

# **Taiwan Tire Market By Vehicle Type (Passenger Cars, Light Commercial Vehicles, Medium & Heavy Commercial Vehicles, Two Wheelers, Three Wheelers, OTR), By Tire Construction Type (Radial, Bias), By Demand Category Type (OEM, Replacement), By Region, Competition, Forecast & Opportunities, 2018-2028**

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## **Abstracts**

Taiwan Tire Market has valued at USD 1.63 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.97%. The Taiwan tire market has experienced remarkable and consistent growth in recent years, thanks to the robust automobile industry and the increasing demand for replacement tires. With a strong foothold in the global market, Taiwan is home to several notable tire manufacturers who export their high-quality products worldwide, contributing significantly to the country's economy.

The market's growth is driven by continuous technological advancements in tire manufacturing, with a notable shift towards eco-friendly and fuel-efficient tires. Taiwan's tire manufacturers have embraced innovative practices to meet the growing demand for sustainable and energy-efficient solutions. These advancements not only benefit the consumers by providing enhanced performance and durability but also contribute to reducing carbon emissions and promoting environmental stewardship.

However, the Taiwan tire market is not without its challenges. Fluctuations in raw material prices, such as rubber, pose a significant challenge for manufacturers in maintaining competitive pricing and profitability. Additionally, stringent environmental regulations and standards require tire manufacturers to invest in sustainable

manufacturing practices, further driving up production costs.

Despite these challenges, the Taiwan tire market is forecasted to continue its growth trajectory. The increasing vehicle ownership in Taiwan, coupled with the country's commitment to technological advancements in tire technology, create a promising outlook for the industry. As consumers become more conscious about the performance, safety, and environmental impact of their tires, the demand for high-quality and innovative tire solutions is expected to grow.

In conclusion, the Taiwan tire market's success story is a testament to the country's strong automotive industry, technological prowess, and commitment to sustainability. With its focus on innovation and quality, Taiwan continues to make significant contributions to the global tire market, setting new standards for performance, efficiency, and environmental responsibility.

## Key Market Drivers

### Robust Automotive Industry Growth

One of the primary drivers of the Taiwan Tire Market is the robust growth of the automotive industry within the country. Taiwan is home to several well-established automotive manufacturers, producing a wide range of vehicles from motorcycles and scooters to electric cars and bicycles. This thriving automotive sector has led to increased demand for tires, both for original equipment and replacement markets. As the automotive industry continues to expand, it generates a steady and growing need for tires, driving the market forward.

### Increasing Vehicle Ownership Rates

Taiwan's rising vehicle ownership rates have a direct and significant impact on the demand for tires. As disposable incomes rise and urbanization accelerates, more Taiwanese consumers are opting to own personal vehicles. This trend is particularly pronounced in urban areas, where the convenience of personal transportation is highly valued. Consequently, the growing number of vehicles on the road fuels the replacement tire market, contributing to the overall growth of the Taiwan Tire Market.

### Demand for High-Performance Tires

The Taiwan Tire Market is witnessing a notable trend toward high-performance tires.

Taiwanese consumers, particularly those with sports cars and performance vehicles, seek tires that offer exceptional grip, handling, and braking capabilities. These high-performance tires enhance the driving experience and safety for enthusiasts and motorists who prioritize performance. As a result, there is a growing market for specialized tires designed to meet the demands of performance-oriented drivers, a trend that is driving innovation and product diversification in the tire industry.

### Eco-Friendly and Sustainable Tires

Environmental concerns are increasingly shaping consumer choices in the Taiwan Tire Market. The awareness of carbon emissions, air pollution, and sustainability has led to a growing demand for eco-friendly and sustainable tires. Manufacturers are responding by developing tires with lower rolling resistance to improve fuel efficiency and reduce carbon emissions. Additionally, there is a focus on using sustainable materials and production processes to minimize the environmental impact of tire manufacturing. As consumers prioritize eco-friendliness, the market for green tires is on the rise.

### Technological Advancements in Tire Manufacturing

Technological advancements play a pivotal role in driving the Taiwan Tire Market. Innovations in tire design, materials, and manufacturing processes have led to the development of tires that offer improved performance, safety, and durability. These advancements include the use of advanced rubber compounds, innovative tread patterns, and state-of-the-art tire construction methods. Consumers in Taiwan increasingly seek technologically advanced tires that provide superior performance and safety, contributing to the growth of the market.

### Focus on Tire Safety

Tire safety is a paramount concern in Taiwan, leading to a driver for the market. With the government and various organizations promoting road safety awareness, consumers are increasingly prioritizing tire safety features. This includes the demand for tires with improved wet grip performance to ensure stability and control during rainy weather. Additionally, the adoption of advanced tire pressure monitoring systems (TPMS) is on the rise, enhancing safety by alerting drivers to underinflated tires. The emphasis on tire safety has led to a market for tires that meet stringent safety standards.

