

# **Off-highway Wheels Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Steel Wheels, Aluminum Wheels, Composite/Alloy Wheels), By Vehicle (Construction Equipment, Agricultural Machinery, Mining Equipment), By Sales Channel (OEM (Original Equipment Manufacturer), Aftermarket), By Region & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

Global Off-highway Wheels Market was valued at USD 2.4 billion in 2024 and is expected to reach USD 3.4 billion by 2030 with a CAGR of 6.1% during the forecast period. The off-highway wheels market is witnessing steady expansion due to increasing demand from heavy-duty machinery used in construction, agriculture, and mining sectors. As industries scale up infrastructure development and mechanized operations, the need for wheels capable of handling rugged terrains and high loads becomes crucial. The rise in smart farming practices, construction of transportation networks, and growth in resource extraction activities are key contributors to the adoption of technologically advanced wheels that offer enhanced durability and performance. Manufacturers are investing in product design enhancements, corrosion-resistant materials, and structural integrity to meet performance expectations.

Technology integration in wheel design is fostering a shift toward lighter yet more robust materials. Innovations in manufacturing processes, including advanced forging and casting techniques, are reducing production costs while improving wheel resilience. The

focus on operator safety and fuel efficiency is increasing the use of lighter composite wheels that contribute to lower vehicle weight and better handling. The market is also seeing rising interest in customization, with end-users seeking wheels tailored to specific machinery applications, terrain types, and usage intensity, further influencing the dynamics of supply and demand. Despite technological progress, challenges persist in raw material price volatility and equipment compatibility. Wheel suppliers must ensure compliance with industry standards and vehicle specifications to avoid operational inefficiencies. Intense usage conditions, such as abrasive environments and heavy loads, often demand frequent maintenance or replacement, which impacts overall lifecycle costs. However, increased investments in infrastructure projects and adoption of modern agricultural practices present strong opportunities for market participants to offer innovative solutions aligned with evolving customer requirements.

## Market Drivers

### Rising Demand for Heavy Machinery Across Industries

The off-highway wheels market is driven by the increasing utilization of heavy-duty machinery in construction, agriculture, and mining. These sectors rely on specialized vehicles that perform under tough, uneven, and high-load conditions. The role of wheels in bearing these loads while ensuring traction and stability is critical, prompting consistent demand. Excavators, loaders, harvesters, and dump trucks require wheels that can handle weight, resist impact, and operate efficiently over varying terrains. As mechanization continues to replace manual labor and enhance operational efficiency in these industries, manufacturers of off-highway wheels are benefitting from the rising replacement and OEM demand. Industrial expansion also creates the need for larger fleets and frequent equipment upgrades, where wheel reliability becomes a core selection factor. Custom designs tailored to different load capacities and terrain requirements are driving product innovation, and this cycle of demand contributes to sustained market growth. For instance, India's ambitious National Infrastructure Pipeline (NIP), spanning from 2020 to 2025, allocates a staggering ₹1.97 lakh crore (approx. USD 1.4 trillion) toward over 7,400 infrastructure projects, including roads, railways, and urban development initiatives—each demanding extensive heavy machinery deployment.

## Key Market Challenges

### Volatility in Raw Material Prices

The manufacturing of off-highway wheels heavily depends on raw materials such as steel, aluminum, and specialty composites. These materials are subject to significant price volatility influenced by global supply-demand imbalances, trade regulations, and geopolitical tensions. When input costs surge unexpectedly, it becomes difficult for manufacturers to maintain stable pricing for their wheel products. The ripple effect of fluctuating material prices also impacts procurement planning, inventory control, and long-term contracts with OEMs and distributors. Frequent adjustments to pricing can erode profit margins and complicate negotiations with end-users seeking cost predictability. Smaller manufacturers face heightened vulnerability due to lower purchasing power and limited hedging capabilities. The uncertainty surrounding raw material availability and cost undermines production continuity and restricts investment in product innovation. This challenge compels industry players to explore alternative sourcing strategies, recycled materials, and localized supply chains, which require time and resources to implement.

## Key Market Trends

### Adoption of Lightweight Composite Materials

The off-highway wheel industry is experiencing a strong trend toward the use of lightweight composite materials. Traditional steel wheels, while durable, contribute significantly to the total weight of heavy machinery, affecting fuel consumption and maneuverability. By incorporating materials like carbon fiber composites, reinforced polymers, and magnesium-aluminum alloys, manufacturers are producing wheels that maintain high strength while reducing weight. Lighter wheels improve fuel efficiency, reduce wear on other vehicle components, and enhance mobility, especially in soft or uneven terrain. These materials also offer better corrosion resistance and temperature stability, making them suitable for varied environmental conditions. Though currently more expensive, the long-term cost savings from reduced maintenance and improved vehicle performance are prompting a gradual shift. As manufacturing technologies become more efficient and material costs decrease, composite wheels are expected to become more mainstream across various off-highway applications. For instance, In 2024, Maxion Wheels unveiled a new generation of lightweight steel truck wheels, achieving weight reductions of up to 3 kg per wheel while maintaining structural strength—an innovation that underscores the industry's drive toward fuel efficiency and enhanced payload capacity.

