

# India Brakepad Market By Vehicle Type (Passenger Car, Two-Wheeler, Commercial Vehicles), By Sales Channel (OEM, Aftermarket), By Material Type (Semi-Metallic, Ceramic, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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## Abstracts

India Brakepad Market was valued at USD 1.92 Billion in 2024 and is expected to reach USD 2.61 Billion by 2030 with a CAGR of 5.28% during the forecast period. The India brakepad market has witnessed significant growth driven by the increasing automotive production and a rising focus on vehicle safety standards. With the rapid growth in the automotive industry, both passenger and commercial vehicle segments have contributed to the demand for high-performance brakepads. The market is characterized by technological advancements in brakepad materials, such as the shift towards eco-friendly and lightweight materials, and the adoption of disc brakes over traditional drum brakes. These advancements are being fueled by regulatory pressure for improved safety and environmental standards.

Key drivers of the market include the expanding automotive sector, rising vehicle ownership, and increased government emphasis on road safety. The rising adoption of electric vehicles (EVs) in India is expected to drive demand for specialized brakepads designed for EV systems. Manufacturers are also focused on enhancing product durability and reducing noise and vibration, which are critical factors for consumers. The growth of the aftermarket sector, as consumers look for quality replacements and upgrades, further boosts market growth.

Challenges facing the India brakepad market include the volatility of raw material prices and the lack of awareness regarding the importance of regular brakepad maintenance. Competition from low-cost alternatives may also impact the profitability of premium

segment brakepad manufacturers. With rising disposable incomes and improvements in vehicle maintenance infrastructure, the market is poised for continued growth, particularly in urban regions.

## Market Drivers

### Rising Vehicle Production and Ownership

Rising urbanization and disposable incomes in India have led to a surge in vehicle ownership, particularly in two-wheelers and passenger cars. With more people able to afford personal transportation, there is a growing demand for both budget-friendly and high-end vehicles, each requiring reliable braking systems to ensure safety and performance. This trend has consequently increased the need for brake pads across the automotive sector, as high-quality, durable brake pads are essential for every vehicle's braking system.

India's role as a prominent automotive manufacturing hub also plays a crucial role in meeting this demand. Domestic and global automakers alike are expanding their production facilities within the country, making India a key supplier for both the domestic market and exports. As a result, there is an intensified demand for locally manufactured brake pads to support the production of these vehicles, driving growth within the brake pad industry and solidifying India's position as a vital market. In April 2024, India's total production of passenger vehicles, three-wheelers, two-wheelers, and quadricycles reached 2,358,041 units. During FY23, the country's automobile exports totaled 4,761,487 units. The automotive sector's contribution to the national GDP grew from 2.77% in 1992-1993 to approximately 7.1% today. The sector also provides direct and indirect employment to around 19 million people.

### Focus on Vehicle Safety Standards

The Indian government's commitment to road safety has led to the implementation of stringent safety regulations, requiring vehicles to be equipped with advanced braking systems. These measures are part of broader efforts to reduce traffic accidents and enhance vehicle safety standards across the country. Among these regulations, mandatory anti-lock braking systems (ABS) for certain vehicle categories and adherence to higher-quality braking components for all vehicles are prominent requirements. As a result, manufacturers must meet these elevated standards, particularly when it comes to brake pads, which are vital for effective braking performance.

These policies push manufacturers to invest in research, technology, and higher-grade materials to produce brake pads that meet regulatory specifications. The focus on safety creates a strong market for reliable, performance-driven brake pads, ensuring consistent demand. With these regulations in place, the brake pad market benefits from steady growth, driven by the ongoing need for components that align with safety priorities and improve vehicle braking efficiency.

## Key Market Challenges

### Raw Material Cost Fluctuations

The brake pad industry in India faces considerable challenges from fluctuating raw material prices, particularly for essential components like steel, copper, and ceramic. These materials are crucial for manufacturing durable and effective brake pads, but their costs are highly influenced by global economic conditions, supply chain disruptions, and currency exchange rates. Such volatility can have a direct impact on the profit margins of brake pad manufacturers, who must balance the rising production expenses with the need to keep products competitively priced.

In India's highly price-sensitive market, where affordability is a primary concern, these fluctuations put manufacturers in a difficult position. They can either absorb the additional costs, which squeezes their profit margins, or pass these expenses on to consumers through higher prices, which may reduce demand. Both options carry risks, as quality cannot be compromised in such a safety-critical product. This dynamic creates a challenging landscape for manufacturers, demanding careful cost management to maintain both market share and profitability.

### Prevalence of Counterfeit Products

India's brake pad market grapples with the widespread presence of counterfeit and low-quality products that, while cheaper, compromise vehicle safety and overall performance. These knock-off brake pads are often produced with substandard materials and inadequate quality control, resulting in reduced durability and effectiveness. They appeal to cost-sensitive consumers due to their lower prices, but they pose serious risks, including diminished braking power and increased accident likelihood. For established manufacturers who prioritize quality and invest in research and testing, competing against these counterfeit products presents significant challenges.

The situation is exacerbated by limited enforcement of anti-counterfeit regulations, allowing low-quality products to circulate relatively unchecked in the market. This not only undercuts reputable manufacturers but also weakens consumer trust, as buyers may associate the whole market with subpar options. Genuine manufacturers must work harder to educate consumers on the benefits of authentic, high-quality brake pads while advocating for stricter regulatory actions to curb counterfeit distribution.

