercial EV fleet expansion
- 3.3 Growth potential analysis
- 3.4 Porter's analysis
- 3.5 PESTEL analysis
- 3.6 Tire technology landscape and innovation
 - 3.6.1 Core EV tire performance requirements
 - 3.6.1.1 Low rolling resistance technology
 - 3.6.1.2 Noise reduction and acoustic comfort
 - 3.6.1.3 Enhanced load capacity for battery weight
 - 3.6.1.4 Improved durability and longevity
 - 3.6.1.5 Instant torque handling and traction control
 - 3.6.2 Advanced material innovations
 - 3.6.2.1 Silica-enhanced compound technologies
 - 3.6.2.2 Sustainable and bio-based materials
 - 3.6.2.3 Lightweight construction materials
 - 3.6.2.4 Heat-resistant and thermal management materials

- 3.6.3 Tread design and pattern optimization
 - 3.6.3.1 Aerodynamic tread patterns for efficiency
 - 3.6.3.2 Noise-reducing tread technologies
 - 3.6.3.3 All-season performance optimization
 - 3.6.3.4 Wet and dry traction enhancement
- 3.6.4 Smart tire technologies and connectivity
 - 3.6.4.1 IoT integration and sensor technologies
 - 3.6.4.2 Real-time tire monitoring systems
 - 3.6.4.3 Predictive maintenance and analytics
 - 3.6.4.4 Vehicle integration and data sharing
- 3.7 EV adoption impact analysis
 - 3.7.1 North America EV market growth trends
 - 3.7.1.1 Passenger EV sales and projections
 - 3.7.1.2 Commercial EV adoption rates
 - 3.7.1.3 Government policy impact on EV sales
 - 3.7.1.4 Infrastructure development and charging networks
 - 3.7.2 EV tire demand correlation analysis
 - 3.7.2.1 OEM fitment market growth
 - 3.7.2.2 Replacement market evolution
 - 3.7.2.3 Tire lifecycle and replacement patterns
 - 3.7.2.4 Consumer purchasing behavior changes
 - 3.7.3 Regional EV adoption variations
 - 3.7.3.1 US market leadership and state-level policies
 - 3.7.3.2 Canada's EV incentive programs and market response
- 3.8 Patent analysis
- 3.9 Regulatory and standards framework
 - 3.9.1 North American tire safety standards
 - 3.9.1.1 DOT (department of transportation) requirements
 - 3.9.1.2 FMVSS (Federal Motor Vehicle Safety Standards)
 - 3.9.1.3 Transport Canada motor vehicle safety standards
 - 3.9.2 EV-specific regulatory considerations
 - 3.9.2.1 Load rating requirements for battery weight
 - 3.9.2.2 Noise emission standards
 - 3.9.2.3 Energy efficiency labeling requirements
 - 3.9.2.4 Environmental impact assessments
- 3.10 Price trends
 - 3.10.1 By region
 - 3.10.2 By type
- 3.11 Cost breakdown analysis

- 3.12 Sustainability and environmental impact
 - 3.12.1 Circular economic initiatives
 - 3.12.1.1 Tire recycling and retreading programs
 - 3.12.1.2 Sustainable manufacturing processes
 - 3.12.1.3 End-of-life tire management
 - 3.12.1.4 Carbon footprint reduction strategies
 - 3.12.2 Environmental performance benefits
 - 3.12.2.1 Reduced rolling resistance and energy consumption
 - 3.12.2.2 Extended tire life and resource efficiency
 - 3.12.2.3 Noise pollution reduction
 - 3.12.2.4 Sustainable material integration

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
 - 4.2.1 US
 - 4.2.2 Canada
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix
- 4.5 Key developments
 - 4.5.1 Mergers & acquisitions
 - 4.5.2 Partnerships & collaborations
 - 4.5.3 New Product Launches
 - 4.5.4 Expansion Plans and funding

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY VEHICLE, 2021 - 2034 (\$BN, UNITS)

- 5.1 Key trends
- 5.2 Passenger cars
 - 1.1.1 Hatchbacks
 - 1.1.2 Sedans
 - 1.1.3 SUV & Crossovers
- 1.2 Commercial vehicles
 - 1.2.1 LCV
 - 1.2.2 MCV
 - 1.2.3 HCV
- 1.3 Two and Three-Wheeler

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY PROPULSION, 2021 - 2034 (\$BN, UNITS)

- 2.1 Key trends
- 2.2 Battery electric vehicles (BEV)
- 2.3 Plug-in hybrid electric vehicles (PHEV)
- 2.4 Hydrogen fuel cell electric vehicles (FCEV)
- 2.5 Extended range electric vehicles (EREV)

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY TIRE, 2021 - 2034 (\$BN, UNITS)

- 3.1 Key trends
- 3.2 Summer
- 3.3 Winter
- 3.4 All-season

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY RIM SIZE, 2021 - 2034 (\$BN, UNITS)

