

# Europe Ultra High Performance (UHP) Tire Market By Vehicle (Passenger Car, Two-Wheeler, Special Purpose Vehicle), By Demand Category (OEM, Replacement), By Type (Summer, Winter, All Season), By Rim Size (below 17 inches, above 17 inches), By Country, Competition Forecast & Opportunities, 2020-2030F

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## Abstracts

### Market Overview

Europe Ultra High Performance (UHP) Tire market was valued at USD 689.78 Million in 2024 and is expected to reach USD 985.13 Million by 2030 with a CAGR of 6.12% during the forecast period. The Europe ultra high-performance (UHP) tire market is experiencing significant growth driven by the rising preference for performance-oriented vehicles, including sports cars, luxury sedans, and electric vehicles. The European Automobile Manufacturers' Association (ACEA) reported that registrations of premium vehicles grew by 8.2% in 2023. These vehicles are standard fitments for UHP tires, especially in the 17–21 inch range, contributing to aftermarket demand across EU nations.

Technological advancements in tire manufacturing, such as the integration of silica compounds and improved tread designs, have enhanced the grip, handling, and durability of UHP tires, making them increasingly appealing to automotive enthusiasts. Furthermore, stricter safety and environmental regulations have spurred innovation, with manufacturers developing eco-friendly and noise-reducing UHP tires that comply with regulatory standards. These developments are fostering demand across both original equipment manufacturer (OEM) and aftermarket segments.

Evolving consumer expectations and a focus on sustainability are shaping trends in the market. There is growing interest in tires with smart capabilities, such as integrated sensors for real-time monitoring of pressure and temperature, which enhance performance and safety. Electric vehicle adoption is also a key trend, with UHP tire manufacturers focusing on designs that support heavier vehicle weights and instant torque. The rise of e-commerce platforms has transformed distribution channels, enabling consumers to access a wider variety of UHP tire options with competitive pricing. Despite these opportunities, the market faces challenges such as fluctuating raw material costs and the need for continuous investment in R&D to stay competitive.

The market's long-term growth potential is underscored by opportunities in sustainable tire development, including the use of recycled materials and bio-based rubber compounds. Manufacturers are increasingly targeting high-growth niches, such as all-season UHP tires, to cater to diverse climate conditions. However, intensifying competition among key players and the complexity of meeting varying regulatory requirements across countries pose hurdles to market expansion. Balancing cost-efficiency with high performance remains a critical challenge, compelling manufacturers to innovate while maintaining profitability. These dynamics suggest a competitive yet promising outlook for the Europe UHP tire market in the coming years.

## Market Drivers

### Rising Demand for Sports and Luxury Vehicles

The growing popularity of sports and luxury vehicles is a significant driver of the ultra high performance (UHP) tire market. These vehicles prioritize enhanced handling, acceleration, and braking performance, which align with the capabilities of UHP tires. Automakers are equipping high-end vehicles with UHP tires as standard, boosting demand in both OEM and aftermarket channels. As consumers seek vehicles that deliver superior driving experiences, especially in urban and high-speed highway environments, UHP tires have become a crucial component in meeting these expectations. For instance, in 2024, Rolls-Royce announced that its sales reached a new all-time high, fueled by sustained demand for its luxury vehicles and the introduction of the all-electric Spectre model. The UK-based luxury automobile manufacturer, which is a subsidiary of BMW, successfully delivered 6,032 vehicles to clients in 2023, marking a modest increase from the previous record of 6,021 set in 2022. Additionally, the company reported a significant rise in sales across Europe, including the UK.

## Key Market Challenges

### High Manufacturing Cost

The production of UHP tires involves advanced materials and manufacturing processes, resulting in higher costs compared to standard tires. These elevated costs can be a barrier for manufacturers, particularly in price-sensitive markets. Balancing premium performance with affordability remains a critical challenge, impacting both production scalability and consumer adoption rates.

## Key Market Trends

### Eco-Friendly Tire Innovations

Sustainability is becoming a key focus in the tire industry, with manufacturers exploring eco-friendly materials and production processes. The use of recycled rubber, bio-based compounds, and energy-efficient manufacturing techniques is transforming UHP tire design. Consumers are increasingly drawn to brands that prioritize environmental responsibility, driving this trend forward. For instance, in 2024, Bridgestone Corporation commenced the mass production of tires that utilize 55% sustainable materials, marked by the introduction of its ultra-high performance Potenza Sport A tires. Manufactured in Italy, these tires have been selected as original equipment for the new Audi e-tron GT. Developed in Europe and produced at Bridgestone's facility near Rome, the Potenza Sport A incorporates 35% ISCC+ certified renewable materials, which consist of natural rubber and bio-attributed polymer. Additionally, it boasts EU label A ratings for both wet grip and rolling resistance, and includes 20% ISCC+ certified recycled materials, as stated by Bridgestone.

## Key Market Players

Manufacture Française des Pneumatiques Michelin

Continental AG

Pirelli & C. S.p.A.

BRIDGESTONE EUROPE NV

Goodyear Tyre & Rubber Company

Kumho Tire Europe GmbH

Nokian Tyres plc

Cooper Tire & Rubber Company Europe Limited

Yokohama Europe GmbH

Hankook Tire & Technology Co., Ltd.

### **Report Scope:**

In this report, the Europe Ultra High Performance (UHP) Tire Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Europe Ultra High Performance (UHP) Tire Market, By Vehicle:

Passenger Car

Two-Wheeler

Special Purpose Vehicle

#### Europe Ultra High Performance (UHP) Tire Market, By Demand Category:

OEM

Replacement

#### Europe Ultra High Performance (UHP) Tire Market, By Type:

Summer

Winter

All Season

Europe Ultra High Performance (UHP) Tire Market, By Rim Size:

Below 17 inches

Above 17 inches

Europe Ultra High Performance (UHP) Tire Market, By Country:

Germany

United Kingdom

Spain

France

Italy

Rest of Europe

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Europe Ultra High Performance (UHP) Tire Market.

## **Available Customizations:**

Europe Ultra High Performance (UHP) Tire Market report 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).

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