## Key Market Players

GKN Wheels & Structures

Maxion Wheels

Moveero

Pronar Sp. z o.o.

RIMEX Supply Ltd.

Superior Industries International, Inc.

Titan International, Inc.

Trelleborg AB

Unverferth Manufacturing Co., Inc.

Yokohama Tire

#### Report Scope:

In this report, the Global Off-highway Wheels Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Off-highway Wheels Market, By Product:

Steel Wheels

Aluminum Wheels

Composite/Alloy Wheels

#### Off-highway Wheels Market, By Vehicle:

Construction Equipment

Agricultural Machinery

Mining Equipment

Off-highway Wheels Market, By Sales Channel:

OEM

Aftermarket

Off-highway Wheels Market, By Region:

North America

United States

Canada

Mexico

Europe & CIS

Germany

France

U.K.

Spain

Italy

Asia-Pacific

China

Japan

India

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Brazil

Argentina

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Off-highway Wheels Market.

Available Customizations:

Global Off-highway Wheels 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).

## Contents

### 1. INTRODUCTION

- 1.1. Research Tenure Considered
- 1.2. Market Definition
- 1.3. Scope of the Market
- 1.4. Markets Covered
- 1.5. Years Considered for Study
- 1.6. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Regions

### 4. GLOBAL OFF-HIGHWAY WHEELS MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Product Market Share Analysis (Steel Wheels, Aluminum Wheels, Composite/Alloy Wheels)
  - 4.2.2. By Vehicle Market Share Analysis (Construction Equipment, Agricultural Machinery, Mining Equipment)
  - 4.2.3. By Sales Channel Market Share Analysis (OEM, Aftermarket)
  - 4.2.4. By Regional Market Share Analysis
  - 4.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

