

# **Brazil Retreading Tire Market By Vehicle Type (Passenger Cars, Commercial Vehicles), Method (Pre-Cure and Mold Cure), Sales Channel (OEMs and Independent Retreaders), By Region, Competition, Opportunities & Forecast, 2020-2030F**

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## **Abstracts**

### **Market Overview**

Brazil Retreading Tire Market was valued at USD 9.5 Billion in 2024 and is expected to reach USD 16.2 Billion by 2030 with a CAGR of 9.2% during the forecast period. The Brazil Retreading tire market is poised for substantial growth due to several key drivers. Firstly, the escalating cost of new tires has prompted both consumers and businesses to seek more affordable alternatives. Retreading tires, which offer performance comparable to new ones at a fraction of the cost, present an attractive option. Secondly, growing environmental concerns have led to a shift towards sustainable practices. Retreading extends the life of tires, reducing waste and the need for raw materials, aligning with global sustainability goals. Thirdly, advancements in retreading technologies have improved the quality and safety of Retreading tires, boosting consumer confidence and adoption. These factors collectively contribute to the market's expansion during the forecast period. The market is also witnessing notable trends that influence its trajectory. The increasing adoption of electric vehicles (EVs) and hybrid vehicles in Brazil necessitates the development of specialized tires that cater to the unique demands of these vehicles. Retreading tires are being adapted to meet these requirements, offering durability and performance suitable for EVs.

### **Market Drivers**

### **Cost Efficiency**

The demand for Retreading tires in Brazil is largely driven by their affordability compared to new tires. Retreading tires allows consumers and businesses to reduce operational costs, which is particularly significant in the transportation and logistics sectors, where tires are subject to heavy wear and tear. Retreading tires offer substantial savings, enabling companies to allocate resources to other operational areas. This cost-effective alternative has gained traction among small to medium-sized businesses and fleet operators, who face budget constraints and need to maximize their investments. Brazilian Association of Rubber Manufacturers (ABR) and ANIP (National Association of the Rubber Industry), retreaded tires account for about 25% of the tire market in Brazil. The cost of retreading is 30-50% less than buying new tires, which appeals to fleet operators, especially in the logistics and transportation sectors.

## **Key Market Challenges**

### Consumer Perception of Quality

Despite technological advancements, there remains a prevalent consumer perception that Retreading tires are inferior to new ones in terms of safety and durability. This challenge is rooted in outdated views about the reliability of Retreading products. Some consumers associate Retreading tires with lower performance, often preferring new tires for peace of mind. Overcoming this perception requires a concerted effort from manufacturers to demonstrate the safety, quality, and reliability of Retreading tires through marketing campaigns and customer education initiatives.

## **Key Market Trends**

### Emerging Demand for Retreading Tires in Electric Vehicles (EVs)

With the growing popularity of electric vehicles (EVs), there is an emerging trend of adapting Retreading tires for this new segment. EVs have unique tire requirements due to their weight, torque, and low rolling resistance needs. Retreading tires, which are being modified to suit these specific demands, are gaining popularity among EV owners as a cost-effective solution. As the adoption of electric mobility increases, the demand for specialized Retreading tires tailored to EVs is expected to rise, contributing to market growth.

## **Key Market Players**

Michelin Group

Bridgestone Corporation

Continental AG

Goodyear Tire & Rubber Company

Cooper Tire & Rubber Company

Titan International, Inc.

Pirelli & C. S.p.A.

Trelleborg AB

Bandag, Inc. (a Bridgestone subsidiary)

Recamic GmbH

### **Report Scope:**

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

Brazil Retreading Tire Market, By Vehicle Type:

Passenger Cars

Commercial Vehicles

Brazil Retreading Tire Market, By Method:

Pre-Cure

Mold Cure

Brazil Retreading Tire Market, By Sales Channel:

OEM

Independent Retreaders

Brazil Retreading Tire Market, By Region:

North

North-East

South

Central-West

South-East

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the Brazil Retreading Tire Market.

### **Available Customizations:**

Brazil Retreading Tire Market report with the given market data, TechSci Research offers customizations according to the 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. INTRODUCTION

- 1.1. Research Tenure Considered
- 1.2. Market Definition
- 1.3. Scope of the Market
- 1.4. Markets Covered
- 1.5. Years Considered for Study
- 1.6. 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 Regions

### 4. BRAZIL RETREADING TIRE MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Vehicle Type Market Share Analysis (Passenger Cars, Commercial Vehicles)
  - 4.2.2. By Method Market Share Analysis (Pre-Cure and Mold Cure)
  - 4.2.3. By Sales Channel Market Share Analysis (OEMs and Independent Retreaders)
  - 4.2.4. By Regional Market Share Analysis
  - 4.2.5. By Top 5 Companies Market Share Analysis, Others (2024)
- 4.3. Brazil Retreading Tire Market Mapping & Opportunity Assessment

## **5. BRAZIL PASSENGER CARS RETREADING TIRE MARKET OUTLOOK**

### 5.1. Market Size & Forecast

#### 5.1.1. By Value

### 5.2. Market Share & Forecast

#### 5.2.1. By Method Market Share Analysis

#### 5.2.2. By Sales Channel Market Share Analysis

## **6. BRAZIL COMMERCIAL VEHICLES RETREADING TIRE MARKET OUTLOOK**

### 6.1. Market Size & Forecast

#### 6.1.1. By Value

### 6.2. Market Share & Forecast

#### 6.2.1. By Method Market Share Analysis

#### 6.2.2. By Sales Channel Market Share Analysis

## **7. MARKET DYNAMICS**

### 7.1. Drivers

### 7.2. Challenges

## **8. MARKET TRENDS & DEVELOPMENTS**

## **9. PORTERS FIVE FORCES ANALYSIS**

## **10. COMPETITIVE LANDSCAPE**

### 10.1. Company Profiles

#### 10.1.1. Michelin Group

##### 10.1.1.1. Company Details

##### 10.1.1.2. Products

##### 10.1.1.3. Financials (As Per Availability)

##### 10.1.1.4. Key Market Focus & Geographical Presence

##### 10.1.1.5. Recent Developments

##### 10.1.1.6. Key Management Personnel

#### 10.1.2. Bridgestone Corporation

#### 10.1.3. Continental AG

#### 10.1.4. Goodyear Tire & Rubber Company

#### 10.1.5. Cooper Tire & Rubber Company

- 10.1.6. Titan International, Inc.
- 10.1.7. Pirelli & C. S.p.A.
- 10.1.8. Trelleborg AB
- 10.1.9. Bandag, Inc. (a Bridgestone subsidiary)
- 10.1.10. Recamic GmbH

## **11. STRATEGIC RECOMMENDATIONS**

## **12. ABOUT US & DISCLAIMER**

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