

# **Premium Two-Wheeler Tire Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Standard, Cruiser, Sport, Touring, Adventure Sport) By Demand Category (OEM vs Replacement) By Tire Type (Radial vs Bias) By Rim Size (up to 16inch, 16-17inch, Above 17inch), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/P1A4822A4647EN.html>

Date: May 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: P1A4822A4647EN

## **Abstracts**

The Global Premium Two-Wheeler Tire Market is projected to expand significantly, growing from USD 11.01 billion in 2025 to USD 17.38 billion by 2031 at a CAGR of 7.91%. This segment encompasses high-performance tires crafted for motorcycles with larger engine displacements, designed to deliver superior traction, stability, and speed ratings crucial for sport and touring applications. Market growth is primarily driven by a global increase in disposable income and a rising consumer preference for leisure motorcycling, necessitating specialized equipment for higher power and extended usage. This trend is underscored by a 7.24% increase in two-wheeler retail sales volume in 2025, largely supported by demand for premium motorcycles, although the market also contends with raw material cost volatility that impacts pricing and scalability.

## **Market Driver**

A fundamental driver for the premium tire sector is the global surge in sales of high-displacement and luxury motorcycles, which demand specialized tires capable of withstanding intense thermal stress and maintaining structural integrity at high speeds, thereby boosting the market's value. BMW Motorrad's record-setting delivery of 113,072 units in the first half of 2024 exemplifies this demand, compelling tire manufacturers to align production with luxury original equipment specifications. Concurrently, the

expansion of premium motorcycle markets in emerging economies, particularly in regions like South Asia, is fostering a parallel revenue stream as consumers shift towards mid-sized premium motorcycles for leisure, driving the need for high-performance radial tires, a trend reflected in Eicher Motors' sales of 81,870 motorcycles in April 2024 and Pirelli's significant revenues from its High Value tire segment.

## **Market Challenge**

The Global Premium Two-Wheeler Tire Market faces a substantial challenge from the unpredictable volatility of raw material costs, notably for natural rubber and petroleum derivatives, which are essential for the superior performance of premium tires. Such fluctuations disrupt financial planning, squeeze profit margins, and impede consistent pricing, consequently diverting capital from capacity expansion and market reach, thus stalling broader industrial scalability. This economic instability is exacerbated by supply chain imbalances, highlighted by a projected 0.5% rise in global natural rubber production against a 1.3% anticipated demand growth in 2025, creating a deficit that fosters price instability and resource competition, thereby imposing persistent cost pressures that complicate long-term growth strategies and hinder the sector's ability to efficiently meet increasing global demand.

## **Market Trends**

Two key trends are shaping the premium two-wheeler tire market: firstly, the increasing incorporation of sustainable and bio-based raw materials. Manufacturers are substituting fossil-fuel derivatives with renewable alternatives like rice husk silica and recycled polyester to reduce carbon footprints, driven by environmental regulations and consumer demand for eco-friendly mobility, as evidenced by Continental AG reporting an average of 26% renewable and recycled materials in its 2024 tire portfolio. Secondly, there's a rising demand for adventure and dual-sport specific designs, compelling suppliers to engineer versatile tires that offer both high-speed on-road stability and robust off-road traction. This necessitates hybrid tread patterns with deeper grooves and reinforced sidewalls to support the heavy payloads of large-displacement adventure motorcycles, leading to expanded product lines that include multi-terrain variants for long-distance riders, a segment underscored by BMW Motorrad's sales of over 68,000 adventure models in 2024.

## **Key Market Players**

Compagnie Générale des Établissements Michelin

Pirelli & C. S.p.A.

Continental AG

Bridgestone Tire Co., Ltd.

The Goodyear Tire & Rubber Company

Apollo Tyres Limited

Cheng Shin Rubber Ind. Co., Ltd.

Inoue Rubber Co., Ltd.

Kenda Rubber Industrial Company

MRF Limited

CEAT Limited

## **Report Scope**

In this report, the Global Premium Two-Wheeler Tire Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Premium Two-Wheeler Tire Market, By Type

Standard

Cruiser

Sport

Touring

Adventure Sport

## Premium Two-Wheeler Tire Market, By Demand Category

OEM

Replacement

## Premium Two-Wheeler Tire Market, By Tire Type

Radial

Bias

## Premium Two-Wheeler Tire Market, By Rim Size

up to 16inch

16-17inch

Above 17inch

## Premium Two-Wheeler Tire Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Premium Two-Wheeler Tire Market.

## **Available Customizations:**

*Premium Two-Wheeler Tire Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By...*

Global Premium Two-Wheeler 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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