

# Advanced Tire Market Report: Trends, Forecast and Competitive Analysis to 2031

<https://marketpublishers.com/r/A7491A4B78BFEN.html>

Date: November 2024

Pages: 150

Price: US\$ 4,850.00 (Single User License)

ID: A7491A4B78BFEN

## Abstracts

2 – 3 business days after placing order

### Advanced Tire Trends and Forecast

The future of the global advanced tire market looks promising with opportunities in the self-inflating, chip-embedded, multichamber, all-in-one, and self-sealing markets. The global advanced tire market is expected to reach an estimated \$0.9 billion by 2031 with a CAGR of 15.4% from 2025 to 2031. The major drivers for this market are growing emphasis on reducing nitrogen oxide & carbon dioxide and increasing attention towards advanced driver assistance and convenience.

Lucintel forecasts that, within the type category, the elastomer segment will remain the largest segment over the forecast period.

Within the technology category, chip-embedded will remain the largest segment over the forecast period.

In terms of region, North America will remain the largest region over the forecast period.

Gain valuable insights for your business decisions with our comprehensive 150+ page report.

### Emerging Trends in the Advanced Tire Market

The advanced tire market is shaped by several key trends that reflect technological advancements and changing consumer preferences.

**Integration of Smart Technology:** Smart tires equipped with sensors for monitoring pressure, temperature, and wear are becoming more common. This trend enhances safety and vehicle performance by providing real-time data and alerts, improving the overall driving experience.

**Sustainability Focus:** There is a growing emphasis on using sustainable materials in tire production, such as bio-based rubbers and recycled materials. This trend supports environmental goals and reduces the carbon footprint of tire manufacturing.

**Development of Tires for Electric Vehicles (EVs):** Specialized tires for EVs are being developed to address their unique performance requirements, such as reduced rolling resistance and enhanced efficiency. These tires contribute to the overall efficiency and range of electric vehicles.

**Advancement in Noise Reduction Technologies:** Innovations in tire design are focusing on reducing road noise, and improving driving comfort. Technologies like advanced tread patterns and sound-absorbing materials are being integrated to enhance the acoustic performance of tires.

**Enhanced Durability and Performance:** New tire designs are incorporating advanced materials and engineering to improve durability and performance under diverse conditions. This trend aims to extend tire lifespan and enhance safety across various road environments.

These emerging trends are reshaping the advanced tire market by driving innovation, enhancing performance, and promoting sustainability. The integration of smart technologies, sustainable materials, and specialized designs reflects the industry's response to evolving consumer needs and environmental concerns.

## Recent Developments in the Advanced Tire Market

The advanced tire market has seen notable developments that reflect advancements in technology and changes in market demands. These developments highlight the industry's focus on performance, safety, and sustainability.

**Introduction of Smart Tire Technologies:** Recent advancements include the integration of sensors in tires that provide real-time monitoring of pressure, temperature, and wear. These technologies enhance vehicle safety and maintenance, offering drivers better control and early warnings of potential issues.

**Advancements in Eco-Friendly Materials:** Tire manufacturers are increasingly using sustainable materials, such as bio-based rubbers and recycled materials, in tire production. This shift supports environmental sustainability and aligns with global efforts to reduce carbon emissions and waste.

**Development of EV-Specific Tires:** Specialized tires designed for electric vehicles are being introduced to improve rolling resistance and overall efficiency. These tires help maximize the performance and range of EVs, supporting the growing adoption of electric mobility.

**Introduction of Noise Reduction Technologies:** New tire designs incorporate advanced technologies to reduce road noise, enhancing driving comfort. Features such as sound-absorbing materials and optimized tread patterns are being integrated to provide a quieter driving experience.

**Enhancement of Durability and Performance:** Innovations in tire engineering are focusing on improving durability and performance, especially in challenging road conditions. Reinforced designs and advanced tread compounds are being used to extend tire lifespan and enhance safety.

These recent developments are driving progress in the advanced tire market by improving technology, sustainability, and performance. The focus on smart technologies, eco-friendly materials, and specialized designs reflects the industry's response to evolving consumer needs and environmental challenges.

### Strategic Growth Opportunities for the Advanced Tire Market

The advanced tire market offers several strategic growth opportunities across key applications. These opportunities reflect the industry's efforts to address emerging trends and market demands.

**Expansion into Smart Tire Technology:** Developing and integrating smart tire

technologies presents significant growth opportunities. Smart tires with real-time monitoring capabilities enhance safety and performance, driving demand for innovative solutions in the automotive industry.

**Growth in Eco-Friendly Tire Solutions:** Investing in the development of eco-friendly tires made from sustainable and recycled materials offers growth potential. As environmental regulations tighten, the demand for green automotive solutions is expected to rise, presenting opportunities for companies focusing on sustainability.

**Specialization for Electric Vehicles (EVs):** The growing adoption of electric vehicles creates opportunities for developing specialized tires that enhance EV performance. Tires with reduced rolling resistance and improved efficiency cater to the unique needs of the EV market.

