

Mexico 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, Multi Brand Distributor, Single Brand Distributor, Online], By Region, Opportunities and Forecast, 2016-2030F

<https://marketpublishers.com/r/MA50C399D52EEN.html>

Date: March 2025

Pages: 123

Price: US\$ 3,300.00 (Single User License)

ID: MA50C399D52EEN

Abstracts

Mexico tyre market is anticipated to grow at a CAGR of 6.82% between 2023 and 2030. The market was estimated to be worth USD 6.17 billion in 2022 and is expected to reach USD 10.47 billion by 2030. Mexico tyre market stands as a vital component of the country's automotive landscape, characterized by a robust interplay of market drivers and emerging trends. With Mexico emerging as a manufacturing hub for the global automotive industry, the tyre market is bolstered by factors such as increasing vehicle production, rising consumer purchasing power, and the growing middle class population. The country's strategic geographical location and trade agreements contribute to a flourishing automotive sector, driving demand for a diverse range of tyres.

Diverse climatic conditions, from arid to tropical, necessitate a wide array of tyre types, further fueling market growth. Recent trends in the Mexico tyre market include a notable surge in online tyre sales platforms, reflecting changing consumer buying habits. Additionally, there's a growing emphasis on advanced tyre technologies, including smart features like tyre pressure monitoring systems, run-flat technology, and eco-friendly

materials, aligning with global trends in safety, efficiency, and sustainability. As Mexico continues to solidify its position in the automotive manufacturing arena, the tyre market evolves, presenting a dynamic landscape responsive to both economic forces and consumer preferences.

Growing Awareness of Environmental Sustainability

In the Mexico tyre market, there is a growing awareness of environmental sustainability, shaping consumer preferences and industry practices. As global consciousness about environmental impact rises, Mexican consumers are increasingly inclined toward eco-friendly choices. Tyre manufacturers are responding by integrating sustainable materials and production processes into their offerings. Additionally, there is a focus on developing tyres with improved fuel efficiency to reduce overall carbon emissions. The shift aligns with global trends in corporate responsibility and addresses the increasing importance consumers place on environmentally conscious products. The growing awareness of environmental sustainability is influencing the Mexico tyre market, driving innovation and shaping the industry's commitment to providing products that meet both performance standards and ecological considerations.

Shift Towards Off-Road Vehicles

The Mexico tyre market is witnessing a notable shift towards off-road vehicles, reflecting changing consumer preferences and recreational trends. As more consumers embrace off-road adventures and outdoor activities, there's an increased demand for tyres designed to handle diverse terrains. Off-road vehicles such as SUVs, trucks, and all-terrain vehicles have gained popularity, driving the need for durable and high-traction tyres. Manufacturers are responding with innovative tyre designs, reinforced sidewalls, and advanced tread patterns to cater to the unique requirements of off-road driving. The shift aligns with the country's diverse landscapes and underscores the adaptability of the Mexico tyre market to evolving trends in recreational and adventure-driven vehicle preferences.

For example, the Continental Conti Coach HA3 is a commercial truck/bus tyre designed for long haul highway applications on motor coaches and large RVs. It features increased endurance, improved retreadability, enhanced AirKeep technology, and excellent braking performance. The tyre comes with a specially reinforced Stable Bead Technology that provides extra load-carrying capacity. The tyre is SmartWay verified and comes with a manufacturer's limited warranty. The price of the tyre varies depending on the size and seller.

Increasing Demand for High-Performance Tyres

Mexico tyre market is experiencing a notable surge in the demand for high-performance tyres, reflecting evolving consumer preferences and driving habits. As the automotive industry continues to grow, there is an increasing number of consumers seeking tyres that offer superior handling, enhanced traction, and improved speed capabilities. The popularity of sports cars, luxury vehicles, and performance-oriented models contribute to this trend, driving the need for technologically advanced and high-quality tyres. Manufacturers are responding with innovative tyre designs, advanced materials, and tread patterns tailored for optimal performance. The shift underscores the dynamic nature of the Mexico tyre market, where the demand for high-performance tyres aligns with the country's evolving automotive landscape and consumer aspirations.

