

Top Five Global Automotive Tire Manufacturing Companies: Performance, Strategies, and Competitive Analysis, July 2012

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Abstracts

According to this report, the global automotive tire industry, after witnessing moderate growth during the last five years, is expected to reach an estimated \$188 billion in 2017 with a CAGR of 4.1% over the next five years. The passenger car segment is forecast to experience the highest growth during 2012-2017. With improvement in economic conditions and increased vehicle production, good growth potential in the heavy truck tire segment is anticipated worldwide.

The global automotive tire industry, after witnessing moderate growth during the last five years, is expected to reach an estimated \$188 billion in 2017 with a CAGR of 4.1% over the next five years. The passenger car segment is forecast to experience the highest growth during 2012-2017. With improvement in economic conditions and increased vehicle production, good growth potential in the heavy truck tire segment is anticipated worldwide.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the top five global automotive tire manufacturing companies and presents its findings in -Top Five Global Automotive Tire Manufacturing Companies: Performance, Strategies, and Competitive Analysis. The report makes a comparative analysis of the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies, and presents a SWOT analysis.

The global automotive tire industry holds significant opportunities for industry players due to strong demand for replacement tires and increasing sales of passenger vehicles in developing countries. In 2011, Bridgestone Corporation earned the highest gross

profit among the top five competitors, while Michelin SCA achieved the highest net profit. Pirelli & C. SpA depicted the highest revenue growth followed by Continental AG.

Lucintel's analysts have identified that a loyal customer base and a strong global presence are the two major drivers of these companies. Stringent government standards and environmental legislation, in addition to the global financial slowdown, have affected the rubber and tire industry and could have a negative impact on the market dynamics.

In this study, Lucintel thoroughly profiles the following five companies with detailed competitive assessments:

The study provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. The report helps current suppliers realistically assess their capabilities and strategies versus leading competitors. It is designed to provide executives with strategically significant competitor information, data, analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global retail companies. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

In Lucintel's newest competitive research study on the world's automotive tire manufacturing companies, we thoroughly profile following five companies with detailed competitive assessments:

Bridgestone Corporation

Michelin SCA

The Goodyear Tire & Rubber Company

Continental AG

Pirelli & C. SpA

The detailed analysis of each company offers a critical view into key strategic areas including:

Company overview

Benchmarking (financial and market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business, or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with the automotive tire industry. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the automotive tire manufacturing companies

Regional analysis: automotive tire manufacturing companies breakdown by key regions (North America, Europe, APAC, and ROW)

Market trends, drivers, and forecasts

Competitive benchmarking of each players against their financial and market strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

More than 125 valuable figures/charts and 45 tables are provided in this report.

Contents

1. EXECUTIVE SUMMARY

2. MARKET DEFINITION AND SCOPE

3. MARKET OPPORTUNITY

Supply Chain Porter's Five Forces Analysis

4. COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)

Company Profile on Following Parameters

Company Overview

Benchmarking (Financial & Market)

SWOT Analysis

Product Positioning

Marketing Strategy and Tactics

Corporate Strategy

5. COMPANY PROFILE ON BRIDGESTONE CORPORATION

6. COMPANY PROFILE ON MICHELIN SCA

7. COMPANY PROFILE ON THE GOODYEAR TIRE & RUBBER COMPANY

8. COMPANY PROFILE ON CONTINENTAL AB

9. COMPANY PROFILE ON PIRELLI & C. S.P.A.

List Of Figures

LIST OF FIGURES

CHAPTER 3. MARKET OPPORTUNITY

Figure 3.1: Supply chain for automotive tire industry

Figure 3.2: Global automotive tire industry trend (2006-2011)

Figure 3.3: Global automotive tire industry regional trend (2006-2011) US \$B

Figure 3.4: Global automotive tire industry regional trend (2006-2011) (%)

Figure 3.5: Global automotive tire industry segment trend (2006-2011) (%)

Figure 3.6: Global automotive tire industry segment trend (2006-2011) US \$B

Figure 3.7: Global automotive Tire Industry market opportunity by region (2011-2017) (%)

Figure 3.8: Global automotive Tire Industry market opportunity by segment (2011-2017) (%)

CHAPTER 4. COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)

Figure 4.1: Financial benchmarking of top 5 global automotive tire manufacturing companies

Figure 4.2: Gross profit and net profit of top 5 players (2011)

Figure 4.3: Financial analysis - growth leadership quadrant (2011)

Figure 4.4: Global market share of top players in automotive tire industry (2006) (%)

Figure 4.5: Global market share of top players in automotive tire industry (2011) (%)

Figure 4.6: Market share analysis of top players in automotive tire industry (2006) (%)

