

Advanced Tires Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Vehicle Type (On-Highway Vehicle and Off-Highway Vehicle), By Technology (On-Highway Vehicle Technology and Off-Highway Vehicle Technology), By Tire Type (Run-Flat, Airless and Pneumatic), By Material Type (Natural Rubber, Synthetic Rubber, Steel, Elastomers and Others), By Region, Competition

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Abstracts

Global Advanced Tires Market has valued at USD 1.1 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 12.5%. The global advanced tires market is currently experiencing significant growth, propelled by continuous advancements in tire technologies and the growing demand for high-performance vehicles. As safety concerns continue to rise and environmental regulations become stricter, key players in the industry are diligently focusing on developing innovative solutions to address these challenges. One such solution is the integration of intelligent sensors in tires, allowing for real-time monitoring and enhanced safety features. Additionally, the introduction of run-flat tires has gained traction, providing drivers with extended mobility even after a puncture.

While the Asia-Pacific region currently dominates the market due to rapid urbanization and a booming automotive industry, North America and Europe are also witnessing substantial growth. This can be attributed to the presence of prominent tire manufacturers in these regions, coupled with heightened consumer awareness regarding the importance of tire safety. As consumers become more informed and

conscious about the performance and safety aspects of tires, the demand for advanced tire technologies is expected to further fuel market expansion.

However, despite these promising trends, challenges remain in the form of high production costs and the lack of standardization across the industry. Manufacturers are continuously striving to optimize production processes and reduce costs to ensure wider market adoption. Additionally, the establishment of industry-wide standards and regulations will be crucial in driving the widespread acceptance of advanced tire technologies.

In conclusion, the global advanced tires market is poised for continued growth, driven by technological advancements and increasing emphasis on safety and performance. With ongoing efforts to overcome challenges and meet evolving consumer demands, the future of the advanced tires industry looks promising.

Key Market Drivers

Environmental Concerns and Regulations

A significant driver for the advanced tires market is the growing emphasis on environmental sustainability. With mounting concerns about greenhouse gas emissions and air pollution, stringent regulations have been put in place worldwide. Advanced tires, especially those designed with low rolling resistance, play a pivotal role in enhancing fuel efficiency and reducing carbon emissions, aligning with global efforts to combat climate change. Government mandates and emissions reduction targets are compelling both automakers and consumers to opt for advanced tires that contribute to higher fuel economy and lower emissions.

Fuel Efficiency and Cost Savings

Fuel efficiency is a crucial factor for vehicle owners and fleet operators. When it comes to optimizing fuel consumption, advanced tires with low rolling resistance properties play a significant role. By reducing the energy required for vehicles to travel, these tires result in substantial cost savings on fuel expenses. Moreover, improved fuel efficiency not only translates to fewer fuel stops but also contributes to reduced overall fuel consumption. This aspect is particularly appealing to both individual consumers and commercial vehicle operators who are keen on minimizing their operating costs while also being environmentally conscious. By investing in advanced tires, vehicle owners can enjoy the benefits of enhanced fuel efficiency and contribute to a greener and more

sustainable future.

Technological Advancements

Ongoing innovations in tire technology are a driving force behind market growth. These innovations include run-flat tires, self-inflating tires, and smart tire sensors, all of which significantly enhance safety, convenience, and tire performance. Run-flat tires, for example, allow vehicles to continue moving even after a tire puncture, improving safety and reducing the need for immediate tire replacement. Self-inflating tires maintain optimal tire pressure without manual intervention, leading to better fuel efficiency and longer tire lifespan. Smart tire sensors provide real-time data on tire pressure and temperature, enhancing safety and enabling proactive maintenance to reduce the risk of tire blowouts.

Increasing Vehicle Production and Sales

The continuously expanding global automotive industry, characterized by a steady rise in vehicle production and sales, is playing a vital role in driving the growth of the advanced tires market. As more and more vehicles hit the road each year, the demand for high-performance and eco-friendly tires continues to surge. This increasing demand is particularly pronounced in emerging economies, where a growing middle-class population, coupled with rapid urbanization, is fueling robust automotive growth. As a result, vehicle ownership is on the rise, further propelling the demand for advanced tires that can meet the evolving needs of drivers in terms of safety, durability, and sustainability.

Shift Toward Electric Vehicles (EVs) and Hybrid Vehicles

The shift toward electric vehicles (EVs) and hybrid vehicles is reshaping the automotive landscape. These vehicles have unique requirements, such as quieter operation and optimal battery efficiency, necessitating specialized tires. Advanced tires tailored to meet the specific needs of EVs and hybrid vehicles are gaining prominence. These tires focus on reducing road noise, maximizing energy efficiency, and ensuring safety, aligning with the eco-conscious preferences of EV and hybrid owners.

