

Europe Winter Tire Market, By Vehicle Type (Passenger Car; Light Commercial Vehicle; Medium & Heavy Commercial Vehicle), By Demand Category (OEM Vs Replacement), By Rim Size (12"-17"; 18"-21"; 22"), By Radial Vs Bias, By Country, Competition, Forecast & Opportunities, 2025

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Abstracts

Europe winter tire market is expected to reach \$ 18.8 billion by 2025 on account of stringent winter tire usage guidelines in the region. Winter tires or snow tires are designed for use in cold weather, ice and snow. These tires are manufactured with advanced rubber resins and compounds which help them to increase traction. Tires designed for winter conditions are optimized to drive at temperatures below 7°C and have tread design with bigger gaps. Implementation of winter tire laws and increasing purchasing power of consumers is expected to aid Europe winter tire market over the coming years. Moreover, growing safety concerns and increasing awareness regarding the benefits of using winter tires among consumers is forecast to boost demand for winter tires across Europe over the next five years.

Winter tire market in Europe can be segmented based on the vehicle type, demand category, rim size, radial vs bias and region. Based on vehicle type, the market can be segmented into passenger car, light commercial vehicle and medium & heavy commercial vehicle. Passenger car dominated the winter tire market in 2019 and the trend is likely to continue over the next five years due to high sales of passenger cars backed by high disposable income levels, growing safety concerns and increasing awareness regarding the benefits of using winter tires among consumers. Between radial and bias, radial segment accounted for the largest share in the market and the trend is likely to continue over the coming years as well.

Major companies operating in Europe winter tire recorded high sale volumes in 2019 and the trend is likely to continue during the forecast period. Key players operating in the region include Pirelli & C. S.p.A., The Yokohama Rubber Co., Ltd., Bridgestone Corporation, The Goodyear Tire & Rubber Company, Continental Aktiengesellschaft, The Yokohama Rubber Co., Ltd., Sumitomo Rubber Industries, Ltd., Compagnie G?n?rale des ?tablissements Michelin (CGEM), Hankook Tire Co. Ltd., Cooper Tire & Rubber Company, among others.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To analyze and forecast the market size of Europe winter tire market, in terms of value & volume.

To classify and forecast Europe winter tire market based on vehicle type, rim size, demand category, radial vs bias and country.

To identify drivers and challenges for Europe winter tire market.

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

To conduct pricing analysis for Europe winter tire market.

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

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading manufacturers across the globe. 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 the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players operating in winter tire market in Europe.

TechSci Research calculated the market size of Europe winter tire market using a bottom-up approach, where 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 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

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to winter tire market

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as winter tire manufacturers, suppliers, distributors and other stakeholders. The report would enable the stakeholders in strategizing investments and capitalizing on emerging market opportunities.

Report Scope:

In this report, Europe winter 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 Car

Light Commercial Vehicle

Medium & Heavy Commercial Vehicle

Market, By Demand Category:

OEM

Replacement

Market, By Rim Size:

12"-17"

18"-21"

22"

Market, By Radial Vs Bias:

Radial

Bias

Market, By Region:

Germany

France

United Kingdom

Italy

Spain

Austria

Poland

Netherlands

Czech Republic

Russia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Europe winter 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).

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