#### 4.3. Off-highway Wheels Market Mapping & Opportunity Assessment

### **5. NORTH AMERICA OFF-HIGHWAY WHEELS MARKET OUTLOOK**

#### 5.1. Market Size & Forecast

##### 5.1.1. By Value

#### 5.2. Market Share & Forecast

##### 5.2.1. By Product Market Share Analysis

##### 5.2.2. By Vehicle Market Share Analysis

##### 5.2.3. By Sales Channel Market Share Analysis

##### 5.2.4. By Country Market Share Analysis

##### 5.2.4.1. United States Off-highway Wheels Market Outlook

###### 5.2.4.1.1. Market Size & Forecast

###### 5.2.4.1.1.1. By Value

###### 5.2.4.1.2. Market Share & Forecast

###### 5.2.4.1.2.1. By Product Market Share Analysis

###### 5.2.4.1.2.2. By Vehicle Market Share Analysis

###### 5.2.4.1.2.3. By Sales Channel Market Share Analysis

##### 5.2.4.2. Canada Off-highway Wheels Market Outlook

###### 5.2.4.2.1. Market Size & Forecast

###### 5.2.4.2.1.1. By Value

###### 5.2.4.2.2. Market Share & Forecast

###### 5.2.4.2.2.1. By Product Market Share Analysis

###### 5.2.4.2.2.2. By Vehicle Market Share Analysis

###### 5.2.4.2.2.3. By Sales Channel Market Share Analysis

##### 5.2.4.3. Mexico Off-highway Wheels Market Outlook

###### 5.2.4.3.1. Market Size & Forecast

###### 5.2.4.3.1.1. By Value

###### 5.2.4.3.2. Market Share & Forecast

###### 5.2.4.3.2.1. By Product Market Share Analysis

###### 5.2.4.3.2.2. By Vehicle Market Share Analysis

###### 5.2.4.3.2.3. By Sales Channel Market Share Analysis

### **6. EUROPE & CIS OFF-HIGHWAY WHEELS MARKET OUTLOOK**

#### 6.1. Market Size & Forecast

##### 6.1.1. By Value

#### 6.2. Market Share & Forecast

##### 6.2.1. By Product Market Share Analysis

- 6.2.2. By Vehicle Market Share Analysis
- 6.2.3. By Sales Channel Market Share Analysis
- 6.2.4. By Country Market Share Analysis
  - 6.2.4.1. France Off-highway Wheels Market Outlook
    - 6.2.4.1.1. Market Size & Forecast
      - 6.2.4.1.1.1. By Value
    - 6.2.4.1.2. Market Share & Forecast
      - 6.2.4.1.2.1. By Product Market Share Analysis
      - 6.2.4.1.2.2. By Vehicle Market Share Analysis
      - 6.2.4.1.2.3. By Sales Channel Market Share Analysis
  - 6.2.4.2. Germany Off-highway Wheels Market Outlook
    - 6.2.4.2.1. Market Size & Forecast
      - 6.2.4.2.1.1. By Value
    - 6.2.4.2.2. Market Share & Forecast
      - 6.2.4.2.2.1. By Product Market Share Analysis
      - 6.2.4.2.2.2. By Vehicle Market Share Analysis
      - 6.2.4.2.2.3. By Sales Channel Market Share Analysis
  - 6.2.4.3. United Kingdom Off-highway Wheels Market Outlook
    - 6.2.4.3.1. Market Size & Forecast
      - 6.2.4.3.1.1. By Value
    - 6.2.4.3.2. Market Share & Forecast
      - 6.2.4.3.2.1. By Product Market Share Analysis
      - 6.2.4.3.2.2. By Vehicle Market Share Analysis
      - 6.2.4.3.2.3. By Sales Channel Market Share Analysis
  - 6.2.4.4. Italy Off-highway Wheels Market Outlook
    - 6.2.4.4.1. Market Size & Forecast
      - 6.2.4.4.1.1. By Value
    - 6.2.4.4.2. Market Share & Forecast
      - 6.2.4.4.2.1. By Product Market Share Analysis
      - 6.2.4.4.2.2. By Vehicle Market Share Analysis
      - 6.2.4.4.2.3. By Sales Channel Market Share Analysis
  - 6.2.4.5. Spain Off-highway Wheels Market Outlook
    - 6.2.4.5.1. Market Size & Forecast
      - 6.2.4.5.1.1. By Value
    - 6.2.4.5.2. Market Share & Forecast
      - 6.2.4.5.2.1. By Product Market Share Analysis
      - 6.2.4.5.2.2. By Vehicle Market Share Analysis
      - 6.2.4.5.2.3. By Sales Channel Market Share Analysis

## **7. ASIA-PACIFIC OFF-HIGHWAY WHEELS MARKET OUTLOOK**

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Product Market Share Analysis