Aging Infrastructure and Road Maintenance

In regions grappling with aging infrastructure and road maintenance challenges, the demand for advanced tires capable of withstanding rough road conditions and offering

extended durability has seen a significant rise. These tires are designed with superior materials and innovative technologies to ensure resilience and longevity, even in the harshest environments. They are engineered to resist punctures and withstand the wear and tear caused by rough roads, providing drivers with peace of mind and reducing the risk of unexpected tire damage. By minimizing the frequency of road repairs and maintenance, these durable and puncture-resistant tires not only enhance safety but also help to alleviate the financial burden associated with tire replacements and repairs.

Growing Awareness of Tire Safety

The growing awareness of tire safety is a significant driver for the advanced tires market. With the rising concern among consumers regarding tire safety, there is a growing demand for tires with advanced features. These features include improved wet and dry traction, better handling, and reduced braking distances. In response to this demand, tire manufacturers are actively integrating advanced materials and innovative designs into their products. By doing so, they aim to enhance overall tire performance and safety, effectively meeting the safety-conscious preferences of consumers. This focus on tire safety is not only ensuring a safer driving experience but also instilling confidence in consumers when it comes to choosing the right tires for their vehicles.

Key Market Challenges

High Initial Costs

One of the primary challenges in the advanced tires market is the relatively high initial cost of advanced tire technologies. These technologies, such as low rolling resistance compounds and specialized materials for improved durability, can be more expensive to manufacture and purchase compared to conventional tires. The upfront cost can deter price-sensitive consumers and fleet operators, posing a barrier to the widespread adoption of advanced tires. Manufacturers need to find ways to reduce production costs or offer more affordable options to address this challenge.

Limited Availability and Variety

Another challenge is the limited availability and variety of advanced tire options in the market. While major tire manufacturers are developing advanced tire models, they may not be readily available in all regions or for all types of vehicles. This limited availability can frustrate consumers seeking specific advanced tire features or those residing in areas with limited access to advanced tire products. Increasing production and

distribution of advanced tires to meet diverse consumer demands is crucial for addressing this challenge.

Technological Complexity

The advancement of tire technology has led to increased complexity in tire design and manufacturing processes. Advanced tires often incorporate intricate features like run-flat capabilities, self-inflating mechanisms, and smart sensors. This complexity can result in challenges during production, quality control, and maintenance. Manufacturers must invest in advanced production techniques and worker training to ensure consistent quality and performance, which can be a costly endeavor.

Consumer Education and Awareness

Many consumers remain unaware of the numerous benefits and innovative features offered by advanced tires. These cutting-edge tires not only provide exceptional performance but also contribute to a more sustainable and eco-friendly driving experience.

One significant advantage of advanced tires is their low rolling resistance, which helps reduce fuel consumption and carbon emissions. By minimizing the energy wasted in tire deformation, drivers can enjoy improved fuel efficiency and contribute to a greener environment.

Moreover, advanced tires come equipped with enhanced safety features that prioritize driver and passenger protection. From advanced tread patterns that enhance grip and traction, to innovative materials that improve braking performance, these tires are designed to keep drivers safe on the road.

Additionally, specialized tire designs cater to specific driving conditions and vehicle types. Whether it's all-season tires for versatile performance in various weather conditions or high-performance tires for sports cars, advanced tire technology ensures that drivers can find the perfect fit for their needs.

However, educating consumers about these benefits can be challenging, especially for those who are not well-versed in tire technology. Manufacturers and retailers play a crucial role in driving demand for advanced tires by effectively marketing and reaching out to consumers. By highlighting the advantages and features of these tires through informative campaigns and educational materials, they can help consumers make

informed decisions and embrace the benefits of advanced tire technology.

In conclusion, advanced tires offer a multitude of benefits, including improved fuel efficiency, enhanced safety features, and specialized designs. By raising awareness and educating consumers, we can drive demand for these advanced tires and pave the way for a safer, greener, and more efficient future on the roads.

Compatibility with Electric Vehicles (EVs) and Hybrid Vehicles

While advanced tires are designed to cater to the unique needs of electric vehicles (EVs) and hybrid vehicles, ensuring compatibility can be challenging. EVs, for instance, place different demands on tires due to their weight distribution and torque characteristics. Developing advanced tires that deliver optimal performance and efficiency for these vehicle types requires ongoing research and development efforts.

