

2018-2023 Global Winter Tire Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Winter Tire market for 2018-2023.

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.

As for the global Winter Tire industry, the industry structure is relatively dispersion. The top 19 manufacturers occupied 75% of market share. The top five manufacturers are Bridgestone, Michelin, Continental, Goodyear and Nokian Tyres which are close to 47% totally in 2016. The Bridgestone, which has 12.32% market share in 2016, is the leader in the Winter Tire industry. The manufacturers following Bridgestone are Michelin and Continental, which respectively has 10.93% and 8.72% market share globally.

The downstream industries of Winter Tire products are Automobile OE industry and Automobile aftermarket industry. In the recent years, with the recovery of global economic, the development of emerging countries, the enlarging expense of China automotive market, the consumption increase of winter tire will be bright.

We believe winter tire industry relatively mature and have a strong connection with the upstream raw materials and the weather conditions in winter. With the development automobile industry and arise of awareness of traffic safety we tend to believe the future of winter tire will be optimism.

Over the next five years, LPI(LP Information) projects that Winter Tire will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Winter Tire market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Studded

Studless

Segmentation by application:

Passenger Tires

Light Truck/SUV Tires

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Bridgestone

Michelin

Continental

Goodyear

Nokian Tyres

Hankook

Nizhnekamskshina

Pirelli

Cooper Tire

Yokohama

Toyo Tire

Kumho Tire

JSC Cordiant

Zhongce

GITI Tire

Triangle

Apollo

Cheng Shin

Nexen Tire

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Winter Tire consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Winter Tire market by identifying its various subsegments.

Focuses on the key global Winter Tire manufacturers, to define, describe and

analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Winter Tire with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Winter Tire submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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