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Tire Intelligence Systems Market Forecasts to 2034 – Global Analysis By System Type (Direct Tire Pressure Monitoring Systems (TPMS), Indirect Tire Pressure Monitoring Systems (TPMS) and Inspection Systems), Vehicle Category, Deployment Channel, Technology, Application, End User and By Geography

https://marketpublishers.com/r/TEF7B0D649EFEN.html
Date: May 2026
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: TEF7B0D649EFEN

Abstracts

According to Stratistics MRC, the Global Tire Intelligence Systems Market is accounted for $1.0 billion in 2026 and is expected to reach $2.1 billion by 2034 growing at a CAGR of 10.0% during the forecast period. Tire Intelligence Systems combine sensing technologies connectivity features and data analytics to continuously track tire health in real time improving safety performance and efficiency in vehicles. These solutions capture key metrics including air pressure temperature tread condition and vehicle load then send the information to onboard controllers or cloud platforms. Through predictive insights and early warning capabilities they support preventive maintenance reduce the risk of failures enhance fuel efficiency and increase tire durability. They are increasingly deployed in passenger cars commercial fleets and electric mobility applications. With rising demand for connected and intelligent transportation systems their global adoption continues grow rapidly

According to the Tire Industry Association (TIA), Tire Pressure Monitoring Systems (TPMS) are designed to alert drivers when a tire is underinflated by 25% or more compared to the recommended pressure, ensuring safety and compliance with regulatory standards.

Market Dynamics:

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Driver:

Rising vehicle safety regulations

Strict safety rules imposed by governments and transport agencies are strongly driving the tire intelligence systems market. These regulations aim to minimize accidents caused by tire-related issues like bursts, low pressure, or excessive heat buildup. Tire intelligence solutions support compliance by offering continuous real-time monitoring of tire health parameters such as pressure, temperature, and tread condition. This allows drivers and fleet operators to take timely corrective actions and avoid failures. As automakers integrate these technologies to meet mandatory safety standards, demand is increasing steadily. The global emphasis on safer transportation is significantly boosting system adoption across all vehicle categories quickly.

Restraint:

High installation and system cost

The high cost associated with installation and system integration is a key limiting factor for tire intelligence systems. These solutions depend on sophisticated sensors, connectivity components, and software infrastructure, which raise the total vehicle cost significantly. In cost-sensitive markets, particularly developing economies, this becomes a major hurdle for customers. Fleet operators are often reluctant to adopt such systems due to the heavy initial investment and ongoing maintenance requirements. Similarly, smaller automakers struggle to incorporate these technologies without increasing final product prices. Consequently, financial constraints remain a significant challenge, restricting broader adoption across different vehicle categories worldwide currently.

Opportunity:

Rising demand from commercial fleet digitization

Increasing digital transformation in commercial fleet operations provides strong opportunities for tire intelligence systems. Logistics providers, delivery companies, and transport operators are adopting advanced digital tools to enhance efficiency and reduce costs. Tire intelligence solutions allow continuous monitoring of tire conditions across entire fleets, supporting predictive maintenance and reducing unexpected breakdowns. This improves vehicle usage, enhances safety, and lowers maintenance expenses. With the rapid expansion of e-commerce and global logistics networks,

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companies are investing heavily in smart fleet management technologies.

Threat:

Intense market competition from established players

Strong competition from well-established automotive and tire technology companies poses a significant threat to the tire intelligence systems market. Major corporations dominate the industry due to their extensive global networks, strong research capabilities, and established partnerships with vehicle manufacturers. These firms consistently innovate and offer integrated solutions, making it difficult for smaller or new companies to compete effectively. Limited brand visibility, pricing disadvantages, and scaling challenges further restrict new entrants. Continuous technological evolution also forces companies to invest heavily in upgrades.

Covid-19 Impact:

The COVID-19 outbreak created both challenges and indirect opportunities for the tire intelligence systems market. In the early stages, lockdowns severely affected automobile manufacturing, disrupted supply chains, and reduced vehicle sales, which lowered demand for advanced systems like tire intelligence solutions. Semiconductor shortages and production halts further delayed integration in new vehicles. On the other hand, the crisis highlighted the importance of predictive maintenance, fleet efficiency, and remote monitoring technologies. As global markets recovered, demand increased again, supported by digitalization in automotive and logistics industries. Post-pandemic conditions are now driving stronger adoption of intelligent tire monitoring systems worldwide.

