

# Global Tires & Rubber Industry Profile & Value Chain Analysis

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## Abstracts

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### SUMMARY

Global Tires & Rubber industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value/supply chain analysis reveals the business activities which comprise the global tires & rubber market value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value/supply chain. Key value/supply chain stages analyzed include raw materials, manufacturing, distribution and end-user.

### SYNOPSIS

Essential resource for top-line data and analysis covering the global tires & rubber market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The tires and rubber market consists of the manufacturers revenues generated through the sales of both aftermarket (replacement) and original equipment manufacturer (OEM) tires for passenger cars and commercial vehicles,

earthmoving equipment, motorcycles, scooters, bicycles, and aircraft. The volume represents the number of tires produced for passenger cars and commercial vehicles only, including OEM and aftermarket tires. For the purpose of this report, pickups and SUVs are classified as commercial vehicles even when used primarily as private passenger cars. All currency conversions used in the creation of this report have been calculated using constant 2017 average exchange rates.

The global tires & rubber market had total revenues of \$638.5bn in 2017, representing a compound annual growth rate (CAGR) of 6.1% between 2013 and 2017.

Regulation in the European market is far stricter as compared to many other parts of the world, and players in the German tires and rubber market have to ensure their products meet the eco-friendly standards set by EU regulations such as regulation 1222/2009. The Union also introduced in 2012 an “EU label” for tires deemed to be environment friendly, and many manufactures such as Continental have introduced tires such as the “SportContact 5” brand that qualify for this label. The reason for this is the increasing awareness amongst German consumers of the benefits of eco-friendly products, and players in the market have as such introduced products that will meet the demand of such consumers.

The United Steelworkers union (USW) launched a petition in 2016 to urge increased duties be imposed on imported Chinese tires which they claimed were damaging the US tires & rubber market. In February 2017 however the US International Trade Commission in a 3:2 vote, found that the US tires and rubber market was not damaged by the alleged “dumping” of Chinese tires into the US market. This is positive news from the point of view of Chinese tire manufacturers, as it ensures that a major export destination for players in the Chinese tire and rubber market remains available.

Commodity prices fluctuate wildly, making cost control difficult. Companies that backwards integrate are particularly at risk

Leading tire manufacturers are increasingly forward integrating into the automotive aftermarket space.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the tires & rubber market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global tires & rubber market

Leading company profiles reveal details of key tires & rubber market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Global tires & rubber market with five year forecasts by both value and volume

Quickly and easily identify the key stages and sub-stages of the global tires & rubber market value/supply chain

See examples of companies active at each stage of the global tires & rubber market value/supply chain

Examine trends and burning issues impacting the global tires & rubber market value/supply chain

## REASONS TO BUY

What was the size of the global tires & rubber market by value in 2017?

What will be the size of the global tires & rubber market in 2022?

What factors are affecting the strength of competition in the global tires & rubber market?

How has the market performed over the last five years?

What are the main segments that make up the global tires & rubber market?

Who are the top competitors in the global tires & rubber market?

What are the key stages of the global tires & rubber market value/supply chain?

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