

Brazil Tire Market, By Demand Category (OEM, Replacement), By Vehicle Type (Passenger Car, LCV, M&HCV, Two-Wheeler, OTR), By Construction Type (Radial and Bias), By Sales Channel (Offline and Online), By Region, Competition Forecast & Opportunities, 2026

<https://marketpublishers.com/r/BA52EE7C40FEN.html>

Date: October 2021

Pages: 72

Price: US\$ 4,400.00 (Single User License)

ID: BA52EE7C40FEN

Abstracts

Brazil tire market is expected to grow from USD5.92 billion in 2020 to USD8.63 billion by 2026, growing at a CAGR of 6.29% in the next five years. Anticipated growth in the market can be attributed to an increase in the fleet size of vehicles which is boosting the after-market demand for tires in Brazil. The rise in per capita income has led to an increase in the purchasing power and growth in the living standard of Brazil's population. This results in the growth of vehicle sales and expansion of fleet size, leading to growth in the replacement demand for tires in Brazil. The rise in demand for two-wheelers in Brazil is also boosting two-wheeler production, especially motorcycles, which augments the demand for two-wheeler tires as well. With an increasing number of people opting for personal mode of transportation for commuting, sales of two-wheelers will continue to grow in the coming years, thereby driving the OEM demand for two-wheeler tires in Brazil over the next five years. However, due to the imposed lockdown, following the COVID-19 outbreak, which resulted in economic instability in 2020, the sales of automobiles in the country dropped significantly. However, after the long and hugely negative effect of the COVID-19 lockdown, the tire market has again gained some pace in Brazil. After a big drop in production and sales in previous months, the production of vehicles has resumed now with sales also picking the pace, which is going to generate demand for tires in the OEM segment.

Brazil tire market can be segmented based on-demand category, by vehicle type, by

construction type, by sales channel, and by region. On the basis of demand category, replacement tires dominate the overall Brazil tire market with more than 4/5th of total market share. Owing to increasing fleet size of the vehicle, it is expected that the trend is continuing to be the same in the near future as well. On the basis of vehicle type, passenger car tires are leading the Brazil tire market with more than half of the total market followed by LCV, M&HCV, Two-Wheeler, and OTR. In the forecast period also, it is expected that passenger car tires will be in high demand than any other, but demand for two-wheeler tires will increase at a higher CAGR in comparison to other vehicle types. On the basis of construction type, radial tires are dominating in Brazil tire market over bias tires with almost 3/4th of the total share. This is mainly due to high consumption in passenger cars and because of increasing fleet of passenger cars it is expected that it will dominate the market in future as well.

Major players operating in Brazil tire market are Pirelli Pneus SA, Michelin Pneus, Bridgestone Americas Tire Operations, LLC, The Goodyear Tire & Rubber Company, Continental AG, Rinaldi Tires, Maggion Industrias de Pneus e Maquinas Ltda., Maxxis International, Kenda Rubber Industrial Company, LTD., and Technic Tires. Key players are developing advanced technologies and launching new products to stay competitive in the market. Other competitive strategies include mergers and acquisitions and new product developments. Players operating in the market are improving R&D capabilities while enhancing operational efficiency to register positive growth.

Years considered for this report:

Historical Period: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of Brazil Tire Market from 2016 to 2020.

To estimate and forecast the market size of Brazil Tire Market from 2021 to

2026 and growth rate until 2026.

To identify the dominant region or segment in the Brazil Tire Market.

To identify drivers and challenges for Brazil Tire Market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Brazil Tire Market.

To conduct pricing analysis for Brazil Tire Market.

To identify and analyze the profile of leading players operating in Brazil Tire Market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across Brazil. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major manufacturers across Brazil.

TechSci Research calculated the market size of Brazil Tire Market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Original equipment manufacturers, suppliers and other stakeholders

Research organizations and consulting companies

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to Brazil Tire Market

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

Brazil Tire Market, By Demand Category:

OEM

Replacement

Brazil Tire Market, By Vehicle Type:

Passenger car

LCV

M&HCV

Two-Wheeler

OTR

Brazil Tire Market, By Construction Type:

Radial

Bias

Brazil Tire Market, By Sales Channel:

Offline

Online

Brazil Tire Market, By Region:

South East

South

North East

Mid-West

North

Available Customizations:

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

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. IMPACT OF COVID-19 ON BRAZIL TIRE MARKET

