

India SUV Tyre Market By Type (All Terrain, Highway Terrain, Mud Terrain), By Rim Size (18 inches, above 18 inches), By Distribution Channel (OEM, Replacement), By Region, Competition, Opportunities and Forecast, 2020-2030F

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Abstracts

Market Overview

India SUV Tyre Market was valued at USD 1.85 Billion in 2024 and is projected to reach USD 3.12 Billion by 2030, growing at a CAGR of 9.08% during the forecast period. The market is expanding rapidly as consumer preferences shift toward utility vehicles due to their enhanced ground clearance, robust presence, and multifunctional use. In the first half of FY2024, SUVs and MPVs accounted for a 57% share of the passenger vehicle market, highlighting a strong uptick in SUV adoption. Leading automakers such as Maruti Suzuki, Mahindra, and Hyundai are driving this trend, which in turn is amplifying the demand for SUV-specific tyres. These tyres are engineered for greater load capacity, improved tread grip, and longer durability—ideal for both urban and mixed-terrain driving. Increasing sales of mid-range and premium SUVs in both rural and urban areas are fueling demand for all-terrain and high-performance tyres. Innovations such as hybrid rubber compounds, self-sealing treads, and tread wear indicators are reshaping the tyre landscape to cater to consumers prioritizing safety, performance, and efficiency.

Key Market Drivers

Growing SUV Penetration Across Segments

The rising adoption of SUVs across entry-level to premium categories is a major driver

for the SUV tyre market in India. Consumers are moving away from hatchbacks and sedans, drawn to the design, utility, and comfort of SUVs. Automakers are launching new models across price points to tap into this demand, creating a broader need for diverse tyre specifications. Entry-level compact SUVs are boosting demand for affordable, durable tyres, while full-size SUVs require high-performance options with enhanced off-road capabilities. This growing model diversity is expanding the tyre demand spectrum in both OEM and replacement markets.

Key Market Challenges

High Cost of SUV Tyres Limiting Replacement Frequency

SUV tyres come at a premium due to their larger size and specialized design, making them a costly investment for many consumers. In price-sensitive segments, this leads to delayed replacements and a preference for lower-cost alternatives, which can affect safety and vehicle performance. Such purchasing behavior impacts aftermarket volumes and presents a challenge for premium tyre brands aiming to grow market share. Balancing quality, durability, and affordability remains critical for sustained growth.

Key Market Trends

Rising Demand for All-Terrain and Dual-Purpose Tyres

There is increasing demand for versatile tyres capable of delivering performance across both highways and rugged terrains. All-terrain and dual-purpose tyres are gaining traction due to their reinforced sidewalls, wide contact patches, and self-cleaning treads, offering durability and comfort in varied driving conditions. The popularity of weekend travel, off-road adventures, and utility-focused driving is pushing manufacturers to expand their offerings in this segment. These tyres reduce the need for seasonal swaps, offering convenience and cost-effectiveness, and are increasingly being offered across multiple SUV categories.

Key Market Players

MRF LIMITED

Apollo Tyres Ltd

JK Tyre & Industries Ltd

CEAT Limited

Goodyear India Limited

CONTINENTAL TYRES INDIA PVT LTD.

Yokohama India Pvt. Ltd

Hankook Tyre & Technology Co., Ltd

TVS SRICHAKRA LIMITED

Pirelli & C. S.p.A.

Report Scope:

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

India SUV Tyre Market, By Type:

All Terrain

Highway Terrain

Mud Terrain

India SUV Tyre Market, By Rim Size:

18 inches

Above 18 inches

India SUV Tyre Market, By Distribution Channel:

OEM

Replacement

India SUV Tyre Market, By Region:

South

East

West

North

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India SUV Tyre Market.

Available Customizations:

India SUV 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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