Figure 4.7: Market share analysis of top players in automotive tire industry (2011)(E) (%)

Figure 4.8: Global market share analysis of top players in automotive tire industry (2011) (%)

Figure 4.9: Global automotive tire industry: 2011 market fragmentation/consolidation

Figure 4.10: Market value North America: US \$B

Figure 4.11: Market value Europe: US \$B

Figure 4.12: Market value Asia Pacific: US \$B

Figure 4.13: Market value Row: US \$B

Figure 4.14: Global automotive tire manufacturing companies - 2011 (E): regional revenue trend (US \$B)

Figure 4.15: Global automotive tire manufacturing companies - 2011 (E): regional revenue trend (%)

Figure 4.16: North American revenue trend for top players 2007-2011 (US \$B)

Figure 4.17: Europe revenue trend for top players 2007-2011 (US \$B)

Figure 4.18: Asia Pacific revenue trend for top players 2007-2011 (US \$B)

Figure 4.19: Row revenue trend for top players 2007-2011 (US \$B)

Figure 4.20: Lucintel triad - top 5 major players

CHAPTER 5.COMPANY PROFILE OF BRIDGESTONE CORPORATION

Figure 5.1: Bridgestone Corporation revenue by business structure 2011

Figure 5.2: Lucintel triad -Bridgestone Corporation

Figure 5.3: Financial benchmarking of Bridgestone Corporation against top 3 and top 5 industry players- average

Figure 5.4: Financial benchmarking of Bridgestone Corporation against Top 5 best

Figure 5.5: Global industry revenue trend vs. Bridgestone Corporation (2007-2011) in US \$B

Figure 5.6: Global market share trend for Bridgestone Corporation (2007-2011) in (%)

Figure 5.7: North American industry revenue trend vs. Bridgestone Corporation 2007-2011 in US \$B

Figure 5.8: European industry revenue trend vs. Bridgestone Corporation 2007-2011 in US \$B

Figure 5.9: APAC industry revenue trend vs. Bridgestone Corporation 2007-2011 in US \$B

Figure 5.10: ROW industry revenue trend vs. Bridgestone Corporation 2007-2011 in US \$B

Figure 5.11: North American market share trend for Bridgestone Corporation 2007-2011 in (%)

Figure 5.12: European market share trend for Bridgestone Corporation 2007-2011 in (%)

Figure 5.13: APAC market share trend for Bridgestone Corporation 2007-2011 in (%)

Figure 5.14: ROW market share trend for Bridgestone Corporation 2007-2011 in (%)

Figure 5.15: Trend in R&D expenses 2006-2011 in US \$B

Figure 5.16: Trend in R&D expenses 2006-2011 in %

Figure 5.17: Comparison of for Bridgestone Corporation 2007-2011 expenditure vs. top 3 & top 5 players average- 2011

Figure 5.18: Bridgestone Corporation productivity: 2007-2011 in US\$ M

Figure 5.19: Bridgestone Corporation fixed asset value: 2007-2011 in US\$ M

Figure 5.20: Strategic execution

CHAPTER 6.COMPANY PROFILE OF MICHELIN SCA

Figure 6.1: Michelin SCA revenue by business structure 2011

Figure 6.2: Lucintel triad -Michelin SCA

Figure 6.3: Financial benchmarking of Michelin SCA against top 3 and top 5 industry players- average

Figure 6.4: Financial benchmarking of Michelin SCA against Top 5 best

Figure 6.5: Global industry revenue trend vs. Michelin SCA (2007-2011) in US \$B

Figure 6.6: Global market share trend for Michelin SCA (2007-2011) in (%)

Figure 6.7: North American industry revenue trend vs. Michelin SCA2007-2011 in US \$B

Figure 6.8: European industry revenue trend vs. Michelin SCA 2007-2011 in US \$B

Figure 6.9: APAC industry revenue trend vs. Michelin SCA 2007-2011 in US \$B

Figure 6.10: ROW industry revenue trend vs. Michelin SCA 2007-2011 in US \$B

Figure 6.11: North American market share trend for Michelin SCA 2007-2011 in (%)

Figure 6.12: European market share trend for Michelin SCA 2007-2011 in (%)

Figure 6.13: APAC market share trend for Michelin SCA 2007-2011 in (%)

Figure 6.14: ROW market share trend for Michelin SCA2007-2011 in (%)

Figure 6.15: Trend in R&D expenses 2006-2011 in US \$B

Figure 6.16: Trend in R&D expenses 2006-2011 in %

Figure 6.17: Comparison of Michelin SCA R&D expenditure vs. top 3 & top 5 players-average-2011