Environmental Concerns in Tire Production

While advanced tires contribute to improved vehicle fuel efficiency and reduced emissions during their lifecycle, there are environmental concerns associated with tire production itself. The manufacturing process involves the use of various materials, some of which can have adverse environmental impacts. Tire manufacturers must address these concerns by adopting sustainable practices, including recycling and eco-friendly materials, to align with consumer expectations and environmental regulations.

Global Economic Factors

Economic factors, such as inflation, currency fluctuations, and market volatility, can have significant implications for the pricing and availability of advanced tires. In the ever-evolving global economic landscape, the fluctuation in raw material costs and potential disruptions in the supply chain can profoundly impact the production and pricing dynamics of tires. These economic uncertainties not only pose challenges for manufacturers but also present hurdles for consumers in terms of making informed purchasing decisions and navigating the market. It becomes crucial for industry players to closely monitor and adapt to these dynamic economic conditions to ensure a sustainable and resilient tire industry.

Regulatory Compliance and Safety Standards

Meeting regulatory compliance and safety standards is not only crucial but paramount

for tire manufacturers. The responsibility lies in ensuring that advanced tire technologies not only adhere to stringent safety regulations but also maintain their innovative features, making it a complex task that requires utmost diligence.

Moreover, the complexity doesn't end there. With varying international standards across different markets, the challenges of bringing advanced tires to a global audience are further amplified. This not only adds to the complexity but also increases the cost involved in the process.

Nevertheless, tire manufacturers remain dedicated to delivering cutting-edge tire solutions that not only meet but exceed regulatory compliance and safety standards, catering to the evolving needs of consumers worldwide.

Key Market Trends

Rising Demand for Green and Sustainable Tires

A significant trend in the advanced tires market is the increasing demand for green and sustainable tire solutions. As environmental concerns escalate, consumers and fleet operators are prioritizing tires that not only improve fuel efficiency but also have a reduced environmental footprint.

Green tire technologies, including low rolling resistance compounds and eco-friendly materials, are gaining prominence. These advanced tires not only lower carbon emissions but also contribute to better fuel economy, aligning with global initiatives to combat climate change. The trend towards sustainability is pushing manufacturers to innovate and produce eco-conscious tire options.

Proliferation of Electric Vehicles (EVs) and Hybrid Vehicles

The accelerated adoption of electric vehicles (EVs) and hybrid vehicles is reshaping the advanced tires market. These alternative propulsion vehicles have distinctive tire requirements due to factors like weight distribution, torque characteristics, and the need for quieter operation.

Tire manufacturers are responding to this trend by developing specialized tires specifically tailored to the needs of EVs and hybrids. These advanced tires prioritize attributes like reduced road noise, optimized energy efficiency, and enhanced safety. This trend is poised to grow further as the transition to electric mobility continues.

Tire Connectivity and Smart Tire Technology

Integration of technology into tires represents a significant trend. Smart tire technology, encompassing features like tire pressure monitoring systems (TPMS) and tire temperature sensors, is becoming increasingly prevalent. These sensors provide real-time data to drivers and vehicle management systems, enhancing safety and simplifying maintenance.

Furthermore, the emergence of tire connectivity is enabling tires to communicate with vehicles, delivering information regarding tire health, road conditions, and performance. This connectivity empowers proactive maintenance and enhances overall safety. The convergence of technology and tire manufacturing is a key driver in advancing vehicle safety and efficiency.

Run-Flat Tires and Self-Inflating Tire

The popularity of run-flat tires and self-inflating tires is on the rise due to their convenience and safety benefits. Run-flat tires enable vehicles to continue driving even after experiencing a puncture, reducing the urgency for immediate tire replacement and enhancing overall safety.

Self-inflating tires maintain optimal tire pressure without the need for manual intervention, leading to improved fuel efficiency and extended tire lifespan. These technological innovations are being increasingly integrated into advanced tire offerings, contributing to consumer convenience and safety.

Increasing Focus on Tire Safety

Tire safety remains a paramount concern, driving the development of advanced safety features within tires. Enhanced traction in both wet and dry conditions, improved handling, and shorter braking distances are now common goals in advanced tire designs.

To meet these objectives, manufacturers are utilizing advanced materials and innovative tire construction techniques, resulting in improved overall safety performance. As consumers become more safety-conscious, the demand for tires with enhanced safety features is expected to grow.

Customization and Personalization

An emerging trend is the increasing consumer desire for tires that align with specific driving preferences and vehicle types. This trend has led to a surge in customization and personalization options offered by tire manufacturers.

Customized tire solutions cater to varying terrains, weather conditions, and driving styles, enabling consumers to optimize tire performance based on their individual needs. Manufacturers are providing a wide range of tire options to meet these specific requirements, ensuring a more tailored driving experience.

