

Automotive Wheel Rims Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Vehicle Type (Passenger Car, Commercial Vehicle), By Material (Alloy, Steel, Carbon Fiber), By Sales Channel (OEM, Aftermarket), By Region, Competition

<https://marketpublishers.com/r/AA25EDFE7E21EN.html>

Date: October 2023

Pages: 190

Price: US\$ 4,900.00 (Single User License)

ID: AA25EDFE7E21EN

Abstracts

In 2022, the Global Automotive Wheel Rims Market reached a valuation of USD 60 billion, and it is poised for substantial growth in the foreseeable future, exhibiting a robust Compound Annual Growth Rate (CAGR) of 9.2% through 2028. This growth can be attributed to the increasing demand for lightweight vehicle wheel rims, driven by the pursuit of more powerful and fuel-efficient automobiles.

The adoption of lightweight wheel rims not only enhances the quality of the ride and the overall vehicle performance but also contributes to an improved power-to-weight ratio. Additionally, robust wheel rims play a pivotal role in enhancing a vehicle's stability, enabling precise functions such as rolling and braking.

Furthermore, wheel rims play a dual role in both aesthetics and performance enhancement. The market offers a diverse array of automotive wheel rims featuring unique designs and coatings, enhancing the visual appeal of vehicles. Consequently, the global market is experiencing a surge in popularity, as vehicles of all types and ages benefit from these advancements.

While most automobile rims are traditionally crafted from materials such as steel and alloys, high-performance vehicles, particularly sports cars, are increasingly adopting wheel rims made from cutting-edge materials like carbon fiber. This shift is driven by the

numerous advantages associated with carbon fiber, including high tensile strength, resistance to thermal and chemical factors, lightweight properties, exceptional stiffness, and more.

Key Market Drivers

Growth in the Global Automotive Industry

The automotive industry serves as the cornerstone of the Global Automotive Wheel Rims market. The continuous growth and evolution of the automotive sector, driven by factors such as rising population, urbanization, and increased disposable income, have a direct impact on the demand for wheel rims. As more vehicles hit the road, the need for wheel rims, both as original equipment and replacements, continues to rise.

Increasing Vehicle Production

The production of vehicles globally has been on an upward trajectory. Emerging economies like China and India have become significant hubs for automobile manufacturing, while established markets like the United States and Europe continue to produce a substantial number of vehicles. This surge in vehicle production directly fuels the demand for wheel rims, as each vehicle requires these components.

Emphasis on Lightweighting

Automakers are constantly striving to reduce vehicle weight to enhance fuel efficiency and reduce emissions. This has led to the adoption of lightweight materials for wheel rims, such as aluminum and magnesium alloys, in place of traditional steel rims. As a result, there is a growing demand for specialized lightweight wheel rims, offering opportunities for manufacturers to cater to this evolving need.

Increasing Adoption of Alloy Wheel Rims

Alloy wheel rims have gained immense popularity due to their aesthetic appeal, improved performance, and reduced weight compared to steel counterparts. Consumers are increasingly opting for alloy wheel rims as an aftermarket upgrade, and automakers are incorporating them into their vehicles as original equipment. This trend boosts the demand for alloy wheel rims in the market.

Rising Demand for Customization

Consumer preferences for vehicle customization are on the rise. Car owners, particularly enthusiasts, are looking for ways to make their vehicles unique and reflect their individual style. Customized wheel rims offer an excellent avenue for personalization, leading to a surge in demand for unique and eye-catching designs.

Technological Advancements

Advancements in wheel rim manufacturing technologies have enabled the production of high-performance and precision-engineered rims. Computer-aided design (CAD) and manufacturing (CAM) processes have improved the precision and durability of wheel rims. Additionally, technologies like 3D printing are being explored for producing intricate and lightweight rim designs, further driving market growth.

Safety and Performance Enhancement

Wheel rims play a crucial role in a vehicle's safety and performance. As consumers become more safety-conscious, they look for wheel rims that not only enhance aesthetics but also contribute to the overall safety and performance of their vehicles. This has led to the development of advanced rim designs that improve handling, braking, and overall vehicle stability.

Key Market Challenges

Fluctuating Raw Material Prices

One of the significant challenges in the Global Automotive Wheel Rims market is the volatility in raw material prices. The production of wheel rims relies heavily on materials such as steel, aluminum, and magnesium alloys. The prices of these materials are subject to fluctuations influenced by factors such as global supply and demand, geopolitical events, and trade tariffs. Sudden spikes in material costs can significantly impact the production costs for wheel rims, potentially leading to reduced profit margins for manufacturers.

Intense Competition

The automotive wheel rims market is highly competitive, with numerous manufacturers and suppliers vying for market share. This competition is driven by the ever-growing demand for wheel rims, both in the original equipment manufacturer (OEM) and

aftermarket segments. Established players face competition not only from domestic manufacturers but also from international companies, leading to pricing pressures and the need for continuous innovation to differentiate products.

