

Global Crossover Tires Market Growth 2026-2032

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Abstracts

The global Crossover Tires market size is predicted to grow from US\$ 3070 million in 2025 to US\$ 4457 million in 2032; it is expected to grow at a CAGR of 5.5% from 2026 to 2032.

In 2024, global Crossover Tires production reached approximately 14,595.35 k units with an average global market price of around US\$215 per unit. Single-line annual production capacity averages 65 k unit with a gross margin of approximately 27.7-30%. The upstream of the Crossover Tires industry primarily includes raw materials such as natural rubber, synthetic rubber, carbon black, steel cord, and other components, which are concentrated in the tire manufacturing sector. In terms of downstream applications, Sport Activity Vehicles (SAV) account for approximately 40%, Compact Multi-Purpose Vehicles (CDV) for about 30%, Multi-Utility Vehicles (VAN) for about 20%, and other fields for approximately 10%. The market demand for Crossover Tires is continuously growing, with business opportunities primarily focusing on technological innovation and industrial upgrades in areas such as new energy vehicles and intelligent mobility.

Crossover tires are specifically designed to cater to the unique demands of crossover vehicles, which are engineered to combine the comfort and handling of a car with the versatility and off-road capability of an SUV. These tires are crafted to deliver an optimal balance between on-road performance and off-road traction, ensuring a smooth and stable ride across various terrains. The design of crossover tires incorporates advanced tread patterns and rubber compounds that enhance grip and durability, allowing crossover vehicles to navigate through both paved roads and rough terrain with confidence. Their ability to provide a comfortable driving experience on highways while also offering the capability to handle off-road challenges is what sets them apart from traditional tires, making crossover tires an essential component for the modern crossover vehicle.

In the future, the development trends of the Crossover Tires industry will encompass multiple aspects such as technological innovation, the application of environmentally friendly materials, customized production, adaptation to emerging markets, compatibility with new energy vehicles, enhanced safety performance, and intelligent integration. As the automotive industry progresses, Crossover Tires will continuously incorporate new technologies, such as intelligent tire pressure monitoring systems and noise reduction technologies, to enhance driving experience and safety. In response to environmental trends, these tires will increasingly use recyclable materials and reduce environmental impact in the production process. To cater to the diverse needs of consumers, Crossover Tires will offer more customized options, including different tread patterns, sizes, and performance characteristics. With the growth in car ownership in emerging markets, the demand for Crossover Tires will increase, driving production and sales in these markets. Additionally, with the proliferation of new energy vehicles, Crossover Tires will develop more features suited to electric vehicles, such as low rolling resistance to improve range. Enhancing safety performance will be a key focus for Crossover Tires, including better wet grip, puncture resistance, and durability. Intelligent integration will also be a trend, with Crossover Tires incorporating more intelligent features, such as sensors to monitor tire status and communication with vehicle systems. As more brands enter the market, competition in the Crossover Tires sector will intensify, driving product innovation and price competition. These trends will collectively drive the development of the Crossover Tires industry, providing consumers with products that are safer, more environmentally friendly, intelligent, and superior in performance.

LP Information, Inc. (LPI) ' newest research report, the "Crossover Tires Industry Forecast" looks at past sales and reviews total world Crossover Tires sales in 2025, providing a comprehensive analysis by region and market sector of projected Crossover Tires sales for 2026 through 2032. With Crossover Tires sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Crossover Tires industry.

This Insight Report provides a comprehensive analysis of the global Crossover Tires landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Crossover Tires portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Crossover Tires market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Crossover Tires and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Crossover Tires.

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

Segmentation by Type:

OEM Tire

Replacement Tire

Segmentation by Size:

20-inch

22-inch

Others

Segmentation by Tire Suitable Season:

Summer Tire

Winter Tire

All Season Tire

Segmentation by Application:

SAV

CDV

VAN

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Bridgestone

Michelin

Continental

Sumitomo Rubber

Pirelli

Toyo Tires

GoodYear

Yokohama

Discount Tire

Hankook Tire

Firestone

MRF

Kumho Tire

Nokian Tyres

Key Questions Addressed in this Report

What is the 10-year outlook for the global Crossover Tires market?

What factors are driving Crossover Tires market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Crossover Tires market opportunities vary by end market size?

