

# **Thailand 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**

Thailand Tire Market has valued at USD 3.11 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 6.08%. The tire market in Thailand is currently experiencing significant growth, driven by the country's expanding automotive industry. Increasing vehicle sales, along with the rising demand for replacement tires, are key factors propelling the market forward. Moreover, Thailand's strategic position as a major rubber-producing nation bolsters its tire industry, facilitating cost-efficient production and supply chain operations.

Despite the global economic disruption caused by the pandemic, the Thai tire market has shown remarkable resilience, largely due to its robust export sector. With its strong presence in international markets, Thailand has been able to mitigate the impact of the crisis and maintain a steady flow of tire exports.

However, the market is not without its challenges. Fluctuating raw material prices pose a constant concern for tire manufacturers, as they can significantly impact production costs. Additionally, stringent environmental regulations have prompted the industry to adopt greener and more sustainable practices. As the market evolves, innovation in tire technology and the development of eco-friendly alternatives will play a crucial role in shaping its future trajectory.

Overall, the Thai tire market is poised for continued growth and adaptation. By capitalizing on its strengths, addressing challenges, and embracing sustainable solutions, the industry is well-positioned to thrive in the changing landscape of the global automotive sector.

## Key Market Drivers

### Robust Automotive Industry Growth

One of the primary drivers of the Thailand Tire Market is the remarkable growth of the country's automotive industry. Thailand has emerged as a prominent hub for automobile production, with several leading global automotive manufacturers establishing manufacturing facilities in the country. The continuous expansion of the automotive sector leads to a surging demand for tires, both for original equipment manufacturers (OEMs) and the replacement market. As Thailand's automotive industry continues to thrive, it generates a steady and growing need for tires, contributing significantly to the market's expansion.

### Increasing Vehicle Ownership Rates

Thailand is witnessing a substantial increase in vehicle ownership rates, a trend that directly impacts the demand for tires. As the country experiences economic growth and rising incomes, more Thai consumers have the means to purchase personal vehicles. This surge in vehicle ownership spans various segments, including passenger cars, motorcycles, and commercial vehicles. Consequently, the growing number of vehicles on the road fuels the replacement tire market, driving the overall growth of the Thailand Tire Market.

### Demand for Eco-Friendly Tires

Environmental sustainability is a growing concern in Thailand, and this is reflected in the market's trend toward eco-friendly 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 Manufacturing

Technological advancements play a pivotal role in driving innovation in the Thailand Tire Market. Manufacturers are investing in research and development to create tires with advanced features that enhance safety, performance, and durability. These advancements include the use of innovative rubber compounds, unique tread patterns for specific road conditions, and structural enhancements that improve handling and stability. Consumers in Thailand increasingly seek technologically advanced tires that provide superior performance and safety, contributing to the growth of the market.

## Preference for High-Performance Tires

A notable trend in the Thailand Tire Market is the increasing preference for high-performance tires. Thai consumers, particularly those with sports cars and performance vehicles, prioritize tires that offer exceptional grip, handling, and braking capabilities. These high-performance tires not only enhance the driving experience but also improve safety for 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 drives innovation and product diversification.

## Infrastructure Development and Road Expansion

Thailand has been actively investing in infrastructure development and road expansion projects. The government's commitment to improving transportation networks, including highways and expressways, has a direct impact on the demand for tires. Expanding road networks and infrastructure projects create a greater need for tires in various categories, from commercial vehicles to passenger cars. The connection between infrastructure development and the tire market highlights the symbiotic relationship between the two sectors, with infrastructure expansion acting as a driver for the tire market's growth.

## Key Market Challenges

### Intense Competition and Price Sensitivity

The Thailand Tire Market is characterized by intense competition among both domestic and international tire manufacturers and suppliers. This heightened competition often leads to price wars, as consumers in Thailand 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 Thailand.

### Raw Material Price Volatility

The Thailand 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.

### Regulatory Compliance and Environmental Standards

Compliance with regulatory standards and environmental requirements is a persistent challenge in the Thailand Tire Market. The government imposes stringent regulations to ensure product quality, safety, and environmental sustainability. These regulations encompass various aspects of tire manufacturing, including product labeling, safety standards, and environmental impact. Manufacturers must invest in research and development, as well as adapt production processes to align with evolving regulatory requirements. Ensuring compliance with these standards while maintaining cost-effectiveness is a delicate balancing act.

### Emerging Tire Labeling and Safety Standards

Tire safety and labeling standards in Thailand 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 the Thailand Tire Market are constantly evolving.

While consumers increasingly seek eco-friendly and high-performance 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.

### Counterfeit Tires and Brand Reputation

The prevalence of counterfeit tires in the market poses a significant challenge to the Thailand Tire Market. Counterfeit tires not only erode consumer trust but also pose safety risks, as these products may not meet quality and safety standards. This challenge underscores the importance of brand reputation and consumer education. Tire manufacturers and authorities must collaborate to combat the proliferation of counterfeit tires and protect the integrity of the market.