Regulatory Compliance

The automotive industry is subject to a complex web of regulations and standards, particularly concerning safety and environmental standards. Manufacturers of wheel rims must ensure that their products comply with these regulations, which can vary from one region to another. Achieving compliance often requires substantial investments in research and development, testing, and certification processes, adding to the overall cost of production.

Technological Advancements

While technological advancements can be a driver for the market, they also pose a challenge. As automotive technology evolves, wheel rims need to keep pace with changing vehicle designs and specifications. This necessitates ongoing investments in research and development to produce wheel rims that are not only aesthetically pleasing but also lightweight, durable, and compatible with advanced braking and suspension systems.

Counterfeit Products

Counterfeit and substandard wheel rims pose a significant challenge to the market. The availability of counterfeit wheel rims in the aftermarket segment can compromise safety and performance, leading to accidents and damage to vehicles. Customers may be attracted to lower-priced counterfeit products, unaware of the risks they entail. Addressing this challenge requires increased vigilance, consumer education, and enforcement of intellectual property rights.

Environmental Concerns

The automotive industry is under increasing pressure to reduce its environmental footprint. This includes reducing emissions during production processes and adopting eco-friendly materials. The manufacturing of wheel rims, especially alloy rims, can involve energy-intensive processes that generate greenhouse gas emissions. Manufacturers face the challenge of adopting greener production methods and materials while remaining cost competitive.

Supply Chain Disruptions

The COVID-19 pandemic highlighted the vulnerability of global supply chains. Disruptions in the supply of raw materials, components, and logistics can severely impact the production and delivery of wheel rims. Events such as natural disasters, trade disputes, and geopolitical tensions can disrupt the supply chain, leading to production delays and increased costs. Manufacturers must develop resilient supply chain strategies to mitigate these challenges.

Key Market Trends

Increasing Demand for Lightweight Wheel Rims:

Lightweighting is a dominant trend in the automotive industry, driven by stringent fuel efficiency and emissions regulations. As a result, there is a growing demand for lightweight wheel rims made from materials like aluminum and magnesium alloys. These materials offer a significant reduction in weight compared to traditional steel rims, contributing to improved fuel efficiency and overall vehicle performance. Lightweight rims are particularly sought after by automakers for their ability to enhance handling and reduce unsprung weight, which positively impacts ride quality and responsiveness.

Rise of Electric and Hybrid Vehicles:

The global automotive industry is experiencing a profound shift towards electric and hybrid vehicles. These eco-friendly vehicles require lightweight components to maximize their driving range and efficiency. Wheel rims made from lightweight alloys have become a popular choice for electric and hybrid vehicles, aligning with the industry's efforts to reduce weight and enhance overall efficiency. As electric vehicles continue to gain market share, the demand for lightweight wheel rims is expected to further increase.

Customization and Personalization:

Consumers are increasingly seeking ways to personalize their vehicles, making customization a significant trend in the automotive market. Wheel rims offer a prominent canvas for customization, allowing car owners to express their unique style and preferences. Aftermarket wheel rims with various designs, finishes, and sizes are in high demand as consumers look to enhance the aesthetics of their vehicles. This trend

extends beyond aesthetics, as custom wheel rims can also cater to specific performance requirements.

Advancements in Rim Design:

Wheel rim design has evolved significantly to meet both aesthetic and functional demands. Innovative rim designs go beyond visual appeal, incorporating elements that improve performance and efficiency. Complex and intricate designs not only enhance the vehicle's appearance but also contribute to brake cooling and aerodynamics. These designs often involve lightweight materials and advanced manufacturing processes to achieve a delicate balance between form and function.

Growing Adoption of Alloy Wheel Rims:

Alloy wheel rims have gained substantial market share due to their superior characteristics compared to traditional steel rims. Alloy rims offer improved performance, better heat dissipation, and resistance to corrosion. Their aesthetic appeal, characterized by various finishes and designs, further contributes to their popularity. Automakers increasingly include alloy wheel rims as original equipment on their vehicles, and consumers opt for alloy rims when upgrading their vehicles in the aftermarket segment.

Digitalization and E-commerce:

The digitalization of the automotive industry has transformed the distribution channels for wheel rims. E-commerce platforms have become prominent for purchasing wheel rims, offering consumers a wide range of choices and the convenience of online shopping. These platforms provide detailed product information, reviews, and easy comparison, enabling consumers to make informed decisions. As digitalization continues to advance, online sales of wheel rims are expected to grow, revolutionizing the way consumers access and purchase automotive components.