How does Crossover Tires break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Crossover Tires Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Crossover Tires by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Crossover Tires by Country/Region, 2021, 2025 & 2032
- 2.2 Crossover Tires Segment by Type
 - 2.2.1 OEM Tire
 - 2.2.2 Replacement Tire
 - 2.2.3 Crossover Tires Sales by Type
 - 2.2.3.1 Global Crossover Tires Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Crossover Tires Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Crossover Tires Sale Price by Type (2021-2026)
- 2.3 Crossover Tires Segment by Size
 - 2.3.1 20-inch
 - 2.3.2 22-inch
 - 2.3.3 Others
 - 2.3.4 Crossover Tires Sales by Size
 - 2.3.4.1 Global Crossover Tires Sales Market Share by Size (2021-2026)
 - 2.3.4.2 Global Crossover Tires Revenue and Market Share by Size (2021-2026)
 - 2.3.4.3 Global Crossover Tires Sale Price by Size (2021-2026)
- 2.4 Crossover Tires Segment by Tire Suitable Season
 - 2.4.1 Summer Tire
 - 2.4.2 Winter Tire

2.4.3 All Season Tire

2.4.4 Crossover Tires Sales by Tire Suitable Season

2.4.4.1 Global Crossover Tires Sales Market Share by Tire Suitable Season (2021-2026)

2.4.4.2 Global Crossover Tires Revenue and Market Share by Tire Suitable Season (2021-2026)

2.4.4.3 Global Crossover Tires Sale Price by Tire Suitable Season (2021-2026)

2.5 Crossover Tires Segment by Application

2.5.1 SAV

2.5.2 CDV

2.5.3 VAN

2.5.4 Other

2.5.5 Crossover Tires Sales by Application

2.5.5.1 Global Crossover Tires Sale Market Share by Application (2021-2026)

2.5.5.2 Global Crossover Tires Revenue and Market Share by Application (2021-2026)

2.5.5.3 Global Crossover Tires Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Crossover Tires Breakdown Data by Company

3.1.1 Global Crossover Tires Annual Sales by Company (2021-2026)

3.1.2 Global Crossover Tires Sales Market Share by Company (2021-2026)

3.2 Global Crossover Tires Annual Revenue by Company (2021-2026)

3.2.1 Global Crossover Tires Revenue by Company (2021-2026)

3.2.2 Global Crossover Tires Revenue Market Share by Company (2021-2026)

3.3 Global Crossover Tires Sale Price by Company

3.4 Key Manufacturers Crossover Tires Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Crossover Tires Product Location Distribution

3.4.2 Players Crossover Tires Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR CROSSOVER TIRES BY GEOGRAPHIC REGION

- 4.1 World Historic Crossover Tires Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Crossover Tires Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Crossover Tires Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Crossover Tires Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Crossover Tires Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Crossover Tires Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Crossover Tires Sales Growth
- 4.4 APAC Crossover Tires Sales Growth
- 4.5 Europe Crossover Tires Sales Growth
- 4.6 Middle East & Africa Crossover Tires Sales Growth

5 AMERICAS

- 5.1 Americas Crossover Tires Sales by Country
 - 5.1.1 Americas Crossover Tires Sales by Country (2021-2026)
 - 5.1.2 Americas Crossover Tires Revenue by Country (2021-2026)
- 5.2 Americas Crossover Tires Sales by Type (2021-2026)
- 5.3 Americas Crossover Tires Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Crossover Tires Sales by Region
 - 6.1.1 APAC Crossover Tires Sales by Region (2021-2026)
 - 6.1.2 APAC Crossover Tires Revenue by Region (2021-2026)
- 6.2 APAC Crossover Tires Sales by Type (2021-2026)
- 6.3 APAC Crossover Tires Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

7 EUROPE

7.1 Europe Crossover Tires by Country

7.1.1 Europe Crossover Tires Sales by Country (2021-2026)

7.1.2 Europe Crossover Tires Revenue by Country (2021-2026)

7.2 Europe Crossover Tires Sales by Type (2021-2026)

7.3 Europe Crossover Tires Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Crossover Tires by Country

8.1.1 Middle East & Africa Crossover Tires Sales by Country (2021-2026)

8.1.2 Middle East & Africa Crossover Tires Revenue by Country (2021-2026)

8.2 Middle East & Africa Crossover Tires Sales by Type (2021-2026)

8.3 Middle East & Africa Crossover Tires Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Crossover Tires

10.3 Manufacturing Process Analysis of Crossover Tires

10.4 Industry Chain Structure of Crossover Tires

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Crossover Tires Distributors

