

Tire Pressure Monitoring System (TPMS) Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Direct TPMS and Indirect TPMS), By Sales Channel Type (OEM and Aftermarket), By Vehicle Type (Passenger Cars and Commercial Vehicles), By Region & Competition,al, By Region & Competition, 2021-2031F

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Abstracts

The Global Tire Pressure Monitoring System (TPMS) Market is projected to expand from USD 6.94 Billion in 2025 to USD 11.38 Billion by 2031, registering a CAGR of 8.59%. A TPMS functions as an electronic safety assembly that tracks air pressure within pneumatic tires and relays real-time data to the vehicle driver. This market growth is largely fueled by strict government safety mandates requiring these systems in new automobiles, alongside a rising preference for fuel efficiency, as correctly inflated tires notably decrease rolling resistance and fuel consumption. This expansion is intrinsically linked to automotive manufacturing rates; for instance, the European Automobile Manufacturers' Association reported that global car production reached 75.5 million units in 2024, suggesting a strong fundamental demand for these obligatory safety components.

However, the industry encounters significant obstacles related to the long-term maintenance and technical reliability of these systems. Direct sensors operate on batteries with finite lifespans, frequently requiring costly hardware replacements, while issues such as signal interference and complex recalibration processes can raise the total cost of ownership. These financial and technical barriers often hinder broader market adoption in cost-conscious developing nations where the necessary aftermarket infrastructure remains limited.

Market Driver

The enforcement of rigorous global safety regulations serves as the principal catalyst for the Global Tire Pressure Monitoring System (TPMS) Market. Governments around the world are implementing strict standards to decrease road accidents and improve vehicle stability, effectively making TPMS a mandatory component for both commercial and passenger vehicles. This legislative momentum is rooted in the critical need to lower traffic mortality; data from the National Highway Traffic Safety Administration in December 2024 indicated approximately 29,135 traffic fatalities in the United States during the first nine months of 2024, highlighting the vital need for active safety technologies. Consequently, regulatory authorities in North America and Europe are broadening these mandates to encompass a wider variety of vehicle classes, ensuring steady market growth.

Concurrently, the rapid rise of electric and autonomous vehicles is altering tire management needs and stimulating market demand. Electric vehicles (EVs) necessitate accurate pressure monitoring to handle the substantial weight of battery systems and to maximize range by reducing rolling resistance, a shift that is pushing suppliers to adapt to electrification trends. Illustrating this integration, Continental AG reported in April 2025 that it provided tires to 18 of the top 20 global high-volume fully electric vehicle manufacturers in 2024. Furthermore, these systems offer significant efficiency benefits; Michelin Connected Fleet noted in February 2025 that advanced tire management can cut fleet fuel consumption by roughly 5 percent, thereby reducing both operational expenses and carbon footprints.

Market Challenge

Issues regarding technical reliability and the high costs associated with long-term maintenance pose significant barriers to the market's sustained growth. Because sensors depend on batteries with limited service lives, vehicle owners often face expensive hardware replacements rather than simple repairs. This creates a recurring financial strain, especially when compounded by the technical difficulties associated with signal recalibration. Such economic and technical challenges discourage deeper market integration, particularly in price-sensitive regions where specialized aftermarket infrastructure is often insufficient to support these complex electronic components.

The severity of these maintenance issues is further intensified by the increasing longevity of modern vehicles, which often outlast the original functionality of their

sensors. The European Automobile Manufacturers' Association reported that the average age of passenger cars in the European Union reached 12.3 years in 2024. As vehicles stay on the road longer, the likelihood of sensor failure rises; however, the high cost of replacement frequently deters consumers in developing economies from maintaining these systems, consequently limiting revenue potential in the aftermarket sector.

