

Automotive OTR Green Tires Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Tire Type (Radial, Bias), By Demand Category (OEM, Replacement), By Region & Competition, 2021-2031F

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Abstracts

The Global Automotive OTR Green Tires Market will grow from USD 8.11 Billion in 2025 to USD 14.53 Billion by 2031 at a 10.21% CAGR. Global Automotive Off-the-Road (OTR) Green Tires are specialized heavy-duty tires engineered for mining, construction, and agricultural machinery using sustainable materials and advanced tread designs to minimize rolling resistance and carbon emissions.

Key Market Drivers

The implementation of stringent environmental regulations and emission standards is forcing a fundamental shift in the OTR tire sector toward sustainable material integration. Regulatory bodies worldwide are imposing stricter carbon caps on mining and construction operations, compelling manufacturers to replace petrochemical feedstocks with bio-based and recycled alternatives. This legislative pressure is driving measurable changes in production inputs to ensure compliance and market viability.

Key Market Challenges

The high initial manufacturing and procurement costs associated with green tire technologies stand as a substantial barrier to market expansion. Producing these tires requires integrating expensive bio-based materials and employing complex engineering processes to ensure they endure the rigorous demands of mining and construction environments. These elevated production requirements inevitably result in a premium

price point compared to conventional heavy-duty tires.

Key Market Trends

The integration of Internet of Things (IoT) technologies into heavy-duty tires is transforming the market by enabling real-time condition monitoring and predictive maintenance. Fleet operators in mining and construction are increasingly deploying sensors that track critical metrics such as internal pressure, temperature, and tread wear to prevent catastrophic failures and optimize asset utilization. This shift from reactive repairs to data-driven management significantly reduces downtime and operational costs while extending the service life of expensive OTR assets.

Key Market Players

Bridgestone Corporation

Continental AG

Michelin Group

Apollo Tyres Limited

Yokohama Tire Corporation

Goodyear Tire & Rubber Company

Pirelli & C. Spa

Toyo Tire Corporation

MRF Limited

CEAT Limited

Report Scope:

In this report, the Global Automotive OTR Green Tires Market has been segmented into the following categories, in addition to the industry trends which have also been detailed

below:

Automotive OTR Green Tires Market, By Tire Type:

Radial

Bias

Automotive OTR Green Tires Market, By Demand Category:

OEM

Replacement

Automotive OTR Green Tires 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 Automotive OTR Green Tires Market.

Available Customizations:

Global Automotive OTR Green Tires 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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