5. VOICE OF CUSTOMER

5.1. Brand Recall (Aided and Unaided)

5.2. Factors Influencing Purchase Decisions

5.3. Brand Satisfaction Level (By Lifetime and By Traction)

6. BRAZIL TIRE MARKET OUTLOOK, 2016-2026

6.1. Market Size & Forecast

6.1.1. By Value & Volume

6.2. Market Share & Forecast

6.2.1. By Vehicle Type (Passenger Car, Two-Wheeler, LCV, M&HCV, and OTR)

6.2.2. By Tire Construction Type (Radial vs Bias)

6.2.3. By Demand Category (OEM vs Replacement)

6.2.4. By Sales Channel (Online vs Offline)

6.2.5. By Region

6.2.6. By Company (2020)

6.3. Prominent Tire Sizes

6.4. Market Map

7. BRAZIL PASSENGER CAR TIRE MARKET OUTLOOK, 2016-2026

7.1. Market Size & Forecast

7.1.1. By Value & Volume

7.2. Market Share & Forecast

7.2.1. By Vehicle Type (SUV, Sedan, and Hatchback)

7.2.2. By Tire Construction Type

7.2.3. By Demand Category

8. BRAZIL TWO-WHEELER VEHICLE TIRE MARKET OUTLOOK, 2016-2026

8.1. Market Size & Forecast

8.1.1. By Value & Volume

8.2. Market Share & Forecast

8.2.1. By Vehicle Type (Motorcycle and Scooter/Moped)

8.2.2. By Tire Construction Type

8.2.3. By Demand Category

9. BRAZIL LCV TIRE MARKET OUTLOOK, 2016-2026

9.1. Market Size & Forecast

9.1.1. By Value & Volume

9.2. Market Share & Forecast

9.2.1. By Vehicle Type (Pickup Truck, Van, Light Truck, and Light Bus)

9.2.2. By Tire Construction Type

9.2.3. By Demand Category

10. BRAZIL M&HCV TIRE MARKET OUTLOOK, 2016-2026

10.1. Market Size & Forecast

10.1.1. By Value & Volume

10.2. Market Share & Forecast

10.2.1. By Vehicle Type (Truck and Bus)

10.2.2. By Tire Construction Type

10.2.3. By Demand Category

11. BRAZIL OTR TIRE MARKET OUTLOOK, 2016-2026

11.1. Market Size & Forecast

11.1.1. By Value & Volume

11.2. Market Share & Forecast

11.2.1. By Vehicle Type (Agriculture Vehicle, Mining, Construction & Industrial Vehicle, and Others)

11.2.2. By Tire Construction Type

11.2.3. By Demand Category

12. IMPORT AND EXPORT ANALYSIS

13. MARKET DYNAMICS

13.1. Drivers

13.2. Challenges

14. MARKET TRENDS AND DEVELOPMENTS

15. PRICE MATRIX

16. POLICY & REGULATORY LANDSCAPE

17. BRAZIL ECONOMIC PROFILE

18. COMPETITIVE LANDSCAPE

18.1. Pirelli Pneus SA

18.2. Michelin Pneus

18.3. Bridgestone Americas Tire Operations, LLC

18.4. The Goodyear Tire & Rubber Company

18.5. Continental AG

18.6. Rinaldi Tires

18.7. Maggion Industrias de Pneus e Maquinas Ltda.

18.8. Maxxis International

18.9. Kenda Rubber Industrial Company, LTD.

18.10. Technic Tires

19. STRATEGIC RECOMMENDATIONS

20. ABOUT US & DISCLAIMER

List Of Tables

LIST OF TABLES

Table 1: Brazil Prominent Tire Sizes, 2020

Table 2: Brazil Tire Price Matrix, 2020

List Of Figures

LIST OF FIGURES

- Figure 1: Brazil Tire Market – Aided Brand Recall (N=100)
- Figure 2: Brazil Tire Market – Unaided Brand Recall (N=100)
- Figure 3: Brazil Tire Market - Factors Influencing Purchase Decision (N=100)
- Figure 4: Brazil Tire Market - Brand Satisfaction Level, By Lifetime (N=100)
- Figure 5: Brazil Tire Market - Brand Satisfaction Level, By Traction (N=100)
- Figure 6: Brazil Tire Market Size, By Value (USD Billion), By Volume (Million Units), 2016-2026F
- Figure 7: Brazil Tire Market Share, By Vehicle Type, By Volume, 2016–2026F
- Figure 8: Brazil Tire Market Share, By Tire Construction Type, By Volume, 2016–2026F
- Figure 9: Brazil Tire Market Share, By Demand Category, By Volume, 2016–2026F
- Figure 10: Brazil Tire Market Share, By Sales Channel, By Volume, 2016–2026F