3D Printing and Advanced Materials

3D printing technology is making notable strides in tire manufacturing, enabling the production of highly customized and intricate tire designs. This trend allows for optimized tread patterns and features tailored to specific applications.

Additionally, advanced materials, including nanomaterials and sustainable compounds, are being employed to enhance tire performance while minimizing environmental impact. These materials play a vital role in improving tire longevity, fuel efficiency, and overall sustainability, contributing to a more eco-conscious tire market.

Online Tire Retailing and E-Commerce

The convenience of online tire shopping and e-commerce platforms is reshaping consumer purchasing behavior. An increasing number of consumers prefer to research, compare, and purchase tires online.

E-commerce platforms offer a wide selection of tire brands and models, along with user reviews and recommendations, simplifying the decision-making process for consumers. The availability of tires online is revolutionizing the way consumers buy tires and is expected to continue growing in popularity.

Global Expansion of Advanced Tire Manufacturers

Leading tire manufacturers are strategically expanding their global presence to cater to diverse markets. This expansion includes the establishment of manufacturing facilities and distribution networks in emerging economies.

Emerging markets, characterized by growing middle-class populations and increasing urbanization, represent significant growth opportunities for advanced tire manufacturers. Expanding globally allows manufacturers to tap into these emerging markets and meet the demand for advanced tire technologies.

Eco-Friendly Manufacturing Practices

Environmental sustainability extends to the tire manufacturing process itself. Tire manufacturers are adopting eco-friendly practices, such as recycling materials, reducing waste, and minimizing environmental impact during production.

These sustainable manufacturing practices not only align with consumer expectations but also address regulatory requirements related to environmental sustainability. Manufacturers are investing in sustainable production methods to reduce their ecological footprint.

Segmental Insights

Technology Insights

The global Advanced Tires market is increasingly driven by evolving technology. Advanced tires incorporate technologies such as chip-embedded systems, which improve safety and performance by providing real-time data on tire conditions. The rise in autonomous vehicles is further stimulating the demand for these intelligent tires. Furthermore, advancements in materials, like the development of eco-friendly and highly durable synthetic rubber, contribute to the growth of the industry. However, high costs of production and technological complexities pose a challenge. Yet, with continuous research and development, the global Advanced Tires market is set to experience significant growth in the coming years.

Vehicle Insights

The global Advanced Tires market is experiencing a significant growth phase, underpinned by the advancements in tire technologies and the growing demand for safety and efficiency in the automotive sector. Advanced tires, equipped with features like smart monitoring systems and self-inflation, are being recognized for their potential to enhance vehicle performance and fuel efficiency, along with improving road safety. High-end cars, commercial fleets, and electric vehicles are some of the key segments driving this demand. However, the market also faces challenges such as high costs and

the need for robust infrastructural support for effective utilization of these advanced features.

Regional Insights

The global Advanced Tires market showcases a diverse landscape across different regions. In North America, the market is driven by the presence of major automobile manufacturers and a high consumer preference for technologically advanced vehicles. Europe, with its stringent vehicle safety regulations and a strong focus on environmental sustainability, is propelling demand for smart and efficient advanced tires. Asia-Pacific is a rapidly emerging market, driven by increasing vehicle production and rising consumer awareness about vehicle safety and fuel efficiency. The Middle East and Africa, although currently a smaller market, shows promise due to increasing urbanization and vehicle ownership.

Key Market Players

Michelin

Pirelli & C. S.p.A

Continental AG

The Goodyear Tire & Rubber Company

THE YOKOHAMA RUBBER CO., LTD.

Sumitomo Corporation

Nokian Tyres plc.

Hankook Tire & Technology Co.,

Report Scope:

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

Advanced Tires Market, By Technology:

On-Highway Vehicle Technology

Off-Highway Vehicle Technology

Advanced Tires Market, By Vehicle Type:

On-Highway Vehicle

Off-Highway Vehicle

Advanced Tires Market, By Tire Type:

Run-Flat

Airless

Pneumatic

Advanced Tires Market, By Material Type:

Natural Rubber

Synthetic Rubber

Steel

Elastomers

Others

Advanced Tires Market, By Region:

North America

United States

Canada

Mexico

Europe & CIS

Germany

Spain

France

Russia

Italy

United Kingdom

Belgium

Asia-Pacific

China

India

Japan

Indonesia

Thailand

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

Turkey

Iran

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Advanced Tires Market.

Available Customizations:

Global Advanced Tires Market report with the given market data, Tech Sci 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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