**Advancements in Noise Reduction Technologies:** There is a market opportunity for tires designed with advanced noise reduction technologies. By addressing consumer demand for a quieter driving experience, companies can differentiate their products and capture a share of the premium tire segment.

**Enhancement of Tire Durability and Performance:** Focusing on innovations that improve tire durability and performance in diverse road conditions provides growth opportunities. Enhanced safety and longevity of tires meet consumer expectations for high-quality and reliable automotive components.

These strategic growth opportunities highlight the potential for expanding the advanced tire market through technological innovation, sustainability, and specialization. Companies that capitalize on these opportunities can drive market growth and meet evolving consumer and regulatory demands.

### Advanced Tire Market Driver and Challenges

The advanced tire market is influenced by various drivers and challenges that shape its growth and development. These factors include technological advancements, economic pressures, and regulatory changes.

The factors responsible for driving the advanced tire market include:

**Technological Innovations:** Advancements in tire technology, such as smart sensors and noise reduction features, drive market growth. These innovations enhance safety, performance, and consumer satisfaction, supporting increased adoption of advanced tire solutions.

**Rising Demand for Eco-Friendly Solutions:** The growing emphasis on sustainability and environmental protection drives the demand for eco-friendly tires. Tires made from sustainable and recycled materials align with global efforts to reduce carbon footprints and support green initiatives.

**Growth in Electric Vehicles (EVs):** The rise in electric vehicle adoption creates a demand for specialized tires that improve efficiency and performance. Innovations tailored for EVs contribute to market expansion and the development of new tire technologies.

**Consumer Preference for Enhanced Performance:** Consumers are increasingly seeking tires that offer improved performance, durability, and comfort. This demand drives the development of advanced tire designs and technologies that meet higher performance standards.

**Regulatory Compliance:** Stricter regulations regarding tire safety and environmental impact drive innovation and market growth. Companies must comply with regulations to ensure product quality and sustainability, influencing market dynamics.

Challenges in the advanced tire market are:

**High Development Costs:** The cost of developing and implementing advanced tire technologies can be significant. High costs impact profitability and may limit the adoption of new technologies, posing a challenge for manufacturers.

**Complexity of Manufacturing Processes:** The integration of advanced technologies and materials into tire manufacturing can be complex and challenging. Companies must manage intricate production processes to maintain product quality and performance.

**Regulatory Hurdles:** Navigating diverse and stringent regulations across different regions can be challenging. Compliance with varying standards

requires substantial resources and can affect market entry and operations.

The advanced tire market is shaped by drivers such as technological advancements and rising demand for eco-friendly solutions while facing challenges related to costs, regulatory compliance, and competition. Addressing these factors is crucial for sustaining market growth and driving innovation in tire technology.

#### List of Advanced Tire Companies

Companies in the market compete based on product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies, advanced tire companies cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the advanced tire companies profiled in this report include-

Bridgestone Corporation

Michelin

Continental

Pirelli

The Goodyear Tyre and Rubber Company

Sumitomo Rubber Industries

Yokohama Tire Corporation

#### Advanced Tire by Segment

The study includes a forecast for the global advanced tire market by material type, type, technology, vehicle type, and region.

#### Advanced Tire Market by Material Type [Analysis by Value from 2019 to 2031]:

Elastomer

Fillers

Steel

Others

#### Advanced Tire Market by Type [Analysis by Value from 2019 to 2031]:

Pneumatic

Run-Flat

Airless

#### Advanced Tire Market by Technology [Analysis by Value from 2019 to 2031]:

Self-Inflating

Chip-Embedded

Multichamber

All-in-One

Self-Sealing

#### Advanced Tire Market by Vehicle Type [Analysis by Value from 2019 to 2031]:

Light Duty Vehicles

Heavy Duty Vehicle

#### Advanced Tire Market by Region [Analysis by Value from 2019 to 2031]:

North America

Europe

Asia Pacific

The Rest of the World

### Country Wise Outlook for the Advanced Tire Market

Major players in the market are expanding their operations and forming strategic partnerships to strengthen their positions. The below image highlights recent developments by major advanced tire producers in key regions: the USA, China, India, Japan, and Germany.

**United States:** In the U.S., significant strides have been made in developing smart tires with integrated sensors that provide real-time data on tire pressure, temperature, and wear. These innovations aim to improve safety and vehicle performance while reducing maintenance costs.

**China:** China is focusing on the development of eco-friendly tires made from sustainable materials and advanced rubber compounds. This effort aligns with the country's environmental goals and the increasing demand for green automotive solutions.

**Germany:** Germany is leading advancements in tire technology with the introduction of high-performance tires designed for electric vehicles (EVs). These tires offer reduced rolling resistance and enhanced efficiency, supporting the country's push towards greener transportation solutions.

**India:** In India, the emphasis is on improving tire durability and performance under diverse road conditions. Innovations include reinforced tire designs and advanced tread patterns to enhance safety and longevity, catering to the unique driving environment in the region.