- Figure 11: Brazil Tire Market Share, By Region, By Volume, 2016-2026F
- Figure 12: Brazil Tire Market Share, By Company, By Volume, 2020
- Figure 13: Brazil Tire Market Map on the Basis of Market Size (Million Units) & Growth Rate (%)
- Figure 14: Brazil Passenger Car Tire Market Size, By Value (USD Billion), By Volume (Million Units), 2016-2026F
- Figure 15: Brazil Passenger Car Production, By Volume (Million Units), 2016-2020
- Figure 16: Brazil Passenger Car Tire Market Share, By Vehicle Type, By Volume, 2016–2026F
- Figure 17: Brazil Passenger Car Tire Market Share, By Tire Construction Type, By Volume, 2016–2026F
- Figure 18: Brazil Passenger Car Tire Market Share, By Demand Category, By Volume, 2016–2026F
- Figure 19: Brazil Two-Wheeler Tire Market Size, By Value (USD Billion), By Volume (Million Units), 2016-2026F
- Figure 20: Brazil Two-Wheeler Production, By Volume (Million Units), 2016-2020
- Figure 21: Brazil Two-Wheeler Tire Market Share, By Vehicle Type, By Volume, 2016–2026F
- Figure 22: Brazil Two-Wheeler Tire Market Share, By Tire Construction Type, By Volume, 2016–2026F
- Figure 23: Brazil Two-Wheeler Tire Market Share, By Demand Category, By Volume, 2016–2026F
- Figure 24: Brazil LCV Tire Market Size, By Value (USD Billion), By Volume (Million Units), 2016-2026F

Figure 25: Brazil LCV Production, By Volume (Million Units), 2016-2020

Figure 26: Brazil LCV Tire Market Share, By Vehicle Type, By Volume, 2016–2026F

Figure 27: Brazil LCV Tire Market Share, By Tire Construction Type, By Volume, 2016–2026F

Figure 28: Brazil LCV Tire Market Share, By Demand Category, By Volume, 2016–2026F

Figure 29: Brazil M&HCV Tire Market Size, By Value (USD Billion), By Volume (Million Units), 2016-2026F

Figure 30: Brazil M&HCV Production, By Volume (Million Units), 2016-2020

Figure 31: Brazil M&HCV Tire Market Share, By Vehicle Type, By Volume, 2016–2026F

Figure 32: Brazil M&HCV Tire Market Share, By Tire Construction Type, By Volume, 2016–2026F

Figure 33: Brazil M&HCV Tire Market Share, By Demand Category, By Volume, 2016–2026F

Figure 34: Brazil OTR Tire Market Size, By Value (USD Billion), By Volume (Million Units), 2016-2026F

Figure 35: Brazil OTR Tire Market Share, By Vehicle Type, By Volume, 2016–2026F

Figure 36: Brazil OTR Tire Market Share, By Tire Construction Type, By Volume, 2016–2026F

Figure 37: Brazil OTR Tire Market Share, By Demand Category, By Volume, 2016–2026F

Figure 39: Brazil Passenger Car Tire Imports, By Value (USD Million), 2015-2020

Figure 40: Brazil Passenger Car Tire Exports, By Value (USD Million), 2015-2020

Figure 41: Brazil Two-Wheeler Tire Imports, By Value (USD Million), 2015-2020

Figure 42: Brazil Two-Wheeler Tire Exports, By Value (USD Million), 2015-2020

Figure 43: Brazil Commercial Vehicle Tire Imports, By Value (USD Million), 2015-2020

Figure 44: Brazil Commercial Vehicle Tire Exports, By Value (USD Million), 2015-2020

I would like to order

Product name: Brazil Tire Market, By Demand Category (OEM, Replacement), By Vehicle Type (Passenger Car, LCV, M&HCV, Two-Wheeler, OTR), By Construction Type (Radial and Bias), By Sales Channel (Offline and Online), By Region, Competition Forecast & Opportunities, 2026

Product link: <https://marketpublishers.com/r/BA52EE7C40FEN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BA52EE7C40FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970