

France Tyre Market Assessment, By Tyre [Winter Tyre, Summer Tyre, All Season Tyre], By Vehicle Type [Passenger Vehicles, Commercial Vehicle, Off the Road], By Tyre Type [Radial, Bias], By Rim Size [Upto 20 inches, Above 20 inches], By Demand Type [New Product (OEMs), Replacements], By Distribution Channel [Original Equipment Manufacturers (OEMs), Multi Brand Distributor, Single Brand Distributor, Online], By Region, Opportunities and Forecast, 2016-2030F

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Abstracts

France tyre market is anticipated to grow at a CAGR of 4.83% between 2023 and 2030. The market was estimated to be worth USD 7.75 billion in 2022 and is expected to reach USD 11.52 billion by 2030. The tyre industry in France is a significant and dynamic sector that caters to the automotive industry. The use of seasonal tyres is prevalent in France, with many consumers switching between summer and winter tyres based on changing weather conditions. Winter tyres are important in regions with cold winters and snowy conditions, and legal requirements in certain areas further drive their adoption. All-season tyres are gaining popularity in France as an alternative to switching between summer and winter tyres. The France market has a strong demand for premium and performance tyres, with consumers who own high-end vehicles or seek enhanced driving experiences often choosing premium tyres known for their advanced technology, comfort, and performance capabilities.

For instance, Goodyear introduced the new Eagle F1 Asymmetric 6, a set of sporty,

high-performance summer tyres designed for use with electric vehicles. These passenger car tyres are optimized for ultra-high performance on both dry and wet roads. They offer exceptional handling and grip, particularly in wet conditions, due to their high grip and excellent braking properties on wet surfaces. The Eagle F1 Asymmetric 6 is part of Goodyear's premium tyre range. The tyre market in France is influenced by factors such as consumer preferences, safety regulations, technological advancements, and sustainability considerations.

Increase in Agricultural Sector

France market is experiencing a notable upswing attributed to the increasing activities in the agricultural sector. As there is growth in the agricultural sector demand for technological advancement and modernization for specialized tyres has increased. Tractors, harvesters, and other farm vehicles require durable and high traction tyres to navigate varied terrains and support heavy workloads. The focus on precision farming and efficiency enhancement further drives the need for reliable tyres that can withstand the demand for agricultural practices. The growth in the agricultural sector contributed to the replacement tyre market and underscores the pivotal role that tyre play in optimizing performance and productivity within this sector.

For example, In July 2023, Nokian Tyres announced a new distribution agreement with the French company Heuver Tyres. Heuver has been a longstanding presence in the France market and has recently bolstered its resources in the region to support its international expansion across all agricultural and industrial products. This collaboration marks a significant development for both companies and is expected to enhance the availability of Nokian Tyres' products in the French market, further strengthening their position in the region.

Rising Trend of E-Commerce Channels For Tyre Sales

A rising trend in the France tyre market is the increased prominence of e-commerce channels for tyre sales. Consumers are increasingly turning to online platforms to purchase tyres due to the convenience, extensive product variety and competitive pricing offered by e-commerce retailers. The ability to compare brands, read reviews, and make informed decisions from the comfort of their homes has led to a notable shift in purchasing behavior. The digital transformation of tyre sales is changing the distribution landscape, prompting tyre manufacturers and retailers to strengthen their online presence. This rapid surge for e-commerce channels not only reflecting consumer's changing habit but also underscores the importance of digital platforms in

providing a seamless and accessible buying experience in the France tyre market.

Rapid Growth in Two-Wheeler Tyres

The France tyre market is affirming a rapid increase in the two-wheeler tyres, reflecting changing commuting preferences and lifestyle trends. As most of the consumers move towards scooters, motorcycles, and electric bikes for their daily commute and for sports as well, the demand for reliable and high-performance tyres has surged. Urbanization, congestion, and the emphasis on eco-friendly solutions contribute to the popularity for two-wheelers. Tyre manufacturers are responding by innovating products that offer enhanced grip, durability, and fuel efficiency, catering to the specific requirements of two-wheelers.

In October 2023, Bridgestone introduced the new BATTLAX HYPERSPORT S23, a radial hyper sport motorcycle tyre designed for road use. Developed to meet the requirements of increasingly high-performance sports motorcycles, the tyre offers exceptional grip on dry and wet surfaces, due to the latest generation rubber compound and an optimal modernized tread design. The BATTLAX HYPERSPORT S23 is set to be released in January 2024 as the latest addition to Bridgestone's BATTLAX premium tyre range.

Government Scheme

The government has extended the educational approach for the winter season. However, for 2023-2024 winter season, no sanctions will be applied for not with winter equipment as provided for by the mountain law and its implementing decree. Winter tyres, within the meaning of the decree, are tyres falling under the name "3PMSF" (3 Peak Mountain Snowflake), identifiable by the presence of the "Alpine symbol" marking and one of the "M+S" markings. Until November 1, 2024, snow tyres marked "M+S" will be tolerated. From November 1, 2024, 3PMSF tyres will be accepted as equivalent to the chains. The purchase and use of other "snow tyres" will remain possible, but in this case, users will have to take chains to travel from November 1 to March 31 in the areas affected by the measure.

Impact of COVID-19

Prior to the COVID-19 pandemic, the France tyre market experienced significant growth, driven by the thriving automotive industry and increasing vehicle ownership. However, the pandemic disrupted the trajectory, leading to a substantial contraction in

demand. Lockdowns, supply chain disruptions, and economic uncertainties resulted in a decline in both vehicle production and sales, negatively impacting the tyre market. As economies in France gradually recovered and mobility restrictions eased, there seem a potential for a recovery in the tyre market. The rebound of the market has been anticipated as the automotive industry adapts to new normalcy, with an increased focus on digitalization, sustainability, and changing consumer preferences, influencing the dynamics of the tyre market in the region.

Key Players Landscape and Outlook

Major tyre manufacturers, including Michelin, Pirelli, and Bridgestone, hold a significant share of the France tyre market. These companies offer a wide range of tyre options for various cars and models to expand their customer base. To increase online sales, the players focus on improving their distribution channels by opening websites and specialty stores. In this industry, partnerships, acquisitions, mergers, joint ventures, and other competitive techniques are widely used.

In October 2023, Michelin's Bourges site in France, which is the company's only aviation tyre plant in Europe, experienced significant growth in production over the past two years. The increase in production has led to organizational challenges and the need to hire and train approximately 240 permanent employees in 2022 and 2023. In response to these challenges, Michelin launched a collaborative project to address the issues and develop a five-year plan to improve the plant's performance. The Bourges site is expanding its activities to include Michelin Inflatable Solutions.

In October 2022, Dunlop announced plans to modernize its manufacturing facility in France, with an investment of USD 17.38 million and a focus on performance-oriented motorcycle tyres. The development is positive news for motorcycle enthusiasts and employees of the Dunlop facility in France, as it is expected to result in more tyres specifically designed for two-wheeled vehicles.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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