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Agriculture Tire Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Vehicle Type (Tractors, Trailers, Combine Harvesters & Others), By Tire Type (Bias, Radial), By Demand Category (OEM Vs. Replacement), By Region & Competition,al, By Region & Competition, 2021-2031F

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Abstracts

The Global Agriculture Tire Market is projected to expand from USD 8.56 billion in 2025 to USD 11.46 billion by 2031, registering a CAGR of 4.98%. These tires are specialized, heavy-duty rubber components engineered for farm machinery such as tractors, harvesters, and sprayers, providing essential stability, traction, and load-bearing support across varied soil terrains. The market is primarily driven by the growing global imperative for food security, which necessitates the use of high-performance machinery and advanced farm mechanization that require durable tires for rigorous operations. According to the European Tyre and Rubber Manufacturers? Association, agricultural replacement tire sales rose by 5% in 2024 to reach 716,000 units, a growth attributed to favorable weather conditions in the region.

Conversely, a significant obstacle potentially hindering market progress is the volatility of raw material prices, particularly for natural rubber and petroleum-based derivatives required for manufacturing. These fluctuating input costs result in unpredictable pricing models for manufacturers, who are often compelled to pass increased expenses on to end-users. This dynamic can cause consumers in cost-sensitive markets to delay purchasing premium agricultural tires, thereby slowing broader market expansion.

Market Driver

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The accelerating global adoption of agricultural mechanization acts as a fundamental driver for the agriculture tire industry, specifically within emerging economies where the shift from manual labor to machine-assisted farming is gaining momentum. This increase in mechanization leads directly to higher procurement of tractors and related implements, creating a steady demand for durable, high-traction tires to support intensive fieldwork. High-volume markets exemplify this trend; for instance, the Federation of Automobile Dealers Associations (FADA) reported in December 2024 that retail tractor sales in India reached 80,519 units in November 2024, representing a substantial 29.88% year-over-year increase. This robust demand highlights the critical role tire manufacturers play in equipping growing machinery fleets to meet rising food production needs.

Additionally, the market is supported by sustained aftermarket demand from aging machinery fleets, a trend often strengthened during cyclical downturns in new equipment sales. When economic uncertainty causes agricultural enterprises to postpone investing in new machinery, they prioritize maintaining existing assets, thereby sustaining the volume of replacement tire sales to keep older fleets operational. According to the Association of Equipment Manufacturers (AEM), U.S. agricultural tractor sales fell by 14.2% in October 2024 compared to the previous year, indicating a retention of older machinery requiring regular tire servicing. Underscoring the financial magnitude of this sector, Titan International reported agricultural segment net sales of $175.4 million for the third quarter of 2024, reflecting significant ongoing capital flow into specialized off-highway tire solutions.

Market Challenge

The volatility of raw material prices, specifically for natural rubber and petroleum derivatives, poses a formidable barrier to the consistent growth of the global agriculture tire market. Manufacturing these tires is a material-intensive process where input costs directly dictate production expenses. When geopolitical tensions or adverse weather disrupt supply chains and cause unpredictable price fluctuations for these essential commodities, manufacturers face immediate pressure on their operating margins. To maintain profitability, producers are often forced to raise the final retail price of their products, transferring the financial burden to end-users.

This pricing instability directly impedes market expansion by influencing the purchasing behavior of farmers and agricultural enterprises. Confronted with higher equipment maintenance costs, cost-conscious farmers often defer the replacement of worn tires or select cheaper, lower-quality alternatives rather than investing in premium, durable

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agricultural tires. This hesitation reduces the sales volume of high-performance units that drive market value. According to the Association of Natural Rubber Producing Countries, global natural rubber demand increased by 1.2% in the first seven months of 2024, while production rose by only 0.7%, resulting in a supply deficit that significantly exacerbated cost pressures for manufacturers worldwide.

Market Trends

The widespread adoption of IF (Increased Flexion) and VF (Very High Flexion) technology standards is driving a structural shift in the market as agricultural producers increasingly prioritize soil preservation and equipment efficiency. These advanced tire designs allow machinery to carry heavier loads at reduced inflation pressures, thereby minimizing soil compaction and maximizing crop yields. This transition toward premium, high-performance solutions is becoming a primary revenue source for manufacturers, compensating for weaker demand in standard categories. Validating this trend, Yokohama Rubber Co., Ltd. reported in February 2025 that its tire segment achieved a 12.1% year-over-year revenue increase in FY2024, a growth trajectory explicitly attributed to a strategic focus on expanding high-value-added off-highway tires globally.

Simultaneously, the rise of predictive maintenance and digital management systems is transforming tire operations from a reactive necessity into a precision agriculture tool. By integrating connectivity standards and IoT sensors, fleet operators can continuously monitor vital metrics such as pressure and temperature to prevent failures before they occur. This digitalization aligns tire performance with broader farm management software, ensuring optimal fuel usage and reducing operational downtime. The industry?s commitment to this technology is evident; according to a February 2025 report by Continental Tires, a survey of 850 fleet managers revealed that 24% of respondents plan to invest directly in predictive maintenance technologies within the next two years to enhance fleet efficiency.

Key Market Players

Michelin

Bridgestone

Titan

Trelleborg

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Balkrishna Industries

Goodyear

Continental

Apollo Tyres

Firestone

Carlisle

Report Scope

In this report, the Global Agriculture Tire Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Agriculture Tire Market, By Vehicle Type

Tractors

Trailers

Combine Harvesters & Others

Agriculture Tire Market, By Tire Type

Bias

Radial

Agriculture Tire Market, By Demand Category

OEM Vs. Replacement

Agriculture Tire Market, By Region

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North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

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- Middle East & Africa
  - South Africa
  - Saudi Arabia
  - UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Agriculture Tire Market.

Available Customizations:

Global Agriculture Tire Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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