

Tire Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Bias Tire, Radial Tire, Belted Bias), By Distribution Channel (Online, Offline), By Application, By End-Use

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Abstracts

The Tire Market is valued at USD 193 billion in 2025 and is projected to grow at a CAGR of 4.9% to reach USD 296.6 billion by 2034. The Tire Market serves as a foundational pillar of the global automotive industry, catering to a vast range of vehicle categories including passenger cars, commercial vehicles, motorcycles, and specialty vehicles. Tires are critical for vehicle performance, safety, fuel efficiency, and ride comfort, and they undergo continuous innovation in materials, tread design, and manufacturing processes. The market spans OEM (original equipment manufacturer) supply chains and a robust aftermarket segment, with replacement tires accounting for a significant share of global demand. Rapid urbanization, increased mobility, and the expansion of vehicle ownership, particularly in emerging economies, are driving consistent growth in tire consumption. At the same time, rising environmental concerns and regulatory pressures are pushing manufacturers to develop fuel-efficient, low-emission, and recyclable tire solutions. The tire market witnessed substantial recovery and innovation as automakers ramped up production volumes and replacement demand surged due to post-pandemic mobility trends. Electric vehicle (EV) tires gained notable attention, requiring low rolling resistance and enhanced load-bearing capacities. Tire makers focused on developing silent, durable, and high-grip tires tailored to EV-specific needs. The rise of digital tire monitoring systems added value to premium tire offerings, supporting safety and predictive maintenance. Sustainability remained a central theme, with companies advancing bio-based materials, recycled rubber content, and circular economy initiatives. Regional dynamics also shifted, with Asia-Pacific strengthening its dominance in manufacturing and exports, while North America and Europe focused on premium segments and technological innovation. Global events and raw material

volatility continued to impact pricing and supply chains, prompting diversification strategies across the value chain. The tire market is expected to align more closely with the global shift toward intelligent, connected, and green mobility solutions. Smart tires equipped with sensors for pressure, temperature, and tread wear monitoring will move toward mainstream adoption in both OEM and aftermarket channels. The integration of artificial intelligence and data analytics will allow tire performance optimization in real time. Moreover, as governments impose stricter carbon emissions and tire labeling regulations, demand for energy-efficient and environmentally responsible tires will grow. Investment in new manufacturing technologies, including 3D printing and automation, will increase production speed and customization options. However, the market faces the challenge of balancing sustainability goals with cost competitiveness, especially in price-sensitive regions where low-cost tire alternatives continue to dominate sales.

Key Insights Tire Market

Development of EV-specific tires with enhanced durability, noise reduction, and low rolling resistance to cater to the growing electric vehicle segment.

Integration of smart tire technologies with IoT sensors for real-time data monitoring, improving safety and enabling predictive maintenance strategies.

Growth in sustainable tire manufacturing, including use of renewable raw materials, recycling initiatives, and reduced carbon emissions in production.

Expansion of digital retail and mobile tire services is reshaping the consumer purchase journey, especially in urban and tech-savvy markets.

Increased investment in 3D-printed tire prototypes and automation to enable rapid prototyping and improve manufacturing efficiency.

Global growth in automotive production and ownership, particularly in emerging markets, continues to drive baseline tire demand across all segments.

Rising demand for vehicle safety and comfort is boosting sales of premium and performance-oriented tires with advanced tread and compound designs.

Regulatory mandates on fuel efficiency and tire labeling are encouraging adoption of low rolling resistance and eco-friendly tire models.

Increase in long-distance freight and e-commerce delivery services is amplifying demand for high-performance commercial and light truck tires.

The major challenge for the global tire market is achieving widespread adoption of sustainable materials and technologies while remaining price-competitive in regions where cost is still the primary factor in tire purchasing decisions.

Tire Market Segmentation

By Type

Bias Tire

Radial Tire

Belted Bias

By Distribution Channel

Online

Offline

By Application

Cars

Bicycles

Motorcycles

Buses

Trucks

Heavy Equipment

Aircraft

Other Applications

By End-Use

Replacement Tires

OEM Tires

Key Companies Analysed

Bridgestone Corporation

Michelin Group

Goodyear Tire & Rubber Company

Continental AG

Pirelli & C. S.p.A.

Sumitomo Rubber Industries, Ltd. (Falken, Dunlop)

Yokohama Rubber Co., Ltd.

Hankook Tire & Technology Co., Ltd.

Cooper Tire & Rubber Company (Goodyear)

Toyo Tire Corporation

Tire Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping,

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and scenario-based modeling, 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 behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

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 — Tire market data and outlook to 2034

United States

Canada

Mexico

Europe — Tire market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Tire market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

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

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — 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 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 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 Tire Market Report

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

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

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

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

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

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

Tire trade analysis, Tire market price analysis, and Tire supply/demand dynamics

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

Latest 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*

Contents

1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2. GLOBAL TIRE MARKET SUMMARY, 2025

- 2.1 Tire Industry Overview
 - 2.1.1 Global Tire Market Revenues (In US\$ billion)
- 2.2 Tire Market Scope
- 2.3 Research Methodology

3. TIRE MARKET INSIGHTS, 2024-2034

- 3.1 Tire Market Drivers
- 3.2 Tire Market Restraints
- 3.3 Tire Market Opportunities
- 3.4 Tire Market Challenges
- 3.5 Tariff Impact on Global Tire Supply Chain Patterns

4. TIRE MARKET ANALYTICS

- 4.1 Tire Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Tire Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Tire Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Tire Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Tire Market
 - 4.5.1 Tire Industry Attractiveness Index, 2025
 - 4.5.2 Tire Supplier Intelligence
 - 4.5.3 Tire Buyer Intelligence
 - 4.5.4 Tire Competition Intelligence
 - 4.5.5 Tire Product Alternatives and Substitutes Intelligence
 - 4.5.6 Tire Market Entry Intelligence