- 4.1 Key trends
- 4.2 13-15"
- 4.3 16-18"
- 4.4 19-21"
- 4.5 above 21"

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY LOAD INDEX, 2021 - 2034 (\$BN, UNITS)

- 5.1 Key trends
- 5.2 70 -
- 5.3 101-120
- 5.4 121 -
- 5.5 more than

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021 - 2034 (\$BN, UNITS)

- 6.1 Key trends
- 6.2 On-Road
- 6.3 Off-Road

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY SALES CHANNEL, 2021 - 2034 (\$BN, UNITS)

- 7.1 Key trends
- 7.2 OEM
- 7.3 Aftersales

CHAPTER 12 MARKET ESTIMATES & FORECAST, BY COUNTRY, 2021 - 2034 (\$BN, UNITS)

- 8.1 US
 - 8.1.1 Northeast US
 - 8.1.1.1 Connecticut
 - 8.1.1.2 Maine
 - 8.1.1.3 Massachusetts
 - 8.1.1.4 New Hampshire
 - 8.1.1.5 New Jersey
 - 8.1.1.6 New York
 - 8.1.1.7 Pennsylvania
 - 8.1.1.8 Rhode Island
 - 8.1.1.9 Vermont
 - 8.1.2 Midwest US
 - 8.1.2.1 Illinois
 - 8.1.2.2 Indiana
 - 8.1.2.3 Iowa
 - 8.1.2.4 Kansas
 - 8.1.2.5 Michigan
 - 8.1.2.6 Minnesota
 - 8.1.2.7 Missouri
 - 8.1.2.8 Nebraska
 - 8.1.2.9 North Dakota
 - 8.1.2.10 Ohio
 - 8.1.2.11 South Dakota
 - 8.1.2.12 Wisconsin
 - 8.1.3 South US

- 8.1.3.1 Alabama
- 8.1.3.2 Arkansas
- 8.1.3.3 Delaware
- 8.1.3.4 Florida
- 8.1.3.5 Georgia
- 8.1.3.6 Kentucky
- 8.1.3.7 Louisiana
- 8.1.3.8 Maryland
- 8.1.3.9 Mississippi
- 8.1.3.10 North Carolina
- 8.1.3.11 Oklahoma
- 8.1.3.12 South Carolina
- 8.1.3.13 Tennessee
- 8.1.3.14 Texas
- 8.1.3.15 Virginia
- 8.1.3.16 West Virginia
- 8.1.3.17 Washington D.C.

8.1.4 West US

- 8.1.4.1 Alaska
- 8.1.4.2 Arizona
- 8.1.4.3 California
- 8.1.4.4 Colorado
- 8.1.4.5 Hawaii
- 8.1.4.6 Idaho
- 8.1.4.7 Montana
- 8.1.4.8 Nevada
- 8.1.4.9 New Mexico
- 8.1.4.10 Oregon
- 8.1.4.11 Utah
- 8.1.4.12 Washington
- 8.1.4.13 Wyoming

8.2 Canada

- 8.2.1 Alberta
- 8.2.2 British Columbia
- 8.2.3 Manitoba
- 8.2.4 New Brunswick
- 8.2.5 Newfoundland and Labrador
- 8.2.6 Nova Scotia
- 8.2.7 Ontario

- 8.2.8 Prince Edward Island
- 8.2.9 Quebec
- 8.2.10 Saskatchewan

CHAPTER 13 COMPANY PROFILES

9.1 Global Players

- 9.1.1 Bridgestone
- 9.1.2 Continental
- 9.1.3 Hankook
- 9.1.4 Michelin
- 9.1.5 Pirelli
- 9.1.6 Sumitomo
- 9.1.7 The Goodyear Tire & Rubber Company
- 9.1.8 Yokohama

9.2 Regional Players

- 9.2.1 BFGoodrich Tires
- 9.2.2 Cooper Tire & Rubber Company
- 9.2.3 Falken Tire Corporation
- 9.2.4 Firestone Complete Auto Care
- 9.2.5 General Tire
- 9.2.6 Kumho Tire
- 9.2.7 Maxxis
- 9.2.8 Nexen Tire
- 9.2.9 Toyo Tire North America Manufacturing
- 9.2.10 Uniroyal Tires

9.3 Emerging Players and Specialists

- 9.3.1 Accelera
- 9.3.2 Atturo
- 9.3.3 Delinte
- 9.3.4 Federal
- 9.3.5 Landsail
- 9.3.6 Lexani Tires
- 9.3.7 Nitto
- 9.3.8 Radar
- 9.3.9 Sailun
- 9.3.10 Westlake

9.4 Technology and Innovation Companies

- 9.4.1 Revvo Technologies

9.4.2 Sensata Technologies

9.4.3 Tactile Mobility

9.4.4 Tantalum Corporation

9.4.5 Tyrata

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