### Key Market Trends

#### Demand for Eco-Friendly Tires

A prominent trend in the Thailand Tire Market is the increasing demand for eco-friendly tires. Environmental sustainability is gaining traction among consumers, leading to a preference for tires with eco-friendly attributes. Manufacturers are responding by developing tires with lower rolling resistance to enhance fuel efficiency and reduce carbon emissions. Additionally, there is a focus on sustainable materials and production processes to minimize the environmental impact of tire manufacturing. This trend aligns with global efforts to reduce the carbon footprint of the automotive industry and resonates with environmentally conscious consumers in Thailand.

#### Rising Popularity of All-Season Tires

All-season tires are experiencing growing popularity among consumers in Thailand. These tires are designed to provide optimal performance throughout the year, adapting to various weather conditions, including wet and dry surfaces. Given Thailand's diverse climate and road conditions, all-season tires offer practicality and convenience to consumers who seek versatile tire options. This trend reflects a preference for tires that can seamlessly navigate Thailand's varied landscapes and climatic challenges.

#### Technological Advancements in Tire Design

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

### Preference for High-Performance Tires

Thai consumers, particularly those with performance-oriented vehicles, exhibit a growing preference for high-performance tires. These tires are designed to offer exceptional grip, handling, and braking capabilities, enhancing the driving experience and safety for enthusiasts and motorists who prioritize performance. The demand for high-performance tires has created a niche market segment, driving innovation and product diversification to cater to the specific needs of this consumer segment.

### Digitalization of Tire Retail

The digitalization of tire retail is transforming how consumers access and purchase tires in Thailand. 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 Thailand, providing consumers with more choices and convenience.

### Emphasis on Tire Labeling and Information

Tire labeling and information transparency have gained significance in the Thailand 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, resonating with consumers in Thailand who prioritize safety and



environmental concerns.

## Segmental Insights

### Vehicle Type Insights

In Thailand, the tire market is comprehensively segmented based on vehicle type, including passenger cars, commercial vehicles, and two-wheelers. The passenger car segment holds a significant share, attributed to the rising ownership of personal vehicles and the increasing demand for high-performance tires. This can be attributed to the growing preference for comfortable and safe rides among car owners, who prioritize the quality and performance of their tires.

The commercial vehicle segment, encompassing trucks and buses, also presents a substantial market due to the thriving logistics and transportation sectors in Thailand. With the continuous growth of e-commerce and the increasing need for efficient and reliable transportation services, the demand for commercial vehicle tires remains strong. Fleet owners and logistics companies prioritize durable and fuel-efficient tires to optimize their operations and reduce costs.

Meanwhile, the two-wheeler segment is expected to witness steady growth in the Thai tire market. This can be attributed to the popularity of motorcycles for daily commuting, especially in urban areas where traffic congestion is a major concern. Additionally, the emerging trend of sports biking among enthusiasts further contributes to the demand for high-performance tires in this segment. Riders seek tires that offer excellent grip, stability, and maneuverability, enabling them to fully enjoy their biking experience.

Overall, the tire market in Thailand showcases a diverse range of opportunities across different vehicle segments, driven by various factors such as personal vehicle ownership, logistics industry growth, and evolving preferences of motorcycle riders. As the market continues to evolve, tire manufacturers and distributors need to stay abreast of these trends and tailor their offerings to cater to the specific needs and demands of each segment.

### Tire Construction Type Insights

In Thailand, the tire market is segmented into two main construction types: radial and bias. Radial tires, which feature layers of fabric with steel belts placed radially across the circumference of the tire, are popular due to their durability and fuel efficiency. On

the other hand, bias tires, made with multiple rubber plies overlying each other, are preferred for heavy-duty applications for their load-bearing capacity and resistance to damage. The balance between the demand for these types of tires is influenced by the specific needs of the consumer and the nature of vehicle use.

## Regional Insights

In Thailand, the tire market has been experiencing remarkable growth trends in recent years. This expansion can be attributed to the significant surge in automotive production, driven by both domestic and international demands. Furthermore, the flourishing tourism industry has played a pivotal role in boosting the demand for commercial vehicles, subsequently fueling the tire market growth.

Moreover, the Thai government's unwavering commitment to developing the country as a regional automotive hub has further contributed to the strengthening of the tire market. Through various initiatives and investments, Thailand has been able to attract major automotive manufacturers, creating a thriving ecosystem for the industry.

However, like any market, the tire industry in Thailand also faces several challenges. Intense competition from both domestic and international players is a key factor that demands constant innovation and differentiation. Additionally, fluctuations in raw material prices pose a challenge to maintaining profitability and cost competitiveness. Despite these challenges, the promising growth prospects and the government's support continue to drive the resilience and potential of the Thai tire market.

## 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 Thailand Tire Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Thailand 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

Thailand Tire Market, By Tire Construction Type:

Radial

Bias

Thailand Tire Market, By Demand Category:

OEM

Replacement

Thailand Tire Market, By Region:

Northern

Northeast

Central

Western

Eastern

Southern

### Competitive Landscape

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

### Available Customizations:

Thailand 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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