#### 7.2.2. By Vehicle Market Share Analysis

#### 7.2.3. By Sales Channel Market Share Analysis

#### 7.2.4. By Country Share Analysis

##### 7.2.4.1. China Off-highway Wheels Market Outlook

###### 7.2.4.1.1. Market Size & Forecast

###### 7.2.4.1.1.1. By Value

###### 7.2.4.1.2. Market Share & Forecast

###### 7.2.4.1.2.1. By Product Market Share Analysis

###### 7.2.4.1.2.2. By Vehicle Market Share Analysis

###### 7.2.4.1.2.3. By Sales Channel Market Share Analysis

##### 7.2.4.2. Japan Off-highway Wheels Market Outlook

###### 7.2.4.2.1. Market Size & Forecast

###### 7.2.4.2.1.1. By Value

###### 7.2.4.2.2. Market Share & Forecast

###### 7.2.4.2.2.1. By Product Market Share Analysis

###### 7.2.4.2.2.2. By Vehicle Market Share Analysis

###### 7.2.4.2.2.3. By Sales Channel Market Share Analysis

##### 7.2.4.3. India Off-highway Wheels Market Outlook

###### 7.2.4.3.1. Market Size & Forecast

###### 7.2.4.3.1.1. By Value

###### 7.2.4.3.2. Market Share & Forecast

###### 7.2.4.3.2.1. By Product Market Share Analysis

###### 7.2.4.3.2.2. By Vehicle Market Share Analysis

###### 7.2.4.3.2.3. By Sales Channel Market Share Analysis

##### 7.2.4.4. South Korea Off-highway Wheels Market Outlook

###### 7.2.4.4.1. Market Size & Forecast

###### 7.2.4.4.1.1. By Value

###### 7.2.4.4.2. Market Share & Forecast

###### 7.2.4.4.2.1. By Product Market Share Analysis

###### 7.2.4.4.2.2. By Vehicle Market Share Analysis

###### 7.2.4.4.2.3. By Sales Channel Market Share Analysis

## **8. MIDDLE EAST & AFRICA OFF-HIGHWAY WHEELS MARKET OUTLOOK**

## 8.1. Market Size & Forecast

### 8.1.1. By Value

## 8.2. Market Share & Forecast

### 8.2.1. By Product Market Share Analysis

### 8.2.2. By Vehicle Market Share Analysis

### 8.2.3. By Sales Channel Market Share Analysis

### 8.2.4. By Country Market Share Analysis

#### 8.2.4.1. South Africa Off-highway Wheels Market Outlook

##### 8.2.4.1.1. Market Size & Forecast

###### 8.2.4.1.1.1. By Value

##### 8.2.4.1.2. Market Share & Forecast

###### 8.2.4.1.2.1. By Product Market Share Analysis

###### 8.2.4.1.2.2. By Vehicle Market Share Analysis

###### 8.2.4.1.2.3. By Sales Channel Market Share Analysis

#### 8.2.4.2. Saudi Arabia Off-highway Wheels Market Outlook

##### 8.2.4.2.1. Market Size & Forecast

###### 8.2.4.2.1.1. By Value

##### 8.2.4.2.2. Market Share & Forecast

###### 8.2.4.2.2.1. By Product Market Share Analysis

###### 8.2.4.2.2.2. By Vehicle Market Share Analysis

###### 8.2.4.2.2.3. By Sales Channel Market Share Analysis

#### 8.2.4.3. UAE Off-highway Wheels Market Outlook

##### 8.2.4.3.1. Market Size & Forecast

###### 8.2.4.3.1.1. By Value

##### 8.2.4.3.2. Market Share & Forecast

###### 8.2.4.3.2.1. By Product Market Share Analysis

###### 8.2.4.3.2.2. By Vehicle Market Share Analysis

###### 8.2.4.3.2.3. By Sales Channel Market Share Analysis

#### 8.2.4.4. Turkey Off-highway Wheels Market Outlook

##### 8.2.4.4.1. Market Size & Forecast

###### 8.2.4.4.1.1. By Value

##### 8.2.4.4.2. Market Share & Forecast

###### 8.2.4.4.2.1. By Product Market Share Analysis

###### 8.2.4.4.2.2. By Vehicle Market Share Analysis

###### 8.2.4.4.2.3. By Sales Channel Market Share Analysis

## 9. SOUTH AMERICA OFF-HIGHWAY WHEELS MARKET OUTLOOK

## 9.1. Market Size & Forecast

### 9.1.1. By Value

## 9.2. Market Share & Forecast

### 9.2.1. By Product Market Share Analysis

### 9.2.2. By Vehicle Market Share Analysis

### 9.2.3. By Sales Channel Market Share Analysis

### 9.2.4. By Country Market Share Analysis

#### 9.2.4.1. Brazil Off-highway Wheels Market Outlook

##### 9.2.4.1.1. Market Size & Forecast

###### 9.2.4.1.1.1. By Value

##### 9.2.4.1.2. Market Share & Forecast

###### 9.2.4.1.2.1. By Product Market Share Analysis

###### 9.2.4.1.2.2. By Vehicle Market Share Analysis

###### 9.2.4.1.2.3. By Sales Channel Market Share Analysis

#### 9.2.4.2. Argentina Off-highway Wheels Market Outlook

##### 9.2.4.2.1. Market Size & Forecast

###### 9.2.4.2.1.1. By Value

##### 9.2.4.2.2. Market Share & Forecast

###### 9.2.4.2.2.1. By Product Market Share Analysis

###### 9.2.4.2.2.2. By Vehicle Market Share Analysis

###### 9.2.4.2.2.3. By Sales Channel Market Share Analysis

## 10. MARKET DYNAMICS

### 10.1. Drivers

### 10.2. Challenges

## 11. MARKET TRENDS & DEVELOPMENTS

## 12. PORTERS FIVE FORCES ANALYSIS

## 13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

## 14. COMPETITIVE LANDSCAPE

### 14.1. Company Profiles

#### 14.1.1. GKN Wheels & Structures

##### 14.1.1.1. Company Details

##### 14.1.1.2. Products

- 14.1.1.3. Financials (As Per Availability)
- 14.1.1.4. Key Market Focus & Geographical Presence
- 14.1.1.5. Recent Developments
- 14.1.1.6. Key Management Personnel
- 14.1.2. Maxion Wheels
- 14.1.3. Moveero
- 14.1.4. Pronar Sp. z o.o.
- 14.1.5. RIMEX Supply Ltd.
- 14.1.6. Superior Industries International, Inc.
- 14.1.7. Titan International, Inc.
- 14.1.8. Trelleborg AB
- 14.1.9. Unverferth Manufacturing Co., Inc.
- 14.1.10. Yokohama Tire

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

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