Figure 6.18: Michelin SCA productivity: 2007-2011 in US \$M

Figure 6.19: Michelin SCA fixed asset value: 2007-2011 in US \$M

Figure 6.20: Strategic execution

CHAPTER 7.COMPANY PROFILE OF THE GOODYEAR TIRE & RUBBER COMPANY

Figure 7.1: The Goodyear Tire & Rubber Company revenue by business structure 2011

Figure 7.2: Lucintel triad - The Goodyear Tire & Rubber Company

Figure 7.3: Financial benchmarking of The Goodyear Tire & Rubber Company against top 3 and top 5 industry players- average

Figure 7.4: Financial benchmarking of The Goodyear Tire & Rubber Company against Top 5 best

Figure 7.5: Global industry revenue trend vs. The Goodyear Tire & Rubber Company (2007-2011) in US \$B

Figure 7.6: Global market share trend for The Goodyear Tire & Rubber Company(2007-2011) in (%)

Figure 7.7: North American industry revenue trend vs. Lear Corporation (2007-2011) in

US \$B

Figure 7.8: European industry revenue trend vs. The Goodyear Tire & Rubber Company (2007-2011) in US \$B

Figure 7.9: APAC industry revenue trend vs. The Goodyear Tire & Rubber Company (2007-2011) in US \$B

Figure 7.10: ROW industry revenue trend vs. The Goodyear Tire & Rubber Company (2007-2011) in US \$B

Figure 7.11: North American market share trend for The Goodyear Tire & Rubber Company (2007-2011) in (%)

Figure 7.12: European market share trend for The Goodyear Tire & Rubber Company (2007-2011) in (%)

Figure 7.13: APAC market share trend for The Goodyear Tire & Rubber Company (2007-2011) in (%)

Figure 7.14: ROW market share trend for The Goodyear Tire & Rubber Company (2007-2011) in (%)

Figure 7.15: Trend in R&D expenses (2006-2011) in US \$B

Figure 7.16: Trend in R&D expenses (2006-2011) in %

Figure 7.17: The Goodyear Tire & Rubber Company R&D expenditure vs. top 3 & top 5 players average- 2011

Figure 7.18: The Goodyear Tire & Rubber Company productivity: 2007-2011 in US \$M

Figure 7.19: The Goodyear Tire & Rubber Company fixed asset value: 2007-2011 in US \$M

Figure 7.20: Strategic execution

CHAPTER 8.COMPANY PROFILE OF CONTINENTAL AG

Figure 8.1: Continental AG revenue by business structure 2011

Figure 8.2: Lucintel triad - Continental AG

Figure 8.3: Financial benchmarking of Continental AG against top 3 and top 5 industry players- average

Figure 8.4: Financial benchmarking of Continental AG against Top 5 best

Figure 8.5: Global industry revenue trend vs. Continental AG (2007-2011) in US \$B

Figure 8.6: Global market share trend for Continental AG (2007-2011) in (%)

Figure 8.7: North American industry revenue trend vs. Continental AG (2007-2011) in US \$B

Figure 8.8: European industry revenue trend vs. Continental AG (2007-2011) in US \$B

Figure 8.9: APAC industry revenue trend vs. Continental AG (2007-2011) in US \$B

Figure 8.10: ROW industry revenue trend vs. Continental AG (2007-2011) in US \$B

Figure 8.11: North American market share trend for Continental AG (2007- 2011) in (%)

Figure 8.12: European market share trend for Continental AG (2007- 2011) in (%)

Figure 8.13: APAC market share trend for Continental AG (2007- 2011) in (%)

Figure 8.14: ROW market share trend for Continental AG (2007- 2011) in (%)

Figure 8.15: Trend in R&D expenses (2006-2011) in US \$B

Figure 8.16: Trend in R&D expenses (2006-2011) in %

Figure 8.17: Comparison of Continental AG R&D expenditure vs. top 3 & top 5 players average- 2011

Figure 8.18 Continental AG productivity: 2007-2011 in US \$M

Figure 8.19: Continental AG fixed asset value: 2007-2011 in US \$M

Figure 8.20: Strategic execution

CHAPTER 9. COMPANY PROFILE OF PIRELLI & C. S.P.A.

