

South Africa Tire Market, By Vehicle Type (Passenger Car, Commercial Vehicle, OTR, Two Wheeler), By Radial vs Bias (Radial & Bias), By Demand Category (OEM & Replacement), By Region Competition, Forecast & Opportunities, 2025

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Abstracts

South Africa tire market is projected to surpass \$ 2.5 billion by 2025, on account of increasing vehicle sales and fleet size coupled with growing production and export of tires. Moreover, increasing penetration of Chinese and budget tires in South African tire market through tire importers are providing more options to the customers, which is expected to positively influence the market during forecast period. South Africa tire market can be segmented based on vehicle type, radial vs bias, demand category and region. Based on vehicle type, the country's tire market can be segmented into passenger car, commercial vehicle, off the road vehicle and two-wheeler. Passenger cars tire segment was the largest segment in 2019 and the segment is expected to dominate during the forecast period on the back of large passenger car fleet coupled with growing production and sales of passenger cars.

Increasing consumer preference for high passenger and load carrying capacity, safe driving, better fuel efficiency is fueling the demand for SUVs and luxury cars in the country, which is resulting in higher demand for radial tires in the country. Based on radial vs bias, the market can be segmented into radial and bias tires, with radial tires segment accounting for the largest market share and expected to maintain its dominance during the forecast period as well. Consumers prefer radial tires due to their advantages, such as flexible sidewalls and reduced fuel consumption due to less vibration and resistance. Based on demand category, the replacement tires segment grabbed the largest share in the country's tire market due to expanding automobile fleet as well as higher replacement rate.

In terms of regional analysis, the market has been segmented into Gauteng, KwaZulu-Natal, Western Cape, Eastern Cape, Free State, Mpumalanga, North-West, Limpopo and Northern Cape. Gauteng region accounts for the largest share in the country's tire market, primarily due to large existing fleet of passenger cars in the region. Being one of the major manufacturing hubs for automobile producers, this region has the presence of three automotive OEMs production facilities - BMW, Ford and Nissan. High concentration of automotive manufacturing is expected to boost tire market of Gauteng region in South Africa in the coming years.

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 South Africa tire market size.

To classify and forecast South Africa tire market based on vehicle type, radial vs bias, demand category, and region.

To identify drivers and challenges for South Africa tire market.

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

To conduct pricing analysis for South Africa tire market.

To identify and analyze the profile of leading players operating in South Africa tire market.

Some of the major players operating in South Africa tire market include Bridgestone South Africa (Pty) Ltd, Continental Tyre SA (Pty) Ltd, Goodyear South Africa (Pty) Ltd, and Sumitomo Rubber South Africa (Pty) Ltd. Other prominent tire brands selling in the country include Nexen, Yokohama, Kumho, Apollo, etc.

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 region. 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 product offerings, distribution channels and presence of all major players operating in tire market in South Africa.

TechSci Research calculated South Africa tire market size 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:

Tire manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to tire market

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as 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, South Africa tire market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Radial vs Bias Type:

Radial

Bias

Market, By Vehicle Type:

Passenger Car

Commercial Vehicle

Off the road vehicle

Two-Wheeler

Market, By Demand Category:

OEM

Replacement

Market, by Country:

Gauteng

KwaZulu-Natal

Western Cape

Eastern Cape

Free State

Mpumalanga

North-West

Limpopo

Northern Cape

COMPETITIVE LANDSCAPE

Company Profiles: Detailed analysis of the major companies present in South Africa 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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2. Continental Tyre SA (Pty) Ltd
3. Goodyear South Africa (Pty) Ltd
4. Sumitomo Rubber South Africa (Pty) Ltd
5. Michelin Tire
6. Nexen Tire
7. Yokohama Tire
8. Kumho Tire
9. Apollo Tire
10. Pirelli Tire

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