

Germany 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

Germany tyre market is anticipated to grow at a CAGR of 6.97% between 2023 and 2030. The market was estimated to be worth USD 11.65 billion in 2022 and is expected to reach USD 20.36 billion by 2030. Germany's tyre market is an important component of the nation's automotive sector and transportation infrastructure. With a strong reputation for engineering prowess and a long history in the automotive industry, Germany's tyre market combines innovative technology, stringent safety regulations, and changing consumer preferences. The market stands out for its constant attention to performance, quality, and safety. Interestingly, German automakers are well known across the world for building exceptionally well vehicles, which has increased demand for expensive and superior tyres. There is a vast range of tyre manufacturers on the market, from local businesses to international, and they all serve different customer needs and preferences.

A noteworthy development in the German tyre industry is the increasing popularity of

specialty tyres which are designed to perform effectively in a variety of weather situations. These tyres are specifically made for sports cars, crossovers, and electric vehicles. The overall goal of improving driving experiences, fuel economy, and safety are in line with the trend, which has sparked advancements in tyre design and technology. The government's regulatory framework and growing environmental awareness have a significant impact on how the German tyre industry is shaped. Manufacturers of tyres have been encouraged to provide more fuel-efficient and ecologically friendly tyre alternatives by strict laws controlling tyre labelling, traction, and noise emissions.

Sustainability and Eco-Friendly Solutions

An emerging trend in the industry is growing emphasis on environmental concerns and sustainability. Adopting sustainable practices across businesses has become more important due to the growing concern of climate change and the need to minimize carbon emissions. It translates into a need for environmentally friendly tyre solutions that minimize their impact on the environment in the tyre industry. To provide tyres with better fuel economy, less rolling resistance, and a reduced carbon impact, tyre manufacturers are spending money on research and development. These tyres use cutting-edge rubber compositions, creative tread patterns, and revolutionary tyre building methods to improve performance and lower emissions and energy usage. To reduce the environmental impact of tyres during their lifetime, there is an increase for tyre reuse as well as waste management techniques.

For example, Global Rubber Industries Pvt. Ltd. (GRI) has established itself as one of the leaders in the tire industry, particularly in the field of sustainable and environmentally friendly tires. The recent field tests conducted in Germany in 2023 over the past six months have produced remarkable results, showcasing the exceptional performance of GRI's Green XLR Earth ag tire. These tests serve as a resounding validation of GRI's unwavering commitment to sustainability and their mission to cater to the evolving needs of farmers worldwide. The Green XLR Earth ag tire is designed to perform in various surface terrains and harsh working conditions, offering a more sustainable and eco-friendlier alternative to traditional tires.

Seasonal Variation

Specialized seasonal tyres are in high demand in Germany due to the country's unique seasonal weather patterns. During the winter season, winter tyres are essential due to their improved traction and grip on icy and snowy roadways. In other seasons, summer

tyres are recommended for warm and dry weather conditions. A cycle of tyre replacement is created by this seasonal demand, which supports the expansion of the market. The growing popularity of specialty tires—such as all-season tires—reflect changing customer demands and the demand for adaptable tyre options that are best suited to Germany's particular weather conditions.

For example, The premium all-season tyre MICHELIN CROSSCLIMATE 2 offers notable protection as well as efficiency in challenging weather circumstances. An excellent all-season tyre designed to provide safe driving in challenging weather circumstances, excellent traction and braking performance during snow, rain, and dry conditions with up to the appropriate legal minimum tread depth and robust and effective use of fuel.

New winter tire legislation in Germany mandates the use of winter tires in wintry conditions. The definition of suitable tires has been tightened, requiring the 3PMSF symbol (3 Peak Mountain Snowflake) instead of just M+S markings. A transitional arrangement allows the use of M+S marked tires produced before December 31, 2017, until September 30, 2024. The legislation aims to enhance safety and traction in winter conditions, reflecting the country's commitment to road safety and the well-being of drivers.

Growing Popularity of SUV's & Off-Road Vehicles

Germany tire market has witnessed a growing popularity of SUVs and off-road vehicles, driven by the increasing sales of these vehicles in the country. In 2021, close to one million new off-road passenger and sport utility vehicles (SUVs) were registered in Germany, reflecting the rising demand for these vehicle types. As there is a growth in the SUV's, consumer need increases for tyre that can deliver optimal traction, durability, and handling on varied terrains. The shift has made tyre manufacturers produce specialized tyres catering to unique demand for SUVs and off the road vehicles. For instance, Bridgestone has custom-designed the Potenza Race tire to perfectly match the dynamic capabilities of the Hurac?n STO, providing drivers with an exceptional tire that responds effectively to a wide range of performance requirements. This Semi-Slick tire maximizes the capabilities of the supercar, delivering outstanding performance both on the road and the track.

Impact of COVID-19

COVID-19 has significantly impacted the Germany tire market, with the government's

nationwide quarantine measures affecting tire production and raw material availability. The pandemic led to a reduction in demand for individual activity, affecting consumer purchasing power. The fluctuations in raw material costs have presented a barrier to the growth of the Germany tire market. With the gradual ease of restriction, the market is recovering. Consumers are more conscious of safety and performance, so they are showing interest in technologically advanced and eco-friendly tyre options. The industry has embraced digitalization, with the increased online sales.

Key Players Landscape and Outlook

The market is dynamic, with significant players affecting the trajectory of the market. Well-known industry players like Michelin and Bridgestone use their extensive networks and technological innovations to stay in charge of the market. In addition, companies like Continental and Toyo Tyre are rising to prominence due to their strategic expansion and innovative product lines. Innovative tyre technology, a focus on ecological practices, and a rising focus on electric vehicles characterize the market outlook. Given the increased need for tyres that are both fuel-efficient and ecologically friendly, it is projected that the main businesses would conduct a great deal of research and development. This will guarantee a competitive atmosphere that can adapt to Germany's shifting consumer preferences and business trends.

In July 2023, TireTech created an AI-powered tyre examination system using 3D technology which performs scanning of individual tyres to collect information about its material composition and general state. The tyre can be recycled for additional automotive usage or turned into granulate material, depending on the information obtained.

In March 2023, Trelleborg introduced the XP900, a new tire specifically designed for high-intensity material handling applications. This tire is engineered to enhance efficiency and deliver exceptional performance in cornering, duty cycle length, average speed, and duration of use in high-intensity applications. The XP900 is tailored to provide stability and maneuverability for loading across a variety of conditions, making it an ideal choice for demanding material handling operations.

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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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