

# **Canada Tire Market By Vehicle Type (Passenger Cars, Light Commercial Vehicles, Medium & Heavy Commercial Vehicles, Two- Wheelers & Off Road Vehicles), By Demand Category (OEM Vs Replacement), By Radial Vs Bias, By Tube Vs Tubeless, Competition, Forecast & Opportunities, 2024**

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## **Abstracts**

Canada tire market stood at \$ 4.9 billion in 2018 and is projected to grow at a CAGR of around 4.9% during 2019-2024 to reach \$ 6.4 billion by 2024, on the back of increasing industrialization and growing penetration of online sales channels across the country. The tire market in Canada relies on tire imports from several countries. Moreover, tire demand is anticipated to grow from the replacement sector, as the automobile fleet in the country has been growing at a brisk pace over the last several years. The tire industry of Canada is categorized into different vehicle segments namely passenger cars, light commercial vehicles, medium & heavy commercial vehicles, off-the road vehicles and two-wheelers. Owing to high production and sales volume of passenger cars, demand for passenger car tires is expected to account for the largest market share during the forecast period.

Years considered for this report:

Historical Years: 2014 - 2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020-2024

#### Objective of the Study:

To analyze and forecast Canada tire market size.

To classify and forecast Canada tire market based on vehicle type, demand category, radial vs bias, tube vs tubeless, region and company.

To identify drivers and challenges for Canada tire market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Canada tire market.

To identify and analyze the profile of leading players operating in Canada tire market.

Some of the major players operating in Canada tire market are Michelin North America (Canada) Inc., Goodyear Canada Inc., Bridgestone Canada Inc. (BSCA), Hankook Tire Canada Corporation, Continental Tire Canada, Inc., Pirelli Tire Inc., Kumho Tire Canada Inc., Yokohama Tire (Canada) Inc., Toyo Tire Canada Inc. and Cooper Tire & Rubber Company Canada Ltd.

To perform the study, TechSci Research conducted primary as well as exhaustive secondary research. Initially, TechSci Research prepared an exhaustive list of tire dealers operating in the country. Subsequently, TechSci Research conducted primary research surveys, which included primary calls, email responses, etc., with the identified companies. While interviewing, the respondents were also asked about their major competitors. TechSci Research analyzed product offerings, distribution channels, and regional presence of all major tire suppliers across Canada.

TechSci Research calculated Canada tire market size by using a bottom-up technique, wherein manufacturers' volume sales data for different vehicle types, were recorded as well as forecast for the future years. TechSci Research sourced these values from industry experts and company representatives, and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall

market size. Multiple secondary sources such as directories, databases such as OICA, company websites, company annual reports, white papers, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Car Manufacturing Companies

Raw Material Suppliers

Dealers/Distributors of Tires

Governments and financial institutions

Research organizations and consulting companies.

Associations, organizations, forums and alliances related to Tires.

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as automobile manufacturers, distributors and dealers, customers and policy makers. The study would also help them to target the growing segments over the coming years, thereby aiding the stakeholders in taking investment decisions and facilitating their expansion.

Report Scope:

In this report, Canada tire market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, by Vehicle Type:

Passenger Cars

Light Commercial Vehicles

Medium & Heavy Commercial Vehicles

Off the Road

Two-Wheelers

Market, by Demand Category:

OEM

Replacement

Market, by Radial vs Bias

Market, by Tube vs Tubeless

Market, by Region

Ontario

Quebec

The West

British Columbia

Atlantic Canada

The North

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Canada tire market.

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).

## Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

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