Figure 9.1: Pirelli & C. SpA revenue by business segments 2011

Figure 9.2: Lucintel triad- Pirelli & C. SpA

Figure 9.3: Financial benchmarking of Pirelli & C. SpA against top 3 and top 5 industry players- average

Figure 9.4: Financial benchmarking of Pirelli & C. SpA against Top 5 best

Figure 9.5: Global industry revenue trend vs.: Pirelli & C. SpA(2007-2011) in US \$B

Figure 9.6: Global market share trend for Pirelli & C. SpA (2007-2011) in (%)

Figure 9.7: North American industry revenue trend vs.Pirelli & C. SpA (2007-2011) in US \$B

Figure 9.8: European industry revenue trend vs. Pirelli & C. SpA (2007-2011) in US \$B

Figure 9.9: APAC Industry revenue trend vs. Pirelli & C. SpA (2007-2011) in US \$B

Figure 9.10: ROW Industry revenue trend vs.Pirelli & C. SpA (2007-2011) in US \$B

Figure 9.11: North American market share trend for Pirelli & C. SpA (2007-2011) in (%)

Figure 9.12: European market share trend for Pirelli & C. SpA (2007-2011) in (%)

Figure 9.13: APAC market share trend for Pirelli & C. SpA (2007-2011) in (%)

Figure 9.14: ROW market share trend for Pirelli & C. SpA (2007-2011) in (%)

Figure 9.15: Trend in R&D expenses (2006-2011) in US \$B

Figure 9.16: Trend in R&D expenses (2006-2011) in %

Figure 9.17: Comparison of Pirelli & C. SpA R&D expenditure vs. top 3 & top 5 players average- 2011

Figure 9.18: Pirelli & C. SpA productivity: 2007-2011 in US \$M

Figure 9.19: Pirelli & C. SpA fixed asset value: 2007-2011 in US \$M

Figure 9.20: Strategic execution

List Of Tables

LIST OF TABLES

CHAPTER 3. MARKET OPPORTUNITY

Table 3.1: Global automotive tire industry parameters 2011

Table 3.2: Relative market attractiveness by region

Table 3.3: Growth rate by region (2006-2011)

Table 3.4: Growth rate by region (2006-2011)

CHAPTER 4.COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)

Table 4.1: Financial benchmarking of top 5 global automotive tire manufacturing companies

Table 4.2: Key financial parameters for top 5 automotive tire manufacturing companies

Table 4.3: Regional revenue (in \$B)

Table 4.4: Regional revenue (in %)

Table 4.5: Competitors based on markets served

Table 4.6: Lucintel triad - top 5 major players

CHAPTER 5.COMPANY PROFILE OF BRIDGESTONE CORPORATION

Table 5.1: Market served: Bridgestone Corporation

Table 5.2: Lucintel triad - Bridgestone Corporation

Table 5.3: Financial Benchmarking of Bridgestone Corporation against best and against top 3 and top 5 industry players- average

Table 5.4: Strategic execution - product positioning by segment

Table 5.5: Strategic execution - perceived customer value / quality

Table 5.6: Strategic execution - promotion / communications

Table 5.7: Strategic execution - product distribution by region

CHAPTER 6.COMPANY PROFILE OF MICHELIN SCA

Table 6.1: Market served - Michelin SCA

Table 6.2: Lucintel triad - Michelin SCA

Table 6.3: Financial Benchmarking of Michelin SCA against best and against top 3 and top 5 industry players- average

Table 6.4: Strategic execution - product positioning by segment

Table 6.5: Strategic execution - perceived customer value / quality

Table 6.6: Strategic execution - promotion / communications

Table 6.7: Strategic execution - product distribution by region

CHAPTER 7.COMPANY PROFILE OF THE GOODYEAR TIRE & RUBBER COMPANY

Table 7.1: Market served - The Goodyear Tire & Rubber Company

Table 7.2: Lucintel triad - The Goodyear Tire & Rubber Company

Table 7.3: Financial Benchmarking ofThe Goodyear Tire & Rubber Companyagainst best and against Top 3 and top 5 industry players- average

Table 7.4: Strategic execution - product positioning by segment

Table 7.5: Strategic execution - perceived customer value / quality

Table 7.6: Strategic execution - promotion / communications

Table 7.7: Strategic execution - product distribution by region

CHAPTER 8.COMPANY PROFILE OF CONTINENTAL AG

Table 8.1: Lucintel triad -Continental AG

Table 8.2: Lucintel triad - Continental AG

Table 8.3: Financial Benchmarking of Continental AG against best and against top 3 and top 5 industry players- average

Table 8.4: Strategic execution - product positioning by segment

Table 8.5: Strategic execution - perceived customer value / quality

Table 8.6: Strategic execution - promotion / communications

Table 8.7: Strategic execution - product distribution by region

CHAPTER 9.COMPANY PROFILE OF PIRELLI & C. S.P.A.

Table 9.1: Markets Served - Pirelli & C. SpA

Table 9.2: Lucintel triad - Pirelli & C. SpA

Table 9.3: Financial Benchmarking of Pirelli & C. SpA against best and against Top 3 and top 5 industry players- average

Table 9.4: Strategic execution - product positioning by segment

Table 9.5: Strategic execution - perceived customer value / quality

Table 9.6: Strategic execution - promotion / communications

Table 9.7: Strategic execution - product distribution by region

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