

# Europe & CIS Tyre Market By Tire Construction Type (Radial, Bias), By Vehicle Type (Passenger Car, Commercial Vehicle), By Demand Category (OEM, Replacement), By Country, By Competition, Opportunities and Forecast, 2020-2030F

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## Abstracts

### Market Overview:

Europe & CIS Tyre Market was valued at USD 52.38 Billion in 2024 and is expected to reach USD 66.74 Billion by 2030 with a CAGR of 4.12% during the forecast period. The Europe & CIS tyre market is witnessing sustained growth driven by rising vehicle parc, increasing consumer preference for premium and performance-oriented tyres, and expanding e-commerce platforms that enhance tire accessibility across all vehicle categories. The shift toward advanced tire technologies, such as run-flat, airless, and smart tyres equipped with sensors, is transforming consumer expectations while encouraging manufacturers to invest in innovation. Electrification of mobility is also influencing tire design, with low rolling resistance and noise-reduction features gaining prominence to suit modern vehicle architectures. As sustainability becomes a priority, demand for environmentally friendly and recyclable tire materials is offering new avenues for innovation. The market is further supported by robust aftermarket sales, fueled by frequent replacement needs and growing road freight activities.

### Market Drivers

#### Expansion of Vehicle Fleet Size

The steady increase in the number of passenger and commercial vehicles is a primary factor supporting the tyre market's growth. As more vehicles hit the roads, the demand

for both original equipment manufacturer (OEM) tyres and replacement tyres surges. Higher vehicle ownership leads to more frequent wear and tear, accelerating the tire replacement cycle. Aging vehicles require regular maintenance, and tyres are among the most replaced components. This pattern is evident across passenger cars, light commercial vehicles, and heavy trucks. Fleets operated by logistics companies also drive sustained demand due to the high mileage they cover, requiring tyres with high durability and consistent performance. The cumulative rise in personal mobility, commercial transportation, and shared mobility platforms further contributes to tyre consumption. As the average vehicle age increases, tire replacement becomes more frequent, enhancing aftermarket sales. This constant need for replacement tires throughout the lifespan of vehicles makes fleet size expansion a dependable growth catalyst.

## Key Market Challenges

### Volatility in Raw Material Prices

The tyre industry is heavily reliant on raw materials such as natural rubber, synthetic rubber, carbon black, steel, and various chemical additives. Price fluctuations in these inputs pose significant challenges for manufacturers. Factors like weather conditions affecting rubber plantations, geopolitical tensions, or trade policies can impact the supply and cost of raw materials. Since tyres are high-volume, cost-sensitive products, any increase in input costs can squeeze profit margins or lead to higher end-user prices, which could reduce demand. The unpredictability of crude oil prices also affects synthetic rubber production, adding another layer of complexity. These raw material costs are often difficult to pass on to consumers in highly competitive markets, especially in the budget tyre segment.

## Key Market Trends

### Growing Demand for Electric Vehicle Tyres

The rising adoption of electric vehicles is reshaping tyre demand, creating a growing market for EV-specific tyres designed to meet unique performance requirements. Electric vehicles generate instant torque, which causes faster tyre wear, leading to increased replacement cycles and higher demand for tyres with reinforced sidewalls and advanced tread compounds. These tyres are engineered to provide low rolling resistance, enhancing battery efficiency and extending driving range—two critical factors for EV owners. Noise reduction is another priority, as electric vehicles operate more

quietly, making traditional tyre noise more noticeable and less acceptable. Tyre manufacturers are responding with innovations such as foam layers and specialized patterns to reduce cabin noise. For instance, up to May 2025 year to date, new car registrations in the EU slipped by 0.6%, while battery-electric vehicles captured 15.4% of the total market up from 12.1% in the same period of 2024.

### Key Market Players

Bridgestone Corporation

Michelin Group

The Goodyear Tire & Rubber Company

Continental AG

Pirelli & C. S.p.A.

Yokohama Rubber Company, Limited

Hankook Tire & Technology Co., Ltd.

Kumho Tire Co., Inc.

Sumitomo Rubber Industries, Ltd.

Toyo Tire Corporation

### Report Scope:

In this report, the Europe & CIS Tyre Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Europe & CIS Tyre Market, By Tire Construction Type:

Radial

Bias

### Europe & CIS Tyre Market, By Vehicle Type:

Passenger Car

Commercial Vehicle

### Europe & CIS Tyre Market, By Demand Category:

OEM

Replacement

### Europe & CIS Tyre Market, By Country:

Germany

Russia

France

Spain

Italy

United Kingdom

Poland

Rest of Europe & CIS

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Europe & CIS Tyre Market.

### Available Customizations:

Europe & CIS Tyre 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).

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