

India Off-the-Road Tire Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The India off-the-road tire market size reached 10.5 Million Units in 2022. Looking forward, IMARC Group expects the market to reach 16.0 Million Units by 2028, exhibiting a growth rate (CAGR) of 8.1% during 2023-2028.

Off-the-road (OTR) tires refer to the deeply treaded tires that provide high traction over uneven surfaces, including rock, mud, loose dirt, or gravel. These tires are widely installed in numerous vehicles, including cranes, wheel loaders, telescopic handlers, tractors, all-terrain vehicles (ATVs), military trucks, specialized purpose vehicles, etc. OTR tires provide high heat and rolling resistance, better durability, enhanced vehicular performance, optimum stability, easy mobility, and reduced contact patch area. As a result, they are widely adopted across various sectors, including construction, mining, recreation, agriculture, etc.

In India, a significant growth in the construction industry has led to increasing infrastructural development activities across diverse geographic locations. Owing to this, there is a growing demand for heavy-duty construction vehicles which is further catalyzing the market for OTR tires. Additionally, the Indian government is heavily investing in the development of various commercial infrastructures across the country, such as highways, power supply grids, bridges, dams, etc., thereby augmenting the demand for OTR tires. In line with this, the elevating levels of urbanization are also driving the adoption of OTR-based cranes, lorries, trucks, etc., in the construction of modern housing complexes, corporate offices, educational facilities, retail centers, etc. Moreover, the expanding agriculture industry in the country has led to the increasing penetration of automated machinery and farm mechanization solutions. The growing adoption of OTR tire-based tractors and loaders in agricultural farms is positively

influencing the market in India. Apart from this, a significant growth in the recreational sector has led to the rising deployment of OTR tires in dirt bikes, quads, ATVs, etc. Moreover, the increasing integration of advanced sensor-based technologies with OTR tires for monitoring tire pressure and temperature is further expected to drive the market growth in India over the forecast period.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India off-the-road tire market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on vehicle type, tire type, end use, distribution channel and rim size.

Breakup by Vehicle Type:

- Mining Vehicles
- Construction & Industrial Vehicles
- Agricultural Vehicles
- Others

Breakup by Tire Type:

- Radial Tire
- Bias Tire

Breakup by End Use:

- OEM
- Replacement

Breakup by Distribution Channel:

- Online
- Offline

Breakup by Rim Size:

- Below 24 inches
- 24-30 inches
- 31-35 inches

36-39 inches
40-50 inches
51-55 inches
Above 56 inches

Breakup by Region:

North India
South India
East India
West & Central India

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Apollo Tyres Limited, Balkrishna Industries Limited, Bridgestone Corporation, CEAT Limited, Continental AG, JK Tyre & Industries Limited, Michelin, MRF Limited, The Goodyear Tyre & Rubber Company and The Yokohama Rubber Co. Ltd.

Key Questions Answered in This Report:

How has the India off-the-road tire market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the India off-the-road tire market?
What are the key regional markets?
What is the breakup of the market based on the vehicle type?
What is the breakup of the market based on the tire type?
What is the breakup of the market based on the end use?
What is the breakup of the market based on the distribution channel?
What is the breakup of the market based on the rim size?
What are the various stages in the value chain of the industry?
What are the key driving factors and challenges in the industry?
What is the structure of the India off-the-road tire market and who are the key players?
What is the degree of competition in the industry?

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