Environmentally Conscious Manufacturing:

Environmental sustainability is a growing concern across industries, including automotive manufacturing. Wheel rim manufacturers are increasingly adopting environmentally friendly practices and materials. This includes the use of recycled materials in production, cleaner and more energy-efficient manufacturing processes, and eco-friendly coatings. These efforts aim to reduce the environmental impact of

wheel rim manufacturing and align with the broader industry's commitment to sustainability.

Segmental Insights

Vehicle Type Analysis

The market is divided into passenger automobiles and commercial vehicles based on the kind of vehicle.

In 2022, the passenger car segment had the biggest market share, and it is anticipated that it would continue to rule the market during the projected period. The largest portion of vehicles produced globally came from this sector. The demand for premium lightweight rims is also driven by rising personal transportation demand as well as the appeal of newer models of cars, such as linked cars and electric vehicles. Additionally, rising living standards and disposable money in developing nations have an impact on the market's expansion. A sizeable portion of the market was accounted for by the commercial vehicle segment. The growth of e-commerce and the expansion of transportation and logistics-related activities are some of the variables influencing commercial vehicle sales and manufacturing.

Material Type Analysis

In 2022, the alloy category led the market, and it is anticipated that this dominance will last throughout the forecast period. The market is expanding as a result of the rising popularity of aluminum alloys due to their appearance and low weight. To increase the efficiency and performance of the car, almost all automakers choose to utilize aluminum alloy wheels. During the projected period, it is anticipated that the carbon fiber segment will grow the fastest. Segment expansion is predicted to be fueled by rising consumer demand for cutting-edge materials like carbon fiber that are lightweight and have advantageous qualities for the fabrication of rims for sports cars and high-performance vehicles. From 2023 to 2030, the carbon fiber market is anticipated to develop at the highest CAGR. The vehicle's hefty weight causes it to use more fuel, which hinders the market's expansion. To reduce excessive fuel consumption, major OEMs like Mercedes and BMW have concentrated on implementing lightweight Carbon Fiber Reinforced Plastic (CFRP) wheel rims in most luxury and high-end vehicles.

Sales Channel Type Analysis

The market is divided into aftermarket and OEM segments based on sales channel.

By 2030, the OEM segment is expected to maintain its market dominance, which it did in 2022. The sales of these rims have been mostly made to OEMs due to the low replacement rate of wheel rims and the ongoing production of autos. Additionally, the adoption of these rims with different designs, coatings, sophisticated materials, and others is being driven by automakers' efforts to continuously innovate for increasing performance, ride quality, and aesthetics, consequently boosting the segment growth in the years to come. Due to consumer demand for adding personalized wheel rims, the aftermarket category is anticipated to increase at the quickest rate. The increasing demand for passenger cars with unique customizations is anticipated to increase demand for aftermarket wheels.

Regional Insights

In terms of market share for vehicle wheel rims, Asia Pacific led in 2022. It is anticipated that rising car sales in China and India will accelerate regional market expansion. For instance, China has the highest vehicle sales worldwide compared to all other nations combined. Additionally, favorable government restrictions in China and the government's emphasis on outmoded car bans will have an impact on the region's demand for wheel rims. Asia Pacific serves as a hub for electric vehicles in addition to conventional vehicles. More than any other nation, China manufactures a sizable quantity of electric automobiles. The market will expand as a result of rising demand for lightweight rims in these EVs.

The second-largest market share in 2022 belonged to North America. New technologies are widely used and innovated in North America. As a result, North American automakers are putting a lot of effort into using cutting-edge lightweight materials for their parts. Similar to how the market expansion in North America is being aided by rising demand for carbon fiber and aluminum alloy rims for high-performance vehicles. Additionally, the U.S.'s booming auto industry is spurring market expansion in the area.

Over the projection period, a significant growth rate is expected in Europe. The need for lightweight vehicle parts from the region's top automakers is the key factor fueling the expansion. To improve the performance of their new generation of vehicles, major manufacturers like Volkswagen, Mercedes-Benz, Renault, and others are concentrating heavily on adopting lightweight car parts. Latin America, the Middle East, and Africa are included in the rest of the world. It is projected that the rapidly increasing automotive industry in these regions will accelerate market expansion.

Key Market Players

MAXION Wheels

Steel Strips Wheels Ltd

ESE Carbon

Accuride Corporation

Superior Industries International, Inc.

Ronal Group

Trelleborg AB

BORBET GmbH

Enkei International, Inc.

Alcoa Wheels

Report Scope:

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

Automotive Wheel Rims Market, By Vehicle Type:

Passenger Car

Commercial Vehicle

Automotive Wheel Rims Market, By Material Type:

Alloy

Steel

Carbon Fiber

Automotive Wheel Rims Market, By Sales Channel:

OEM

Aftermarket

Automotive Wheel Rims 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 Automotive Wheel Rims Market.

Available Customizations:

Global Automotive Wheel Rims 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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