

# Tires Market Size, Share & Trends Analysis Report By Distribution Channel (OEM, Aftermarket), By Vehicle Type (Two-wheelers, Passenger cars), By Region (North America, Asia Pacific, Europe, Central & South America, MEA), And Segment Forecasts, 2025 - 2030

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## Abstracts

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### Tires Market Growth & Trends

The global tires market size is anticipated to reach USD 173.93 billion by 2030 and is projected to grow at a CAGR of 3.4% from 2025 to 2030, according to a new report by Grand View Research, Inc. The expanding automotive industry is a primary driver of the global tires industry, with rising vehicle production and sales fueling demand for both original equipment manufacturers (OEM) and replacement tires. Emerging economies in Asia-Pacific, Latin America, and Africa are witnessing a surge in car ownership due to increasing disposable incomes and urbanization. In addition, commercial vehicle demand, particularly in logistics, construction, and industrial sectors, is boosting tire consumption, as these vehicles require frequent tire replacements due to heavy usage and wear.

Technological advancements in tire manufacturing are also significantly driving market growth. Manufacturers are focusing on innovative tire designs, such as run-flat, airless, and self-sealing tires that enhance safety, durability, and fuel efficiency. The increasing adoption of smart tires with embedded sensors for real-time monitoring of pressure, temperature, and tread wear is revolutionizing fleet management and personal vehicle maintenance. Moreover, the demand for low-rolling resistance tires is rising, as automakers seek ways to improve fuel efficiency and reduce carbon emissions in line with global sustainability goals.

The rise of the electric vehicle (EV) market is another crucial factor shaping the global

tire industry. EVs require specialized tires that offer low noise, high durability, and improved efficiency to complement their battery-powered drivetrains. Tire manufacturers are investing in research and development to create EV-specific tires that optimize range, grip, and performance while reducing rolling resistance. The shift towards sustainable mobility solutions is further driving the adoption of eco-friendly tires made from renewable materials and recycled rubber.

Government regulations and environmental concerns are also playing a major role in the market's evolution. Stringent emissions standards and fuel economy regulations are prompting automakers to adopt advanced tire technologies that enhance vehicle efficiency. Regulations regarding tire labeling, safety standards, and eco-friendly materials are pushing manufacturers to innovate and comply with sustainable production methods. In addition, bans on certain hazardous materials in tire production and the enforcement of proper disposal and recycling policies are influencing industry dynamics.

#### Tires Market Report Highlights

Based on distribution channel, the market has been segmented into OEM and aftermarket. The aftermarket segment led the market with the largest revenue share of 63.3% in 2024, driven by rising vehicle parc and increasing replacement demand, as tires wear out over time due to road conditions and driving habits.

Based on vehicle type, the passenger cars segment led the market with the largest revenue share of 32.6% in 2024. Growing demand for fuel-efficient and durable tires, coupled with advancements in radial and tubeless tire technology, boosts market growth.

Asia Pacific dominated the market with the largest revenue share of about 44.3% in 2024, driven by the rapid expansion of the automotive industry, particularly in China, India, Japan, and Southeast Asia.

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