11.3 Crossover Tires Customer

12 WORLD FORECAST REVIEW FOR CROSSOVER TIRES BY GEOGRAPHIC REGION

12.1 Global Crossover Tires Market Size Forecast by Region

12.1.1 Global Crossover Tires Forecast by Region (2027-2032)

12.1.2 Global Crossover Tires Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Crossover Tires Forecast by Type (2027-2032)

12.7 Global Crossover Tires Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Bridgestone

13.1.1 Bridgestone Company Information

13.1.2 Bridgestone Crossover Tires Product Portfolios and Specifications

13.1.3 Bridgestone Crossover Tires Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Bridgestone Main Business Overview

13.1.5 Bridgestone Latest Developments

13.2 Michelin

13.2.1 Michelin Company Information

13.2.2 Michelin Crossover Tires Product Portfolios and Specifications

13.2.3 Michelin Crossover Tires Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Michelin Main Business Overview

13.2.5 Michelin Latest Developments

13.3 Continental

13.3.1 Continental Company Information

13.3.2 Continental Crossover Tires Product Portfolios and Specifications

13.3.3 Continental Crossover Tires Sales, Revenue, Price and Gross Margin
(2021-2026)

13.3.4 Continental Main Business Overview

13.3.5 Continental Latest Developments

13.4 Sumitomo Rubber

13.4.1 Sumitomo Rubber Company Information

13.4.2 Sumitomo Rubber Crossover Tires Product Portfolios and Specifications

13.4.3 Sumitomo Rubber Crossover Tires Sales, Revenue, Price and Gross Margin
(2021-2026)

13.4.4 Sumitomo Rubber Main Business Overview

13.4.5 Sumitomo Rubber Latest Developments

13.5 Pirelli

13.5.1 Pirelli Company Information

13.5.2 Pirelli Crossover Tires Product Portfolios and Specifications

13.5.3 Pirelli Crossover Tires Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Pirelli Main Business Overview

13.5.5 Pirelli Latest Developments

13.6 Toyo Tires

13.6.1 Toyo Tires Company Information

13.6.2 Toyo Tires Crossover Tires Product Portfolios and Specifications

13.6.3 Toyo Tires Crossover Tires Sales, Revenue, Price and Gross Margin
(2021-2026)

13.6.4 Toyo Tires Main Business Overview

13.6.5 Toyo Tires Latest Developments

13.7 GoodYear

13.7.1 GoodYear Company Information

13.7.2 GoodYear Crossover Tires Product Portfolios and Specifications

13.7.3 GoodYear Crossover Tires Sales, Revenue, Price and Gross Margin
(2021-2026)

13.7.4 GoodYear Main Business Overview

13.7.5 GoodYear Latest Developments

13.8 Yokohama

13.8.1 Yokohama Company Information

13.8.2 Yokohama Crossover Tires Product Portfolios and Specifications

13.8.3 Yokohama Crossover Tires Sales, Revenue, Price and Gross Margin
(2021-2026)

13.8.4 Yokohama Main Business Overview

13.8.5 Yokohama Latest Developments

13.9 Discount Tire

- 13.9.1 Discount Tire Company Information
- 13.9.2 Discount Tire Crossover Tires Product Portfolios and Specifications
- 13.9.3 Discount Tire Crossover Tires Sales, Revenue, Price and Gross Margin
(2021-2026)
- 13.9.4 Discount Tire Main Business Overview
- 13.9.5 Discount Tire Latest Developments
- 13.10 Hankook Tire
 - 13.10.1 Hankook Tire Company Information
 - 13.10.2 Hankook Tire Crossover Tires Product Portfolios and Specifications
 - 13.10.3 Hankook Tire Crossover Tires Sales, Revenue, Price and Gross Margin
(2021-2026)
 - 13.10.4 Hankook Tire Main Business Overview
 - 13.10.5 Hankook Tire Latest Developments
- 13.11 Firestone
 - 13.11.1 Firestone Company Information
 - 13.11.2 Firestone Crossover Tires Product Portfolios and Specifications
 - 13.11.3 Firestone Crossover Tires Sales, Revenue, Price and Gross Margin
(2021-2026)
 - 13.11.4 Firestone Main Business Overview
 - 13.11.5 Firestone Latest Developments
- 13.12 MRF
 - 13.12.1 MRF Company Information
 - 13.12.2 MRF Crossover Tires Product Portfolios and Specifications
 - 13.12.3 MRF Crossover Tires Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.12.4 MRF Main Business Overview
 - 13.12.5 MRF Latest Developments
- 13.13 Kumho Tire
 - 13.13.1 Kumho Tire Company Information
 - 13.13.2 Kumho Tire Crossover Tires Product Portfolios and Specifications
 - 13.13.3 Kumho Tire Crossover Tires Sales, Revenue, Price and Gross Margin
(2021-2026)
 - 13.13.4 Kumho Tire Main Business Overview
 - 13.13.5 Kumho Tire Latest Developments
- 13.14 Nokian Tyres
 - 13.14.1 Nokian Tyres Company Information
 - 13.14.2 Nokian Tyres Crossover Tires Product Portfolios and Specifications
 - 13.14.3 Nokian Tyres Crossover Tires Sales, Revenue, Price and Gross Margin
(2021-2026)
 - 13.14.4 Nokian Tyres Main Business Overview

