

# Sustainable Tire Market Outlook 2026-2034: Market Share, and Growth Analysis By Material (Rubber, Sustainable Carbon Black, Silica), By Propulsion (Internal Combustion Engine, Electric Vehicles), By Structure, By Vehicle

<https://marketpublishers.com/r/SDF7FB1D495FEN.html>

Date: November 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: SDF7FB1D495FEN

## Abstracts

The Sustainable Tire Market is valued at USD 133.8 million in 2025 and is projected to grow at a CAGR of 28.8% to reach USD 1305 million by 2034.

### Sustainable Tire Market

The Sustainable Tire Market spans materials, processes, and business models that reduce lifecycle impact without compromising safety, performance, or total cost of ownership across passenger cars, commercial trucks/buses, two-wheelers, off-highway, and specialty fleets. Momentum is driven by OEM decarbonization targets, extended producer responsibility, recycling mandates, and fleet TCO pressure. Key trends include bio-based and recycled feedstocks (natural rubber from certified agroforestry, bio-butadiene/bio-styrene, recycled carbon black, rPET cord), silica-rich low rolling resistance compounds, lightweighting, extended tread life, smart tires for pressure/temperature/strain, retreading at scale, and circularity via take-back and devulcanization. Competitive differentiation hinges on wet-grip vs. rolling-resistance balancing, abrasion/particulate reduction, fast-curing/low-energy presses, traceable supply chains, and interoperability with EV load/torque profiles. As electrification raises torque and weight while demanding quiet, efficient tires, suppliers pair compound innovation with advanced casing design, noise-reducing patterns, and real-time monitoring. Winners integrate agronomy-to-ash data, low-energy manufacturing, and circular recovery (crumb, pyrolysis oils, rCB) into validated, regulation-ready portfolios for OE and replacement markets.

## Sustainable Tire Market Key Insights

EV-readiness as a baseline spec Higher torque and mass require compounds with low hysteresis, reinforced casings, and noise-damp designs; silica systems and advanced fillers cut rolling resistance while maintaining wet grip and EV range.

Circular materials move beyond pilots Recovered carbon black, recycled steel, rPET/rayon cords, and devulcanized rubber enter mainstream SKUs; quality consistency, ash control, and REACH-compliant chemistries are decisive for OE approvals.

Sustainable natural rubber through verified sourcing Agroforestry, smallholder traceability, and no-deforestation commitments become RFP requirements; suppliers invest in GIS traceability, field training, and yield/resin quality to stabilize supply and ethics.

Low abrasion and particle emissions New polymers and crosslinking strategies target tire wear particulates, anticipating urban air-quality rules; abrasion labeling and roadside capture pilots shape city tenders and fleet contracts.

Energy-efficient manufacturing Lower-temperature curing, microwave/induction heating, and smart presses reduce kWh/tyre while improving uniformity; solvent-free cements and VOC abatement strengthen ESG scores.

Retread and extended-life economics Premium casings, RFID/DPP tracking, and standardized inspection boost retread rates in truck/bus and OTR; fleets model cost per 1,000 km and CO<sub>2</sub> per life to prioritize multi-life strategies.

Data-enabled maintenance reduces waste TPMS/telematics and embedded sensors optimize pressure and alignment, cutting uneven wear and energy loss; predictive alerts prevent early scrap and support pay-per-kilometer models.

Lightweighting without durability loss Optimized bead/apex geometry, hybrid cords, and finite-element tread blocks reduce mass and rolling resistance while preserving impact and curb-scuff resistance for urban duty cycles.

Design for recycling and high-value recovery Formulations compatible with

pyrolysis oil upgrading and rCB specs improve circular value; standardized digital IDs streamline sorting, auditing, and EPR reporting.

Labeling and compliance drive market access Wet grip/rolling resistance/noise labels, microplastic proposals, and EPR fees shape specs; suppliers with audit-ready LCAs and harmonized documentation win multi-region launches.

## Sustainable Tire Market Regional Analysis

### North America

Adoption is led by fleet TCO and sustainability programs in last-mile, regional haul, and municipal transit. EV and e-commerce growth push low-RR, high-load indices and noise control. Retread networks expand with RFID/DPP tracking. Buyers emphasize verified recycled content, VOC-reduced plants, and winter/wet label performance across wide climate zones.

### Europe

Aggressive CO<sub>2</sub>, noise, and abrasion policies make label-leading compounds and low-wear designs essential. OEMs demand deforestation-free natural rubber and mass-balance bio-chemicals. Urban LEZs and e-vans accelerate EV-optimized tires. Circularity frameworks favor collection, retread, and high-quality pyrolysis integration backed by auditable LCAs and EPR compliance.

### Asia-Pacific

Scale manufacturing and rapid electrification (two-wheelers, passenger, bus) drive volume. Cost-sensitive fleets adopt fuel-saving treads and growing retread quality. Regional programs invest in sustainable rubber and rCB capacity. High heat/monsoon cycles require wet-grip stability, chip-cut resistance, and robust carcasses for mixed roads.

### Middle East & Africa

Harsh climates and long hauls prioritize heat-resistant compounds, cut-chip durability, and pressure monitoring to prevent blowouts. Government fleets and logistics corridors trial low-RR casings to cut fuel use. Emerging recycling and pyrolysis capacity creates

outlets for ELTs; documentation and training support safe retread adoption.

## South & Central America

Agriculture, mining, and urban delivery shape demand for durable, retreadable casings and low-RR treads. Programs integrating ELT collection with local pyrolysis/rubber recovery gain momentum. Buyers value robust wet-grip in tropical rains, verified sustainable rubber, and service networks that keep multi-life strategies on schedule while controlling TCO.

## Sustainable Tire Market Segmentation

### By Material

Rubber

Sustainable Carbon Black

Silica

### By Propulsion

Internal Combustion Engine

Electric Vehicles

### By Structure

Radial

Bias

### By Vehicle

Passenger

## Commercial

### Key Market players

Michelin, Bridgestone Corporation, Continental AG, Goodyear Tire & Rubber Company, Pirelli, Yokohama Rubber, Hankook Tire, Sumitomo Rubber Industries, Apollo Tyres, Nokian Tyres, Toyo Tire Corporation, Kumho Tire, Giti Tire, Sailun Group, CEAT Limited

### Sustainable Tire Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modelling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends. Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behaviour are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

### Sustainable Tire Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption. Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

### Countries Covered

North America — Sustainable Tire market data and outlook to 2034

United States

Canada

Mexico

## Europe — Sustainable Tire market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

## Asia-Pacific — Sustainable Tire market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

## Middle East and Africa — Sustainable Tire market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

## South and Central America — Sustainable Tire market data and outlook to 2034

Brazil

Argentina

Chile

Peru

\* We can include data and analysis of additional countries on demand.

### Research Methodology

This study combines primary inputs from industry experts across the Sustainable Tire value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

### Key Questions Addressed

What is the current and forecast market size of the Sustainable Tire industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Sustainable Tire Market Report

Global Sustainable Tire market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Sustainable Tire trade, costs, and supply chains

Sustainable Tire market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Sustainable Tire market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Sustainable Tire market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Sustainable Tire supply chain analysis

Sustainable Tire trade analysis, Sustainable Tire market price analysis, and

Sustainable Tire supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Sustainable Tire market news and developments

### Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

\* The updated report will be delivered within 3 working days

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