**Japan:** Japan is at the forefront of developing tires with advanced noise-reduction technologies. These tires are designed to provide a quieter and more comfortable driving experience, reflecting the country's focus on enhancing



automotive comfort and luxury.

## Features of the Global Advanced Tire Market

**Market Size Estimates:** Advanced tire market size estimation in terms of value (\$B).

**Trend and Forecast Analysis:** Market trends (2019 to 2024) and forecast (2025 to 2031) by various segments and regions.

**Segmentation Analysis:** Advanced tire market size by various segments, such as by material type, type, technology, vehicle type, and region in terms of value (\$B).

**Regional Analysis:** Advanced tire market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis of growth opportunities in different material types, types, technologies, vehicle types, and regions for the advanced tire market.

**Strategic Analysis:** This includes M&A, new product development, and the competitive landscape of the advanced tire market.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model.**

If you are looking to expand your business in this market or adjacent markets, then contact us. We have done hundreds of strategic consulting projects in market entry, opportunity screening, due diligence, supply chain analysis, M&A, and more.

This report answers the following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the advanced tire market by material type (elastomer, fillers, steel, and others), type (pneumatic, run-flat, and airless), technology (self-inflating, chip-embedded, multichamber, all-in-one, and self-sealing), vehicle type (light duty vehicles and heavy duty vehicle), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. GLOBAL ADVANCED TIRE MARKET : MARKET DYNAMICS**

2.1: Introduction, Background, and Classifications

2.2: Supply Chain

2.3: Industry Drivers and Challenges

### **3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2019 TO 2031**

3.1. Macroeconomic Trends (2019-2024) and Forecast (2025-2031)

3.2. Global Advanced Tire Market Trends (2019-2024) and Forecast (2025-2031)

3.3: Global Advanced Tire Market by Material Type

3.3.1: Elastomer

3.3.2: Fillers

3.3.3: Steel

3.3.4: Others

3.4: Global Advanced Tire Market by Type

3.4.1: Pneumatic

3.4.2: Run-Flat

3.4.3: Airless

3.5: Global Advanced Tire Market by Technology

3.5.1: Self-Inflating

3.5.2: Chip-Embedded

3.5.3: Multichamber

3.5.4: All-in-One

3.5.5: Self-Sealing

3.6: Global Advanced Tire Market by Vehicle Type

3.6.1: Light Duty Vehicles

3.6.2: Heavy Duty Vehicle

### **4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2019 TO 2031**

4.1: Global Advanced Tire Market by Region

4.2: North American Advanced Tire Market

4.2.1: North American Market by Material Type: Elastomer, Fillers, Steel, and Others

4.2.2: North American Market by Technology: Self-Inflating, Chip-Embedded, Multichamber, All-in-One, and Self-Sealing

4.3: European Advanced Tire Market

4.3.1: European Market by Material Type: Elastomer, Fillers, Steel, and Others

4.3.2: European Market by Technology: Self-Inflating, Chip-Embedded, Multichamber, All-in-One, and Self-Sealing

4.4: APAC Advanced Tire Market

4.4.1: APAC Market by Material Type: Elastomer, Fillers, Steel, and Others

4.4.2: APAC Market by Technology: Self-Inflating, Chip-Embedded, Multichamber, All-in-One, and Self-Sealing

4.5: ROW Advanced Tire Market

4.5.1: ROW Market by Material Type: Elastomer, Fillers, Steel, and Others

4.5.2: ROW Market by Technology: Self-Inflating, Chip-Embedded, Multichamber, All-in-One, and Self-Sealing

## **5. COMPETITOR ANALYSIS**

5.1: Product Portfolio Analysis

5.2: Operational Integration

5.3: Porter's Five Forces Analysis

## **6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS**

6.1: Growth Opportunity Analysis

6.1.1: Growth Opportunities for the Global Advanced Tire Market by Material Type

6.1.2: Growth Opportunities for the Global Advanced Tire Market by Type

6.1.3: Growth Opportunities for the Global Advanced Tire Market by Technology

6.1.4: Growth Opportunities for the Global Advanced Tire Market by Vehicle Type

6.1.5: Growth Opportunities for the Global Advanced Tire Market by Region

6.2: Emerging Trends in the Global Advanced Tire Market

6.3: Strategic Analysis

6.3.1: New Product Development

6.3.2: Capacity Expansion of the Global Advanced Tire Market

6.3.3: Mergers, Acquisitions, and Joint Ventures in the Global Advanced Tire Market

6.3.4: Certification and Licensing

## **7. COMPANY PROFILES OF LEADING PLAYERS**

7.1: Bridgestone Corporation

7.2: Michelin

7.3: Continental

7.4: Pirelli

7.5: The Goodyear Tyre and Rubber Company

7.6: Sumitomo Rubber Industries

7.7: Yokohama Tire Corporation

## I would like to order

Product name: Advanced Tire Market Report: Trends, Forecast and Competitive Analysis to 2031

Product link: <https://marketpublishers.com/r/A7491A4B78BFEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A7491A4B78BFEN.html>