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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

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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.

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