Market Trends

The rise of cloud-based fleet tire management is fundamentally transforming the market by shifting focus from passive pressure monitoring to comprehensive, data-driven maintenance ecosystems. This movement utilizes centralized digital platforms and real-time telematics to assess tire health, enabling commercial operators to streamline routes and drastically cut downtime via predictive service scheduling. By linking tire sensors with cloud technology, providers are establishing service-oriented business models that secure recurring revenue streams beyond initial hardware sales. According to Bridgestone's '2025 Integrated Report' released in June 2025, the company significantly broadened its mobility solutions footprint, reaching roughly 1.3 million contracted vehicles across North America and Europe via its Webfleet and Azuga platforms by the end of 2024.

Simultaneously, the development of intelligent tire sensing technologies is empowering tires to act as active data nodes within broader vehicle safety systems. In contrast to standard TPMS which monitors only air pressure, these sophisticated sensors identify friction levels, road surface conditions, and tread wear, communicating directly with Advanced Driver-Assistance Systems (ADAS) to improve vehicle control. This integration permits braking systems to respond more rapidly to hazardous environments like wet or icy roads, effectively merging tire physics with vehicle software. For example, Autosphere reported in a February 2025 article titled 'Goodyear SightLine: Tomorrow's Smarter Tires' that integrating this tire intelligence with Automatic Emergency Braking systems could help mitigate collision impacts at speeds up to 80 km/h by engaging brakes earlier than traditional setups.

Key Market Players

Continental AG

DENSO Corporation

Sensata Technologies, Inc.

ZF Friedrichshafen AG

NXP Semiconductors N.V.

Pacific Industrial Co., Ltd.

HELLA GmbH & Co. KGaA

VALEO SA

Huf HUIsbeck & FURst GmbH & Co. KG

Schrader Electronics

Report Scope

In this report, the Global Tire Pressure Monitoring System (TPMS) Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Tire Pressure Monitoring System (TPMS) Market, By Type

Direct TPMS

Indirect TPMS

Tire Pressure Monitoring System (TPMS) Market, By Sales Channel Type

OEM

Aftermarket

Tire Pressure Monitoring System (TPMS) Market, By Vehicle Type

Passenger Cars

Commercial Vehicles

Tire Pressure Monitoring System (TPMS) Market, By Region

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

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Tire Pressure Monitoring System (TPMS) Market.

Available Customizations:

Global Tire Pressure Monitoring System (TPMS) 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).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL TIRE PRESSURE MONITORING SYSTEM (TPMS) MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Direct TPMS, Indirect TPMS)
 - 5.2.2. By Sales Channel Type (OEM, Aftermarket)
 - 5.2.3. By Vehicle Type (Passenger Cars, Commercial Vehicles)
 - 5.2.4. By Region

- 5.2.5. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA TIRE PRESSURE MONITORING SYSTEM (TPMS) MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Type
 - 6.2.2. By Sales Channel Type
 - 6.2.3. By Vehicle Type
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Tire Pressure Monitoring System (TPMS) Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Type
 - 6.3.1.2.2. By Sales Channel Type
 - 6.3.1.2.3. By Vehicle Type
 - 6.3.2. Canada Tire Pressure Monitoring System (TPMS) Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Type
 - 6.3.2.2.2. By Sales Channel Type
 - 6.3.2.2.3. By Vehicle Type
 - 6.3.3. Mexico Tire Pressure Monitoring System (TPMS) Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Type
 - 6.3.3.2.2. By Sales Channel Type
 - 6.3.3.2.3. By Vehicle Type

7. EUROPE TIRE PRESSURE MONITORING SYSTEM (TPMS) MARKET OUTLOOK

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type
 - 7.2.2. By Sales Channel Type
 - 7.2.3. By Vehicle Type
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Tire Pressure Monitoring System (TPMS) Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Type
 - 7.3.1.2.2. By Sales Channel Type
 - 7.3.1.2.3. By Vehicle Type
 - 7.3.2. France Tire Pressure Monitoring System (TPMS) Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Type
 - 7.3.2.2.2. By Sales Channel Type
 - 7.3.2.2.3. By Vehicle Type
 - 7.3.3. United Kingdom Tire Pressure Monitoring System (TPMS) Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Type
 - 7.3.3.2.2. By Sales Channel Type
 - 7.3.3.2.3. By Vehicle Type
 - 7.3.4. Italy Tire Pressure Monitoring System (TPMS) Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Type
 - 7.3.4.2.2. By Sales Channel Type
 - 7.3.4.2.3. By Vehicle Type
 - 7.3.5. Spain Tire Pressure Monitoring System (TPMS) Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Type
- 7.3.5.2.2. By Sales Channel Type
- 7.3.5.2.3. By Vehicle Type