13.14.5 Nokian Tyres Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Crossover Tires Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Crossover Tires Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of OEM Tire

Table 4. Major Players of Replacement Tire

Table 5. Global Crossover Tires Sales by Type (2021-2026) & (K Units)

Table 6. Global Crossover Tires Sales Market Share by Type (2021-2026)

Table 7. Global Crossover Tires Revenue by Type (2021-2026) & (\$ million)

Table 8. Global Crossover Tires Revenue Market Share by Type (2021-2026)

Table 9. Global Crossover Tires Sale Price by Type (2021-2026) & (US\$/Units)

Table 10. Major Players of 20-inch

Table 11. Major Players of 22-inch

Table 12. Major Players of Others

Table 13. Global Crossover Tires Sales by Size (2021-2026) & (K Units)

Table 14. Global Crossover Tires Sales Market Share by Size (2021-2026)

Table 15. Global Crossover Tires Revenue by Size (2021-2026) & (\$ million)

Table 16. Global Crossover Tires Revenue Market Share by Size (2021-2026)

Table 17. Global Crossover Tires Sale Price by Size (2021-2026) & (US\$/Units)

Table 18. Major Players of Summer Tire

Table 19. Major Players of Winter Tire

Table 20. Major Players of All Season Tire

Table 21. Global Crossover Tires Sales by Tire Suitable Season (2021-2026) & (K Units)

Table 22. Global Crossover Tires Sales Market Share by Tire Suitable Season (2021-2026)

Table 23. Global Crossover Tires Revenue by Tire Suitable Season (2021-2026) & (\$ million)

Table 24. Global Crossover Tires Revenue Market Share by Tire Suitable Season (2021-2026)

Table 25. Global Crossover Tires Sale Price by Tire Suitable Season (2021-2026) & (US\$/Units)

Table 26. Global Crossover Tires Sale by Application (2021-2026) & (K Units)

Table 27. Global Crossover Tires Sale Market Share by Application (2021-2026)

Table 28. Global Crossover Tires Revenue by Application (2021-2026) & (\$ million)