The passenger cars segment is expected to be the largest during the forecast period

The passenger cars segment is expected to account for the largest market share during the forecast period because they are produced in large numbers and increasingly feature advanced safety and smart connectivity technologies. Consumers are showing strong interest in improved driving safety, comfort, and fuel efficiency, encouraging manufacturers to include tire intelligence solutions in these vehicles. These systems continuously track tire conditions such as pressure, temperature, and wear, enhancing performance and safety. In addition, strict safety regulations and growing awareness among private vehicle owners play a major role in strengthening the leading position of passenger cars worldwide.

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The automotive segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the automotive segment is predicted to witness the highest growth rate, driven by rapid technological progress in connected and smart vehicles. The increasing use of IoT-based sensors, telematics platforms, and advanced driver assistance features is boosting the demand for real-time tire monitoring solutions. The expanding production of electric and autonomous vehicles further strengthens the need for intelligent tire systems to enhance efficiency and performance. Rising consumer demand for safer driving, better fuel economy, and predictive maintenance also contributes to growth. Moreover, continuous innovation and strict safety regulations are accelerating market expansion in the automotive sector worldwide.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share because of its highly developed automotive sector and early implementation of connected vehicle technologies. The region is home to leading automotive manufacturers, technology firms, and large fleet operators that widely adopt advanced tire monitoring solutions. Strong awareness among consumers about safety, fuel efficiency, and preventive maintenance also drives demand. In addition, strict regulatory frameworks focused on road safety and emission control support the use of these systems.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rapid growth in automotive manufacturing and rising vehicle demand in emerging economies. Countries like China, India, Japan, and South Korea are experiencing strong increases in passenger and commercial vehicle production, encouraging adoption of advanced safety technologies. Expanding urban development, better road networks, and increasing awareness of driving safety further boost market growth. In addition, the growing use of electric vehicles and connected mobility systems is strengthening demand for smart tire monitoring solutions.

Key players in the market

Some of the key players in Tire Intelligence Systems Market include Bridgestone

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Corporation, Michelin Group, The Goodyear Tire & Rubber Company, Continental AG, Pirelli & C. S.p.A., Sumitomo Rubber Industries, Hankook Tire & Technology Group, Yokohama Rubber Company, Nokian Tyres plc, Toyo Tire Corporation, NIRA Dynamics AB, Sensata Technologies, Robert Bosch GmbH, Denso Corporation, ZF Friedrichshafen AG, Valeo S.A., Huf H?lsbeck & F?rst GmbH & Co. KG and NXP Semiconductors N.V.

Key Developments:

In December 2025, Denso Corporation announced that it signed a joint development agreement with MediaTek Inc., a leading semiconductor design company, to accelerate the development of next-generation automotive system-on-chips. As automotive systems become increasingly intelligent and spur advancements in autonomous driving and vehicle connectivity, the importance of automotive SoCs as high-performance computing platforms capable of executing complex processing tasks continues to grow.

In October 2025, Continental AG has reached a deal with former managers that will see their insurance pay damages between 40 million and 50 million euros ($46.7 million-$58.3 million) in connection with the diesel scandal. The deal with insurers, subject to shareholder approval, covers only some of the total damages of 300 million euros.

In October 2025, Valeo and LIDEO have signed a strategic partnership. For the first time, an independent expert network has formed a structured partnership with a global equipment manufacturer. The partnership will launch a training program for LIDEO experts via Valeo Tech Academy, sharing cutting-edge technological knowledge.

System Types Covered:

- Direct Tire Pressure Monitoring Systems (TPMS)
- Indirect Tire Pressure Monitoring Systems (TPMS)
- Inspection Systems

Vehicle Categories Covered:

- Passenger Cars

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Commercial Vehicles

Heavy-Duty Vehicles

Deployment Channels Covered:

OEM (Original Equipment Manufacturer)

Aftermarket

Technologies Covered:

Camera-Based Systems

X-Ray Based Systems

Computer Vision-Based Systems

Applications Covered:

Automotive

Aerospace

Industrial

Railway

End Users Covered:

MRO Centres

Automobile Assembly Facilities

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Regions Covered:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - United Kingdom
  - Germany
  - France
  - Italy
  - Spain
  - Netherlands
  - Belgium
  - Sweden
  - Switzerland
  - Poland
  - Rest of Europe
- Asia Pacific
  - China
  - Japan

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- India
- South Korea
- Australia
- Indonesia
- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil
- Argentina
- Colombia
- Chile
- Peru
- Rest of South America

Rest of the World (RoW)

- Middle East
  - Saudi Arabia

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United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

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Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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