5. GLOBAL TIRE MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034

- 5.1 World Tire Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)
- 5.1 Global Tire Sales Outlook and CAGR Growth By Type, 2024- 2034 (\$ billion)
- 5.2 Global Tire Sales Outlook and CAGR Growth By Distribution Channel, 2024- 2034 (\$ billion)
- 5.3 Global Tire Sales Outlook and CAGR Growth By Application, 2024- 2034 (\$ billion)
- 5.4 Global Tire Sales Outlook and CAGR Growth By End-Use, 2024- 2034 (\$ billion)
- 5.5 Global Tire Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

6. ASIA PACIFIC TIRE INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

- 6.1 Asia Pacific Tire Market Insights, 2025
- 6.2 Asia Pacific Tire Market Revenue Forecast By Type, 2024- 2034 (USD billion)
- 6.3 Asia Pacific Tire Market Revenue Forecast By Distribution Channel, 2024- 2034 (USD billion)
- 6.4 Asia Pacific Tire Market Revenue Forecast By Application, 2024- 2034 (USD billion)
- 6.5 Asia Pacific Tire Market Revenue Forecast By End-Use, 2024- 2034 (USD billion)
- 6.6 Asia Pacific Tire Market Revenue Forecast by Country, 2024- 2034 (USD billion)
 - 6.6.1 China Tire Market Size, Opportunities, Growth 2024- 2034
 - 6.6.2 India Tire Market Size, Opportunities, Growth 2024- 2034
 - 6.6.3 Japan Tire Market Size, Opportunities, Growth 2024- 2034
 - 6.6.4 Australia Tire Market Size, Opportunities, Growth 2024- 2034

7. EUROPE TIRE MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034

- 7.1 Europe Tire Market Key Findings, 2025
- 7.2 Europe Tire Market Size and Percentage Breakdown By Type, 2024- 2034 (USD billion)
- 7.3 Europe Tire Market Size and Percentage Breakdown By Distribution Channel, 2024- 2034 (USD billion)
- 7.4 Europe Tire Market Size and Percentage Breakdown By Application, 2024- 2034 (USD billion)
- 7.5 Europe Tire Market Size and Percentage Breakdown By End-Use, 2024- 2034 (USD billion)
- 7.6 Europe Tire Market Size and Percentage Breakdown by Country, 2024- 2034 (USD billion)
 - 7.6.1 Germany Tire Market Size, Trends, Growth Outlook to 2034
 - 7.6.2 United Kingdom Tire Market Size, Trends, Growth Outlook to 2034

- 7.6.2 France Tire Market Size, Trends, Growth Outlook to 2034
- 7.6.2 Italy Tire Market Size, Trends, Growth Outlook to 2034
- 7.6.2 Spain Tire Market Size, Trends, Growth Outlook to 2034

8. NORTH AMERICA TIRE MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034

- 8.1 North America Snapshot, 2025
- 8.2 North America Tire Market Analysis and Outlook By Type, 2024- 2034 (\$ billion)
- 8.3 North America Tire Market Analysis and Outlook By Distribution Channel, 2024-2034 (\$ billion)
- 8.4 North America Tire Market Analysis and Outlook By Application, 2024- 2034 (\$ billion)
- 8.5 North America Tire Market Analysis and Outlook By End-Use, 2024- 2034 (\$ billion)
- 8.6 North America Tire Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)
 - 8.6.1 United States Tire Market Size, Share, Growth Trends and Forecast, 2024- 2034
 - 8.6.1 Canada Tire Market Size, Share, Growth Trends and Forecast, 2024- 2034
 - 8.6.1 Mexico Tire Market Size, Share, Growth Trends and Forecast, 2024- 2034

9. SOUTH AND CENTRAL AMERICA TIRE MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS

- 9.1 Latin America Tire Market Data, 2025
- 9.2 Latin America Tire Market Future By Type, 2024- 2034 (\$ billion)
- 9.3 Latin America Tire Market Future By Distribution Channel, 2024- 2034 (\$ billion)
- 9.4 Latin America Tire Market Future By Application, 2024- 2034 (\$ billion)
- 9.5 Latin America Tire Market Future By End-Use, 2024- 2034 (\$ billion)
- 9.6 Latin America Tire Market Future by Country, 2024- 2034 (\$ billion)
 - 9.6.1 Brazil Tire Market Size, Share and Opportunities to 2034
 - 9.6.2 Argentina Tire Market Size, Share and Opportunities to 2034

10. MIDDLE EAST AFRICA TIRE MARKET OUTLOOK AND GROWTH PROSPECTS

- 10.1 Middle East Africa Overview, 2025
- 10.2 Middle East Africa Tire Market Statistics By Type, 2024- 2034 (USD billion)
- 10.3 Middle East Africa Tire Market Statistics By Distribution Channel, 2024- 2034 (USD billion)
- 10.4 Middle East Africa Tire Market Statistics By Application, 2024- 2034 (USD billion)
- 10.5 Middle East Africa Tire Market Statistics By Application, 2024- 2034 (USD billion)

10.6 Middle East Africa Tire Market Statistics by Country, 2024- 2034 (USD billion)

10.6.1 Middle East Tire Market Value, Trends, Growth Forecasts to 2034

10.6.2 Africa Tire Market Value, Trends, Growth Forecasts to 2034

11. TIRE MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

11.1 Key Companies in Tire Industry

11.2 Tire Business Overview

11.3 Tire Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

12 APPENDIX

12.1 Global Tire Market Volume (Tons)

12.1 Global Tire Trade and Price Analysis

12.2 Tire Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

12.2 Tire Industry Report Sources and Methodology

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