Table 29. Global Crossover Tires Revenue Market Share by Application (2021-2026)
Table 30. Global Crossover Tires Sale Price by Application (2021-2026) & (US\$/Units)
Table 31. Global Crossover Tires Sales by Company (2021-2026) & (K Units)
Table 32. Global Crossover Tires Sales Market Share by Company (2021-2026)
Table 33. Global Crossover Tires Revenue by Company (2021-2026) & (\$ millions)
Table 34. Global Crossover Tires Revenue Market Share by Company (2021-2026)
Table 35. Global Crossover Tires Sale Price by Company (2021-2026) & (US\$/Units)
Table 36. Key Manufacturers Crossover Tires Producing Area Distribution and Sales Area
Table 37. Players Crossover Tires Products Offered
Table 38. Crossover Tires Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 39. New Products and Potential Entrants
Table 40. Market M&A Activity & Strategy
Table 41. Global Crossover Tires Sales by Geographic Region (2021-2026) & (K Units)
Table 42. Global Crossover Tires Sales Market Share Geographic Region (2021-2026)
Table 43. Global Crossover Tires Revenue by Geographic Region (2021-2026) & (\$ millions)
Table 44. Global Crossover Tires Revenue Market Share by Geographic Region (2021-2026)
Table 45. Global Crossover Tires Sales by Country/Region (2021-2026) & (K Units)
Table 46. Global Crossover Tires Sales Market Share by Country/Region (2021-2026)
Table 47. Global Crossover Tires Revenue by Country/Region (2021-2026) & (\$ millions)
Table 48. Global Crossover Tires Revenue Market Share by Country/Region (2021-2026)
Table 49. Americas Crossover Tires Sales by Country (2021-2026) & (K Units)
Table 50. Americas Crossover Tires Sales Market Share by Country (2021-2026)
Table 51. Americas Crossover Tires Revenue by Country (2021-2026) & (\$ millions)
Table 52. Americas Crossover Tires Sales by Type (2021-2026) & (K Units)
Table 53. Americas Crossover Tires Sales by Application (2021-2026) & (K Units)
Table 54. APAC Crossover Tires Sales by Region (2021-2026) & (K Units)
Table 55. APAC Crossover Tires Sales Market Share by Region (2021-2026)
Table 56. APAC Crossover Tires Revenue by Region (2021-2026) & (\$ millions)
Table 57. APAC Crossover Tires Sales by Type (2021-2026) & (K Units)
Table 58. APAC Crossover Tires Sales by Application (2021-2026) & (K Units)
Table 59. Europe Crossover Tires Sales by Country (2021-2026) & (K Units)
Table 60. Europe Crossover Tires Revenue by Country (2021-2026) & (\$ millions)
Table 61. Europe Crossover Tires Sales by Type (2021-2026) & (K Units)
Table 62. Europe Crossover Tires Sales by Application (2021-2026) & (K Units)

Table 63. Middle East & Africa Crossover Tires Sales by Country (2021-2026) & (K Units)

Table 64. Middle East & Africa Crossover Tires Revenue Market Share by Country (2021-2026)

Table 65. Middle East & Africa Crossover Tires Sales by Type (2021-2026) & (K Units)

Table 66. Middle East & Africa Crossover Tires Sales by Application (2021-2026) & (K Units)

Table 67. Key Market Drivers & Growth Opportunities of Crossover Tires

Table 68. Key Market Challenges & Risks of Crossover Tires

Table 69. Key Industry Trends of Crossover Tires

Table 70. Crossover Tires Raw Material

Table 71. Key Suppliers of Raw Materials

Table 72. Crossover Tires Distributors List

Table 73. Crossover Tires Customer List

Table 74. Global Crossover Tires Sales Forecast by Region (2027-2032) & (K Units)

Table 75. Global Crossover Tires Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 76. Americas Crossover Tires Sales Forecast by Country (2027-2032) & (K Units)

Table 77. Americas Crossover Tires Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 78. APAC Crossover Tires Sales Forecast by Region (2027-2032) & (K Units)

Table 79. APAC Crossover Tires Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 80. Europe Crossover Tires Sales Forecast by Country (2027-2032) & (K Units)

Table 81. Europe Crossover Tires Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 82. Middle East & Africa Crossover Tires Sales Forecast by Country (2027-2032) & (K Units)

Table 83. Middle East & Africa Crossover Tires Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. Global Crossover Tires Sales Forecast by Type (2027-2032) & (K Units)

Table 85. Global Crossover Tires Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 86. Global Crossover Tires Sales Forecast by Application (2027-2032) & (K Units)

Table 87. Global Crossover Tires Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 88. Bridgestone Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 89. Bridgestone Crossover Tires Product Portfolios and Specifications

Table 90. Bridgestone Crossover Tires Sales (K Units), Revenue (\$ Million), Price

(US\$/Units) and Gross Margin (2021-2026)

Table 91. Bridgestone Main Business

Table 92. Bridgestone Latest Developments

Table 93. Michelin Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 94. Michelin Crossover Tires Product Portfolios and Specifications

Table 95. Michelin Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 96. Michelin Main Business

Table 97. Michelin Latest Developments

Table 98. Continental Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 99. Continental Crossover Tires Product Portfolios and Specifications

Table 100. Continental Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 101. Continental Main Business

Table 102. Continental Latest Developments

Table 103. Sumitomo Rubber Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 104. Sumitomo Rubber Crossover Tires Product Portfolios and Specifications

Table 105. Sumitomo Rubber Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 106. Sumitomo Rubber Main Business

Table 107. Sumitomo Rubber Latest Developments

Table 108. Pirelli Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 109. Pirelli Crossover Tires Product Portfolios and Specifications