### Key Market Challenges

## Intense Competition and Price Sensitivity

The Taiwan Tire Market is characterized by intense competition among both domestic and international tire manufacturers and suppliers. This fierce competition often leads to price wars, as consumers in Taiwan tend to be price-sensitive when purchasing tires. While this competition benefits consumers with a wide range of choices and competitive pricing, it can strain profit margins for manufacturers and suppliers. Maintaining a balance between offering affordable tires and sustaining profitability poses a significant challenge for industry players in Taiwan.

## Heavy Reliance on Export Markets

A substantial portion of tires produced in Taiwan is destined for export markets. While this export-oriented approach has helped Taiwanese tire manufacturers expand their global footprint, it also exposes them to the volatility of international markets. Economic fluctuations, trade disputes, and geopolitical tensions can disrupt export channels and affect the overall performance of the Taiwan Tire Market. Reducing dependence on exports and fostering a more balanced domestic and international market strategy is a complex challenge.

## Raw Material Price Volatility

The Taiwan Tire Market heavily relies on imported raw materials, including natural rubber, synthetic rubber, and various chemicals used in tire manufacturing. Fluctuations in the prices of these raw materials on the global market can significantly impact production costs and profitability. Industry players must closely monitor and manage the volatility of raw material prices to ensure cost-effective production. Implementing strategic sourcing practices and exploring alternative materials are essential responses to this challenge.

## Stringent Environmental Regulations

Environmental regulations in Taiwan have become increasingly stringent, impacting tire manufacturing processes and practices. The government has imposed stricter environmental standards to minimize pollution and promote sustainability. Compliance with these regulations requires investments in eco-friendly production methods and materials, which can add to manufacturing costs. Ensuring alignment with evolving environmental standards while remaining competitive is a notable challenge for tire

manufacturers operating in Taiwan.

### Emerging Tire Labeling and Safety Standards

Tire safety and labeling standards in Taiwan are evolving, with a growing emphasis on ensuring that tires meet stringent safety requirements. Manufacturers must adhere to these standards, which encompass factors such as wet grip performance, rolling resistance, and noise levels. Compliance with these regulations necessitates investments in research and development and the development of advanced tire technologies, adding to production costs. Striking a balance between compliance and cost-efficiency poses a challenge for the industry.

### Changing Consumer Preferences and Trends

Consumer preferences and trends in Taiwan's tire market are constantly evolving. While consumers increasingly seek high-performance, eco-friendly, and technologically advanced tires, their preferences can change rapidly. Keeping pace with shifting consumer demands, especially in a highly competitive market, requires agility and innovation from tire manufacturers and suppliers. Anticipating and responding to emerging trends and preferences is an ongoing challenge.

### Key Market Trends

#### Growing Demand for Electric Vehicle (EV) Tires

A prominent trend in the Taiwan Tire Market is the growing demand for tires designed specifically for electric vehicles (EVs). With the global shift towards eco-friendly transportation, EVs have gained traction in Taiwan. These vehicles require tires with unique characteristics, including low rolling resistance for improved energy efficiency and reduced noise levels to enhance the quietness of EVs. Tire manufacturers are responding by developing specialized EV tires, and this trend is expected to continue as the adoption of electric vehicles accelerates.

#### Rising Popularity of All-Season Tires

Taiwanese consumers are increasingly favoring all-season tires due to their versatility and convenience. All-season tires are designed to provide optimal performance throughout the year, adapting to varying weather conditions, including wet and dry surfaces. In a country with diverse climates and varying terrains, all-season tires offer

consumers the practicality of not having to change tires seasonally. This trend reflects a preference for tires that can seamlessly navigate Taiwan's varied landscapes and climatic conditions.

### Digitalization of Tire Retail

The digitalization of tire retail is reshaping how consumers access and purchase tires in Taiwan. Online tire shopping platforms have gained popularity, offering consumers the convenience of researching, comparing prices, and making purchases from the comfort of their homes. These platforms provide access to a wide range of tire brands and models, along with customer reviews and recommendations. Traditional brick-and-mortar retailers have adapted to this trend by enhancing their online presence and offering delivery services. The digitalization of tire retail is poised to continue expanding in Taiwan.

### Focus on Green and Sustainable Tires

Environmental sustainability is a growing concern in Taiwan, and this is reflected in the tire market's trend toward green and sustainable tires. Consumers are increasingly conscious of the environmental impact of their choices and are seeking tires with eco-friendly attributes. Manufacturers are responding by developing tires with lower rolling resistance to improve fuel efficiency and reduce carbon emissions. Additionally, there is a focus on using sustainable materials and production processes to minimize the environmental footprint of tire manufacturing. This trend aligns with global efforts to reduce the carbon footprint of the automotive industry.

### Technological Advancements in Tire Design

Technological advancements in tire design are driving innovation in the Taiwan Tire Market. Manufacturers are investing in research and development to create tires with advanced features that enhance safety, performance, and durability. This includes the use of innovative rubber compounds, tread patterns designed for specific road conditions, and structural enhancements to improve handling and stability. As consumers seek tires that deliver superior performance, technological advancements play a pivotal role in shaping the market.

