

Turkey Tire Market Forecast & Opportunities, 2022

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Abstracts

Demand for tires in Turkey emanates from OEM and replacement segments. Turkey is prominently divided into seven regions including Marmara Region, Central Anatolia, Aegean Region, Mediterranean Region, Black Sea Region, South Eastern Anatolia Region and Eastern Anatolia Region. Rising demand for tires in the country can be attributed to expanding automobile fleet size, rising vehicle sales and growing automobile production across the country. According to the World Bank, per capita Gross National Income of Turkey stood at USD9,950 in 2015. Rising disposable income levels coupled with increasing standards of living across the country are anticipated to boost demand for automobiles and related tires across the country during 2017-2022.

According to “Turkey Tire Market Forecast & Opportunities, 2022”, tire market in Turkey is projected to cross US\$ 3 billion by 2022. Marmara Region dominated demand for tires in the country, due to large population base and large automobile fleet size in the region. Additionally, passenger car tire segment dominated Turkey tire market backed by growing sales of passenger cars and expanding passenger car fleet size. Passenger car segment is anticipated to continue dominating Turkey tire market during the forecast period as well. Few of the leading tire companies operating in Turkey include BRISA, Goodyear, Pirelli, Michelin, etc. “Turkey Tire Market Forecast & Opportunities, 2022” report elaborates following aspects of tire market in Turkey:

Turkey Tire Market Size, Share & Forecast

Segmental Analysis – By Vehicle Type (Passenger Car Tires, Light Commercial Tires, Medium and Heavy Commercial Vehicle Tires, Off-The-Road (OTR) Tires & Two-Wheeler Tires)

Policy & Regulatory Landscape

Changing Market Trends and Emerging Opportunities

Competitive Landscape and Strategic Recommendations

Why You Should Buy This Report?

To gain an in-depth understanding of tire market in Turkey

To identify the on-going trends and segment wise anticipated growth in the coming years

To help industry consultants, tire companies and other stakeholders to align their market-centric strategies

To obtain research based business decision and add weight to presentations and marketing material

To gain competitive knowledge of leading players

To avail 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer's specific needs

Report Methodology

The information contained in this report is based on both primary and secondary sources. Primary research included interviews with vehicle manufacturers, tire companies, distributors, retailers and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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