Table 110. Pirelli Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 111. Pirelli Main Business

Table 112. Pirelli Latest Developments

Table 113. Toyo Tires Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 114. Toyo Tires Crossover Tires Product Portfolios and Specifications

Table 115. Toyo Tires Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 116. Toyo Tires Main Business

Table 117. Toyo Tires Latest Developments

Table 118. GoodYear Basic Information, Crossover Tires Manufacturing Base, Sales

Area and Its Competitors

Table 119. GoodYear Crossover Tires Product Portfolios and Specifications

Table 120. GoodYear Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 121. GoodYear Main Business

Table 122. GoodYear Latest Developments

Table 123. Yokohama Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 124. Yokohama Crossover Tires Product Portfolios and Specifications

Table 125. Yokohama Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 126. Yokohama Main Business

Table 127. Yokohama Latest Developments

Table 128. Discount Tire Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 129. Discount Tire Crossover Tires Product Portfolios and Specifications

Table 130. Discount Tire Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 131. Discount Tire Main Business

Table 132. Discount Tire Latest Developments

Table 133. Hankook Tire Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 134. Hankook Tire Crossover Tires Product Portfolios and Specifications

Table 135. Hankook Tire Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 136. Hankook Tire Main Business

Table 137. Hankook Tire Latest Developments

Table 138. Firestone Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 139. Firestone Crossover Tires Product Portfolios and Specifications

Table 140. Firestone Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 141. Firestone Main Business

Table 142. Firestone Latest Developments

Table 143. MRF Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 144. MRF Crossover Tires Product Portfolios and Specifications

Table 145. MRF Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 146. MRF Main Business

Table 147. MRF Latest Developments

Table 148. Kumho Tire Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 149. Kumho Tire Crossover Tires Product Portfolios and Specifications

Table 150. Kumho Tire Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 151. Kumho Tire Main Business

Table 152. Kumho Tire Latest Developments

Table 153. Nokian Tyres Basic Information, Crossover Tires Manufacturing Base, Sales Area and Its Competitors

Table 154. Nokian Tyres Crossover Tires Product Portfolios and Specifications

Table 155. Nokian Tyres Crossover Tires Sales (K Units), Revenue (\$ Million), Price (US\$/Units) and Gross Margin (2021-2026)

Table 156. Nokian Tyres Main Business

Table 157. Nokian Tyres Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Crossover Tires
- Figure 2. Crossover Tires Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Crossover Tires Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Crossover Tires Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Crossover Tires Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Crossover Tires Sales Market Share by Country/Region (2025)
- Figure 10. Crossover Tires Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of OEM Tire
- Figure 12. Product Picture of Replacement Tire
- Figure 13. Global Crossover Tires Sales Market Share by Type in 2026
- Figure 14. Global Crossover Tires Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of 20-inch
- Figure 16. Product Picture of 22-inch
- Figure 17. Product Picture of Others
- Figure 18. Global Crossover Tires Sales Market Share by Size in 2026
- Figure 19. Global Crossover Tires Revenue Market Share by Size (2021-2026)
- Figure 20. Product Picture of Summer Tire
- Figure 21. Product Picture of Winter Tire
- Figure 22. Product Picture of All Season Tire
- Figure 23. Global Crossover Tires Sales Market Share by Tire Suitable Season in 2026
- Figure 24. Global Crossover Tires Revenue Market Share by Tire Suitable Season (2021-2026)
- Figure 25. Crossover Tires Consumed in SAV
- Figure 26. Global Crossover Tires Market: SAV (2021-2026) & (K Units)
- Figure 27. Crossover Tires Consumed in CDV
- Figure 28. Global Crossover Tires Market: CDV (2021-2026) & (K Units)
- Figure 29. Crossover Tires Consumed in VAN
- Figure 30. Global Crossover Tires Market: VAN (2021-2026) & (K Units)
- Figure 31. Crossover Tires Consumed in Other
- Figure 32. Global Crossover Tires Market: Other (2021-2026) & (K Units)
- Figure 33. Global Crossover Tires Sale Market Share by Application (2025)

Figure 34. Global Crossover Tires Revenue Market Share by Application in 2026

Figure 35. Crossover Tires Sales by Company in 2026 (K Units)

Figure 36. Global Crossover Tires Sales Market Share by Company in 2026

Figure 37. Crossover Tires Revenue by Company in 2026 (\$ millions)