### Emphasis on Tire Labeling and Information

Tire labeling and information transparency have gained significance in the Taiwan Tire



Market. Regulatory authorities and industry stakeholders are working together to ensure that consumers have access to essential information about tire performance, safety, and environmental impact. Tire labeling provides standardized data on factors such as wet grip, rolling resistance, and external rolling noise. This information empowers consumers to make informed choices based on their specific needs and preferences. The emphasis on tire labeling aligns with global efforts to promote road safety and sustainability.

## Segmental Insights

### Vehicle Type Insights

In Taiwan, the tire market is primarily dominated by passenger cars, thanks to the high vehicle ownership rate in the country. This can be attributed to the convenience and affordability of owning a car in Taiwan, which has led to a significant demand for tires. Additionally, the country's robust automobile sector, including the presence of major car manufacturers and a thriving automotive industry, further amplifies the need for high-quality tires.

Moreover, with an increasing emphasis on vehicle safety and fuel efficiency in Taiwan, there is a growing demand for technologically advanced tires. Consumers are now more inclined towards tires that offer better traction, improved handling, and lower rolling resistance, in order to enhance their driving experience and reduce fuel consumption. This trend is expected to fuel the rise in demand for technologically advanced tires in the upcoming years.

It is worth noting that while the tire market for passenger cars is dominant, the tire market for commercial vehicles also presents considerable growth potential in Taiwan. The steady expansion of the country's logistics industry, driven by e-commerce and international trade, has led to an increased demand for commercial vehicles and subsequently, tires. This presents opportunities for tire manufacturers and suppliers to cater to the specific needs of the commercial vehicle segment in Taiwan.

Overall, the tire market in Taiwan is expected to witness significant growth in the coming years, driven by factors such as the high vehicle ownership rate, emphasis on vehicle safety and fuel efficiency, and the steady expansion of the logistics industry.

### Tire Construction Type Insights

In Taiwan, the tire market is largely segmented by the type of tire construction used. The two most prevalent types are bias tires and radial tires.

Bias tires, also known as cross-ply tires, are constructed with layers of rubber-coated fabric stacked diagonally on top of one another. This unique design provides exceptional durability and strength, making them well-suited for heavy-duty applications such as construction vehicles and agricultural machinery. The diagonal arrangement of the fabric layers allows for optimal weight distribution and helps to minimize heat build-up, ensuring a longer lifespan for the tire.

On the other hand, radial tires feature steel cord plies arranged at a 90-degree angle to the direction of travel. This radial construction provides numerous advantages, including improved fuel economy, longer tread life, and enhanced handling and stability. The steel cord plies allow the tire to maintain its shape and provide a larger contact area with the road surface, resulting in reduced rolling resistance and better traction.

As Taiwan's transportation sector continues to grow and evolve, understanding these distinctions between bias and radial tires becomes crucial for market players seeking to make informed decisions. By considering factors such as vehicle type, load capacity, and intended use, industry professionals can select the most suitable tire construction for optimal performance and efficiency.

## Regional Insights

In Taiwan, the tire market is currently experiencing a robust growth trend, thanks to several factors. Firstly, the thriving automobile industry in the country has significantly contributed to the increased demand for high-quality tires. As more and more vehicles are being manufactured and sold, the need for reliable and durable tires has become paramount.

Additionally, there has been a noticeable shift in consumer behavior, with vehicle owners becoming more aware of the importance of regular tire maintenance and timely replacement. This heightened awareness is driven by the desire for safety and optimal performance on the roads. As a result, the demand for tires has seen a substantial boost, further fueling the growth of the tire market in Taiwan.

Moreover, Taiwan's position as a significant player in the global automobile manufacturing industry has naturally led to a high demand for tires. With the production of new vehicles constantly increasing, the need for tire supplies has also risen. This



strong demand for tires, especially for new vehicles, has created a favorable environment for the growth of the tire market in Taiwan.

Furthermore, the presence of several major tire manufacturers in the region has further strengthened the market's position in the global tire industry. These manufacturers bring their expertise and innovation to the table, making Taiwan a key area of focus for tire production and development.

Overall, the combination of a thriving automobile industry, increasing consumer awareness, and the presence of major tire manufacturers has made Taiwan's tire market a significant force in the global landscape. As the demand for high-quality tires continues to rise, the tire market in Taiwan is poised for continued growth and success.

### Key Market Players

Bridgestone Corporation

Continental AG

Goodyear Tire & Rubber Company

Sumitomo Rubber Industries Ltd

Michelin Group

Pirelli & C. S.p.A.

Yokohama Rubber Company Limited

Kumho Tire Co. Inc.

### Report Scope:

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

#### Taiwan Tire Market, By Vehicle Type:

Passenger Cars

Light Commercial Vehicles (LCV)

Medium & Heavy Commercial Vehicles (M&HCV)

Off-the-Road Vehicles (OTR)

Two-Wheelers

Three-Wheelers

Taiwan Tire Market, By Tire Construction Type:

Radial

Bias

Taiwan Tire Market, By Demand Category:

OEM

Replacement

Taiwan Tire Market, By Region:

North

Middle

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Taiwan Tire Market.

### Available Customizations:

Taiwan Tire Market report with the given market data, Tech Sci 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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