

Research Report on Asia and Pacific Tire Industry, 2011-2012

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Abstracts

The report will be issued in January 2011. It is now only for presale.

Currently, the Asia-Pacific region, Europe and North America are the major production and consumption regions of the world tire industry, presenting a tripartite confrontation. The tire industry is a traditional labor-intensive and technology-intensive industry. In the developed countries like American and European countries and Japan, wages of the tire industry occupy a high proportion in production cost, e.g., over 30% in America and over 40% in Germany. The high cost led by high wages has influenced the competitiveness of tire products in these regions. Comparatively speaking, countries in the Asia-Pacific region like China and India possess relatively inexpensive and high-quality labor resources.

Seen from the development in recent years, the annual tire sales volume of European and American tires has indicated a marginal increase with the major demand coming from the replacement market. Take North America for instance, the regional tire sales volume was 351 million in 1999, accounting for about 36% of the total 976 million of the whole world and the regional sales volume was 356 million in 2005, accounting for 33.7% of the world, while that of Asia-Pacific region saw a large proportion of increase in the same period. As the world tire industry gradually transfers to the developing countries like China, the tire manufacture in developing countries will show more advantages. China has become the biggest tire producing and exporting country in the world. Seen from the TOP 75 Global Tire Producing Countries of 2009, over 40 tire enterprises are located in the Asia-Pacific region.

This report firstly gives an overview of the development of the tire industry in the Asia-Pacific region, and then analyzed in detail on development of the tire industry in the

major tire producing and marketing countries of the region, including China, Japan, Korea, India, China Taiwan, Thailand, Singapore, Indonesia, Malaysia, Australia, Vietnam, etc. The analysis on tire industry of different countries and regions includes three major parts: brief introduction of the countries or regions, overview of the tire industry and introduction of operations of major tire enterprises.

The brief introduction of the countries or regions gives an indication of the location of the target region, population and economic conditions involving population, GDP, GDP per capita and other major indexes.

The overview of the tire industry mainly analyzes the production and consumption of the tire industry and the environment for its development. The analysis on production and consumption of the tire industry consists of the study on regional development of the auto industry and the estimation based on it of the volume of production and marketing for the tire industry. In the report, it gives an analysis on the tire consumption of the target region in terms of two types of tire consumer markets, i.e., assembly market and replacement market. As for the analysis on development of the tire industry, it will be carried out according to the situation of the target region, and may involve the regional economic environment (economic development situation of a whole country or region), regional resource endowments (e.g. Thailand is a large natural rubber producing country), development of the upstream and downstream industries (e.g. the development of the automobile industry, which is the demand side of the tire industry), environment of relevant laws and rules (e.g. the restriction of environmental protection law for the industry development), etc.

The main part of the introduction of the tire industry aims at the current situation of tire producing enterprises in the target region, the choice of major enterprises and the introduction of enterprises' basic situation, and analyzes the operations according to the statistics such as output value and sales value.

In the end, this report makes a prediction on development tendency of the tire industry in the Asia-Pacific region in 2011 to 2015.

From this report, readers can acquire following and more information:

production of the tire industry in the Asia-Pacific region

consumption of the tire industry in the Asia-Pacific region

operations of the tire industry of the major countries in the Asia-Pacific region

the major tire enterprises in the Asia-Pacific region and their operations

prediction on development of the tire industry in the Asia-Pacific region

The following persons are suggested to buy this report:

tire manufacturing enterprises

tire trade enterprises

auto manufacturing enterprises

research institutes which concern about the tire industry in the Asia-Pacific region

investors who concern about the tire industry in the Asia-Pacific region

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