Figure 38. Global Crossover Tires Revenue Market Share by Company in 2026

Figure 39. Global Crossover Tires Sales Market Share by Geographic Region (2021-2026)

Figure 40. Global Crossover Tires Revenue Market Share by Geographic Region in 2026

Figure 41. Americas Crossover Tires Sales 2021-2026 (K Units)

Figure 42. Americas Crossover Tires Revenue 2021-2026 (\$ millions)

Figure 43. APAC Crossover Tires Sales 2021-2026 (K Units)

Figure 44. APAC Crossover Tires Revenue 2021-2026 (\$ millions)

Figure 45. Europe Crossover Tires Sales 2021-2026 (K Units)

Figure 46. Europe Crossover Tires Revenue 2021-2026 (\$ millions)

Figure 47. Middle East & Africa Crossover Tires Sales 2021-2026 (K Units)

Figure 48. Middle East & Africa Crossover Tires Revenue 2021-2026 (\$ millions)

Figure 49. Americas Crossover Tires Sales Market Share by Country in 2026

Figure 50. Americas Crossover Tires Revenue Market Share by Country (2021-2026)

Figure 51. Americas Crossover Tires Sales Market Share by Type (2021-2026)

Figure 52. Americas Crossover Tires Sales Market Share by Application (2021-2026)

Figure 53. United States Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 54. Canada Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 55. Mexico Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 56. Brazil Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 57. APAC Crossover Tires Sales Market Share by Region in 2026

Figure 58. APAC Crossover Tires Revenue Market Share by Region (2021-2026)

Figure 59. APAC Crossover Tires Sales Market Share by Type (2021-2026)

Figure 60. APAC Crossover Tires Sales Market Share by Application (2021-2026)

Figure 61. China Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 62. Japan Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 63. South Korea Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 64. Southeast Asia Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 65. India Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 66. Australia Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 67. China Taiwan Crossover Tires Revenue Growth 2021-2026 (\$ millions)

Figure 68. Europe Crossover Tires Sales Market Share by Country in 2026

Figure 69. Europe Crossover Tires Revenue Market Share by Country (2021-2026)

Figure 70. Europe Crossover Tires Sales Market Share by Type (2021-2026)

- Figure 71. Europe Crossover Tires Sales Market Share by Application (2021-2026)
- Figure 72. Germany Crossover Tires Revenue Growth 2021-2026 (\$ millions)
- Figure 73. France Crossover Tires Revenue Growth 2021-2026 (\$ millions)
- Figure 74. UK Crossover Tires Revenue Growth 2021-2026 (\$ millions)
- Figure 75. Italy Crossover Tires Revenue Growth 2021-2026 (\$ millions)
- Figure 76. Russia Crossover Tires Revenue Growth 2021-2026 (\$ millions)
- Figure 77. Middle East & Africa Crossover Tires Sales Market Share by Country (2021-2026)
- Figure 78. Middle East & Africa Crossover Tires Sales Market Share by Type (2021-2026)
- Figure 79. Middle East & Africa Crossover Tires Sales Market Share by Application (2021-2026)
- Figure 80. Egypt Crossover Tires Revenue Growth 2021-2026 (\$ millions)
- Figure 81. South Africa Crossover Tires Revenue Growth 2021-2026 (\$ millions)
- Figure 82. Israel Crossover Tires Revenue Growth 2021-2026 (\$ millions)
- Figure 83. Turkey Crossover Tires Revenue Growth 2021-2026 (\$ millions)
- Figure 84. GCC Countries Crossover Tires Revenue Growth 2021-2026 (\$ millions)
- Figure 85. Manufacturing Cost Structure Analysis of Crossover Tires in 2026
- Figure 86. Manufacturing Process Analysis of Crossover Tires
- Figure 87. Industry Chain Structure of Crossover Tires
- Figure 88. Channels of Distribution
- Figure 89. Global Crossover Tires Sales Market Forecast by Region (2027-2032)
- Figure 90. Global Crossover Tires Revenue Market Share Forecast by Region (2027-2032)
- Figure 91. Global Crossover Tires Sales Market Share Forecast by Type (2027-2032)
- Figure 92. Global Crossover Tires Revenue Market Share Forecast by Type (2027-2032)
- Figure 93. Global Crossover Tires Sales Market Share Forecast by Application (2027-2032)
- Figure 94. Global Crossover Tires Revenue Market Share Forecast by Application (2027-2032)

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