For example, the Michelin Pilot Sport 4 SUV is a high-performance summer tyre designed for powerful and performance-focused crossovers and SUVs. It features an asymmetrical tread pattern for enhanced dry and wet road performance. The tyre comes with a manufacturer's treadwear limited warranty and is available in various sizes, with different price ranges, depending on the size. It is known for its excellent performance and is ranked highly in various tyre tests. The Pilot Sport 4 SUV is not less sporty, it is specifically designed to provide high performance for SUVs and crossovers.

Growing Preference for Tubeless Tyres

The Mexico tyre market is witnessing a growing preference for tubeless tyres, indicating a shift in consumer choices and industry standards. Tubeless tyres offer several advantages, including reduced risk of sudden deflation, improved fuel efficiency, and enhanced safety. As consumers become more informed about these benefits, there's a notable trend towards choosing tubeless options for various vehicle types. Manufacturers are responding by expanding their range of tubeless tyre offerings, incorporating innovative technologies to ensure reliability and performance. The preference aligns with global trends favoring tubeless technology and signifies the Mexico tyre market's adaptability to advancements that enhance driving safety, efficiency, and overall convenience for consumers.

Impact of COVID-19

The Mexico tyre market faced significant challenges of COVID-19 pandemic. With lockdowns and economic uncertainties disrupting normal business operations, there

was a temporary contraction in demand for tyres as consumers prioritized essential spending. The automotive sector is a key driver of the tyre market, experienced disruptions in production and sales. Supply chain interruptions and a slowdown in economic activities led to reduced consumer purchasing power, affecting both original equipment manufacturers (OEMs) and the replacement tyre market. However, post-COVID-19, as economic activities gradually resumed, there has been a recovery in the Mexico tyre market, driven by pent-up demand, government stimuli, and a resilient automotive sector adapting to the evolving market dynamics.

Key Players Landscape and Outlook

Mexico tyre market has a competitive landscape with key players shaping its outlook. Global tyre manufacturers such as Michelin, Bridgestone, and Goodyear maintain a significant presence, offering a wide range of products catering to the diverse needs of Mexican consumers. A continual focus on technological innovation marks the outlook to meet evolving consumer demands for safety, durability, and performance. With Mexico being a strategic player in global automotive supply chain, the tyre market is poised for sustained growth, driven by economic development, increasing vehicle ownership, and advancements in tyre technologies aligning with international standards.

For instance, Pirelli announced in November 2023, it would invest USD 15 million over two years to build a 6,000 square-meter R&D center next to its Silao, Mexico tire factory. The center has now been officially inaugurated.

For instance, in August 2023, Marubeni Corporation increased its stake in Mexican tire distributor Radial Llantas S.A.P.I. de C.V. (RL) from 49% to 80%, making RL a subsidiary of Marubeni. The acquisition took place on August 21, 2023, and marked a significant expansion of Marubeni's presence in the Mexican car maintenance market. RL is the largest independent car maintenance chain in Mexico, offering services such as tire sales and replacements, as well as other consumables and maintenance services.