8. ASIA PACIFIC TIRE PRESSURE MONITORING SYSTEM (TPMS) MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Sales Channel Type
 - 8.2.3. By Vehicle Type
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Tire Pressure Monitoring System (TPMS) Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Type
 - 8.3.1.2.2. By Sales Channel Type
 - 8.3.1.2.3. By Vehicle Type
 - 8.3.2. India Tire Pressure Monitoring System (TPMS) Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Type
 - 8.3.2.2.2. By Sales Channel Type
 - 8.3.2.2.3. By Vehicle Type
 - 8.3.3. Japan Tire Pressure Monitoring System (TPMS) Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Type
 - 8.3.3.2.2. By Sales Channel Type
 - 8.3.3.2.3. By Vehicle Type
 - 8.3.4. South Korea Tire Pressure Monitoring System (TPMS) Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value

- 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Type
 - 8.3.4.2.2. By Sales Channel Type
 - 8.3.4.2.3. By Vehicle Type
- 8.3.5. Australia Tire Pressure Monitoring System (TPMS) Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Type
 - 8.3.5.2.2. By Sales Channel Type
 - 8.3.5.2.3. By Vehicle Type

9. MIDDLE EAST & AFRICA TIRE PRESSURE MONITORING SYSTEM (TPMS) MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By Sales Channel Type
 - 9.2.3. By Vehicle Type
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Tire Pressure Monitoring System (TPMS) Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Type
 - 9.3.1.2.2. By Sales Channel Type
 - 9.3.1.2.3. By Vehicle Type
 - 9.3.2. UAE Tire Pressure Monitoring System (TPMS) Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Type
 - 9.3.2.2.2. By Sales Channel Type
 - 9.3.2.2.3. By Vehicle Type
 - 9.3.3. South Africa Tire Pressure Monitoring System (TPMS) Market Outlook
 - 9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Type

9.3.3.2.2. By Sales Channel Type

9.3.3.2.3. By Vehicle Type

10. SOUTH AMERICA TIRE PRESSURE MONITORING SYSTEM (TPMS) MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Type

10.2.2. By Sales Channel Type

10.2.3. By Vehicle Type

10.2.4. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Tire Pressure Monitoring System (TPMS) Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Type

10.3.1.2.2. By Sales Channel Type

10.3.1.2.3. By Vehicle Type

10.3.2. Colombia Tire Pressure Monitoring System (TPMS) Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Type

10.3.2.2.2. By Sales Channel Type

10.3.2.2.3. By Vehicle Type

10.3.3. Argentina Tire Pressure Monitoring System (TPMS) Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Type

10.3.3.2.2. By Sales Channel Type

10.3.3.2.3. By Vehicle Type

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL TIRE PRESSURE MONITORING SYSTEM (TPMS) MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Continental AG
 - 15.1.1. Business Overview
 - 15.1.2. Products & Services
 - 15.1.3. Recent Developments
 - 15.1.4. Key Personnel
 - 15.1.5. SWOT Analysis
- 15.2. DENSO Corporation
- 15.3. Sensata Technologies, Inc.
- 15.4. ZF Friedrichshafen AG
- 15.5. NXP Semiconductors N.V.
- 15.6. Pacific Industrial Co., Ltd.
- 15.7. HELLA GmbH & Co. KGaA
- 15.8. VALEO SA
- 15.9. Huf Hulsbeck & FUrst GmbH & Co. KG
- 15.10. Schrader Electronics

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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