## Key Market Trends

### Adoption of Eco-Friendly Brake Pads

Growing environmental awareness and the demand for sustainable automotive products are driving manufacturers to develop eco-friendly brake pads. Traditional brake pads, often made with metals and asbestos, can release harmful dust and pollutants during use, impacting both air quality and public health. As a result, consumers and regulatory bodies are now increasingly looking for products with reduced emissions and made from non-toxic, biodegradable materials. This push for greener alternatives has motivated manufacturers to invest in innovative materials such as organic fibers, ceramic compounds, and low-metallic compositions, which reduce airborne particle release and are more environmentally friendly.

By producing brake pads that meet these sustainability standards, manufacturers not only comply with evolving regulations but also appeal to environmentally conscious buyers who prioritize low-impact products. This shift has reshaped product development in the brake pad market, with eco-friendly options becoming a key differentiator. Consequently, manufacturers gain a competitive edge, attracting customers who value both performance and sustainability.

### Increasing Use of Advanced Materials

In the India brake pad market, advanced materials like ceramic and organic compounds are becoming increasingly popular due to their numerous benefits over traditional materials. Ceramic brake pads, for example, offer enhanced durability, which results in longer-lasting performance and less frequent replacements. This is especially important in a price-sensitive market like India, where consumers are looking for cost-effective solutions without compromising on safety. These materials significantly reduce the amount of dust and particulate matter generated during braking, addressing environmental concerns and improving air quality, particularly in urban areas.

Organic compounds, being less abrasive, not only contribute to quieter braking but also cause less wear on the braking system, leading to extended rotor life. This shift towards high-quality, advanced materials aligns with the broader trend of consumers demanding more efficient, low-maintenance automotive components. By meeting these performance and environmental expectations, these materials position manufacturers to better cater to evolving market demands. For instance, In March 2023, TVS Apache, a brake brand of Brakes India, introduced platinum brake pads designed for luxury cars, focusing on comfort and a smooth driving experience. These brake pads were developed to meet both front and rear requirements of high-end vehicles. The company launched the platinum brake pads featuring advanced friction technology, targeting the premium vehicle segment.

## Segmental Insights

### Vehicle Type Insights

The passenger car segment is the fastest-growing in the India brake pad market due to the rapid expansion in vehicle ownership, fueled by increasing urbanization, disposable incomes, and a growing middle class. Passenger cars are highly popular in India, with manufacturers focusing on meeting the country's diverse consumer needs, from affordable small cars to luxury models. This variety has expanded the demand for reliable brake systems, making brake pads essential for passenger car safety and performance. Furthermore, the continuous rise in urban populations and infrastructure developments has heightened the need for personal transportation, increasing car sales and, consequently, brake pad consumption. Government regulations mandating improved safety standards in passenger cars have further accelerated this segment's growth. Requirements for anti-lock braking systems (ABS) and other advanced safety features mean that high-quality, durable brake pads are necessary to comply with these standards. As manufacturers incorporate superior braking solutions, they are also investing in advanced brake pad materials, such as ceramic and organic compounds, which provide better performance and reduce noise.

The robust aftermarket for passenger car brake pads also contributes to the segment's rapid growth. With India's high car usage in urban areas and increasing vehicle age, brake pad replacements are in high demand, particularly in the aftermarket. The availability of affordable, efficient brake pads and convenient servicing options has made it easier for car owners to prioritize maintenance. Collectively, these factors make passenger cars the leading growth segment within the India brake pad market, with

expectations of continued demand driven by both new sales and replacement.

## Regional Insights

North India dominated the India brake pad market due to several strategic advantages, including a robust automotive manufacturing sector, high vehicle density, and rapid urbanization. Major automotive hubs in states like Haryana, Punjab, and Uttarakhand house numerous production facilities for both domestic and global automakers, making the region a critical manufacturing and supply chain center for automotive components, including brake pads. Proximity to these manufacturing clusters facilitates efficient logistics and cost-effective distribution of brake pads, strengthening North India's position in the market.

North India has a high concentration of vehicles, especially in urban areas like Delhi NCR, where the growing middle class has driven up passenger vehicle ownership. This high vehicle density, combined with frequent traffic and challenging driving conditions, creates greater wear and tear on brake pads, increasing demand for both OEM and aftermarket replacements. Moreover, high traffic volumes in these regions make regular brake maintenance essential, further boosting brake pad sales.

The government's focus on infrastructure development and road connectivity in North India has spurred demand for vehicles, which in turn drives the need for robust braking systems. Furthermore, the region's thriving aftermarket sector, with an extensive network of service centers and parts distributors, makes brake pad replacements more accessible, ensuring strong aftermarket sales. Local manufacturers also benefit from reduced transportation costs and quicker access to raw materials, helping them meet the rising demand.

Collectively, these factors contribute to North India's dominance in the brake pad market, making it a leading contributor to the overall growth of this segment in the country. With continued infrastructure development and increasing vehicle adoption, North India is expected to maintain its leading position in the India brake pad market.

## Key Market Players

Brakes India Private Limited

HL Mando Corp

Bosch Limited

Endurance Technologies Limited

Akebono Brake Corporation

DRiV Incorporated

JK Fenner

Rane Holdings Limited

Masu Brakes Pvt. Ltd

ZF Friedrichshafen AG

#### Report Scope:

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

#### · India Brakepad Market, By Vehicle Type:

Passenger Car

Two-Wheeler

Commercial Vehicles

#### · India Brakepad Market, By Sales Channel:

OEM

Aftermarket

#### · India Brakepad Market, By Material Type:

*India Brakepad Market By Vehicle Type (Passenger Car, Two-Wheeler, Commercial Vehicles), By Sales Channel (OEM...*

Semi-Metallic

Ceramic

Others

· India Brakepad Market, By Region:

North India

West India

South India

East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Brakepad Market.

Available Customizations:

India Brakepad 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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