Contents

1. RESEARCH METHODOLOGY

2. PROJECT SCOPE & DEFINITIONS

3. IMPACT OF COVID-19 ON MEXICO TYRE MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMER

5.1. Consumers Respondent's Demographics

5.2. Tyre Type

5.3. Preferred Tyre Brand

5.4. Tyre Replacement

5.5. Purchase Decision Factors

5.6. Medium of Purchase

5.7. Performance Attributes

5.8. Tyre Lifespan

5.9. Sustainability and Eco-friendly Tyres

5.10. Technical Advancements in the Near Future

6. MEXICO TYRE MARKET OUTLOOK, 2016-2030F

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. By Tyre

6.2.1. Winter Tyre

6.2.2. Summer Tyre

6.2.3. All Season Tyre

6.3. By Vehicle Type

6.3.1. Passenger Vehicles

6.3.1.1. Two-wheeler

6.3.1.2. Three-Wheeler

6.3.1.3. Four-Wheeler

6.3.2. Commercial Vehicle

6.3.2.1. LCV

- 6.3.2.2. Medium & Heavy CV
- 6.3.3. Off the Road
 - 6.3.3.1. Agriculture
 - 6.3.3.2. Mining & Construction
 - 6.3.3.3. Others
- 6.4. By Tyre Type
 - 6.4.1. Radial
 - 6.4.2. Bias
- 6.5. By Rim Size
 - 6.5.1. Upto 20 inches
 - 6.5.2. Above 20 inches
- 6.6. By Demand Type
 - 6.6.1. New Product (OEMs)
 - 6.6.2. Replacements
- 6.7. By Distribution Channel
 - 6.7.1. Original Equipment Manufacturers (OEMs)
 - 6.7.2. Multi Brand Distributor
 - 6.7.3. Single Brand Distributor
 - 6.7.4. Online
- 6.8. By Region
 - 6.8.1. North
 - 6.8.2. Central
 - 6.8.3. South
- 6.9. By Company Market Share (%), 2022

7. MARKET MAPPING, 2022

- 7.1. By Tyre
- 7.2. By Vehicle Type
- 7.3. By Tyre Type
- 7.4. By Rim Size
- 7.5. By Demand Type
- 7.6. By Distribution Channel
- 7.7. By Region

8. MACRO ENVIRONMENT AND INDUSTRY STRUCTURE

- 8.1. Supply Demand Analysis
- 8.2. Import Export Analysis

8.3. Value Chain Analysis

8.4. PESTEL Analysis

8.4.1. Political Factors

8.4.2. Economic System

8.4.3. Social Implications

8.4.4. Technological Advancements

8.4.5. Environmental Impacts

8.4.6. Legal Compliances and Regulatory Policies (Statutory Bodies Included)

8.5. Porter's Five Forces Analysis

8.5.1. Supplier Power

8.5.2. Buyer Power

8.5.3. Substitution Threat

8.5.4. Threat from New Entrant

8.5.5. Competitive Rivalry

9. MARKET DYNAMICS

9.1. Growth Drivers

9.2. Growth Inhibitors (Challenges and Restraints)

10. KEY PLAYERS LANDSCAPE

10.1. Competition Matrix of Top Five Market Leaders

10.2. Market Revenue Analysis of Top Five Market Leaders (in %, 2022)

10.3. Mergers and Acquisitions/Joint Ventures (If Applicable)

10.4. SWOT Analysis (For Five Market Players)

10.5. Patent Analysis (If Applicable)

11. PRICING ANALYSIS

12. CASE STUDIES

13. KEY PLAYERS OUTLOOK

13.1. Continental Tire De Mexico S.A. De C.V.

13.1.1. Key Management Personnel

13.1.2. Products & Services

13.1.3. Financials (As reported)

13.1.4. Key Market Focus & Geographical Presence

13.1.5. Recent Developments

- 13.2. Bridgestone De Mexico S.A. De C.V.
- 13.3. Pirelli Neumáticos De México, S.A. De C.V.
- 13.4. Michelin Group
- 13.5. Goodyear Tire & Rubber Company
- 13.6. Toyo Tires Mexico-Latin America
- 13.7. Hankook Tire De Mexico S.A. De C.V
- 13.8. Sumitomo Corporation de Mexico S.A. de C.V.
- 13.9. Yokohama Tire México, S de RL de CV
- 13.10. CMA, LLC.

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

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

I would like to order

Product name: Mexico 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, Multi Brand Distributor, Single Brand Distributor, Online], By Region, Opportunities and Forecast, 2016-2030F

Product link: <https://marketpublishers.com/r/MA50C399D52EEN.html>

Price: US\$ 3,300.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MA50C399D52EEN.html>