

# **United Kingdom 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**

United Kingdom Tire Market has valued at USD 3.06 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 3.19%. The United Kingdom tire market has experienced remarkable growth in recent years. This growth has been fueled by several factors, including the increasing ownership of vehicles and the rise of e-commerce platforms dedicated to tire sales. The convenience and accessibility of online shopping have played a significant role in driving this growth, allowing customers to easily browse through a wide range of products and benefit from the strong brand recognition of international players in the market.

Despite the unprecedented challenges posed by the COVID-19 pandemic, the tire industry has demonstrated remarkable resilience. The essential nature of its products and the continued demand for safe and reliable transportation have contributed to its ability to withstand the impact of the pandemic. This resilience is a testament to the importance of the tire industry in facilitating the movement of people and goods, even in times of crisis.

Looking ahead, the future of the UK tire market is poised to be shaped by advancements in tire technology. Energy-efficient and smart tires are expected to gain traction as consumers increasingly prioritize sustainability and connectivity in their

purchasing decisions. These innovative tire technologies will not only contribute to a greener and more connected future but also enhance the overall performance and safety of vehicles on the road.

As consumer preferences continue to evolve, the landscape of the UK tire market will undoubtedly undergo further transformations. Manufacturers and retailers will need to stay ahead of these trends to meet the changing demands of customers. This evolving market presents an opportunity for the development of innovative solutions that address the specific needs of UK consumers, such as all-season tires optimized for the country's unique weather conditions.

In summary, the United Kingdom tire market has experienced significant growth driven by various factors, including the rise of e-commerce and the accessibility of online shopping. The tire industry's resilience in the face of challenges, such as the COVID-19 pandemic, highlights its crucial role in facilitating transportation. With advancements in tire technology and evolving consumer preferences, the future of the UK tire market is set to be shaped by innovation and enhanced performance.

## Key Market Drivers

### Vehicle Ownership and Usage Trends

A primary driver of the United Kingdom tire market is the trends in vehicle ownership and usage. The UK has a large and continually growing population of vehicles, including passenger cars, commercial vehicles, and motorcycles. As the number of vehicles on UK roads increases, there is a consistent and substantial demand for tires. Vehicle owners and fleet operators must replace tires regularly due to wear and tear, creating a steady and predictable market for tire manufacturers and retailers. Additionally, changes in consumer preferences, such as a preference for SUVs and electric vehicles, can influence the type and size of tires required, driving further demand.

### Safety and Regulatory Requirements

Safety considerations are paramount in the United Kingdom, and this is reflected in the demand for tires that meet stringent safety standards. Regulatory requirements for tire safety, such as tread depth and tire labeling, play a crucial role in shaping the market. The UK, in alignment with European Union regulations, has imposed standards on tire labeling, which provide consumers with information on key performance attributes, including fuel efficiency, wet grip, and external rolling noise. Compliance with these

regulations is essential for manufacturers, and consumers increasingly rely on these labels to make informed purchasing decisions, emphasizing the importance of safety in the market.

### Environmental Concerns and Sustainability

Environmental concerns and sustainability have become significant drivers in the UK tire market. Consumers are increasingly conscious of their environmental footprint and seek tires that not only meet safety and performance standards but also contribute to reducing carbon emissions. Eco-friendly tire technologies, such as those designed to lower rolling resistance and improve fuel efficiency, are gaining popularity. The shift towards electric vehicles (EVs) and the need for specialized low-rolling-resistance tires further emphasize the demand for sustainable tire options.

### Technological Advancements and Tire Innovation

Technological advancements are reshaping the tire industry, and the UK is at the forefront of adopting innovative tire technologies. Advanced tire materials, tread designs, and manufacturing processes have improved tire performance, safety, and longevity. Run-flat tires, self-sealing tires, and smart tire technology, including sensors that monitor tire pressure and wear, enhance safety and convenience for UK drivers. The adoption of electric vehicles (EVs) also drives demand for specialized EV tires that can withstand the unique demands of electric propulsion systems.

### E-commerce and Online Tire Sales

E-commerce has witnessed significant growth in the United Kingdom tire market. Online tire sales provide consumers with convenience and access to a wide range of tire brands and models. Consumers can compare prices, read reviews, and make informed decisions from the comfort of their homes. E-commerce platforms offer a broader selection of tires, including specialty and niche products that may not be readily available in traditional brick-and-mortar stores. As a result, traditional tire retailers are expanding their online presence, offering digital services such as tire fitment and installation appointments to remain competitive in the evolving market.

### Seasonal Tire Changes and Winter Tire Usage

The UK's climate, characterized by varying weather conditions, drives the demand for seasonal tire changes, particularly the use of winter tires. As temperatures drop and

winter weather sets in, consumers often switch to winter tires to ensure optimal traction and safety on icy or snowy roads. The convenience and safety benefits of seasonal tire changes contribute to the demand for two sets of tires per vehicle, maintaining a steady market for tire manufacturers and retailers. This practice also underscores the importance of safety in the market and the willingness of consumers to invest in specialized tires for improved performance during adverse weather conditions.

## Key Market Challenges

### Economic Volatility and Consumer Spending

Economic volatility is a persistent challenge for the United Kingdom tire market. The market's health is closely tied to overall economic conditions, and fluctuations in consumer spending can significantly affect tire sales. During periods of economic downturns, consumers may postpone or scale back their tire purchases, leading to decreased demand. Conversely, during economic upturns, consumers are more likely to invest in new tires. This cyclical nature makes it challenging for manufacturers and distributors to plan production and inventory management effectively. The recent economic uncertainties caused by events such as Brexit and the COVID-19 pandemic have exacerbated this issue, making it difficult for businesses to predict and prepare for fluctuations in demand.

### Environmental Regulations and Sustainability

Environmental regulations present a significant challenge in the United Kingdom tire market. The UK government, like other European nations, has imposed strict environmental standards to reduce the carbon footprint of tires throughout their lifecycle. This includes measures to improve tire efficiency, reduce rolling resistance, and enhance tire recycling and disposal processes. Manufacturers must invest in research and development to develop eco-friendly tire technologies, which can be expensive and time-consuming. Additionally, tire labeling requirements that communicate information about fuel efficiency, wet grip, and noise emissions to consumers further challenge manufacturers to meet these standards while remaining competitive in the market.

### Competition and Market Consolidation

The United Kingdom tire market is highly competitive, featuring a mix of domestic and international tire manufacturers vying for market share. This competition can drive innovation and benefit consumers by offering a wide range of choices. However, it also

poses challenges. Established tire brands have to defend their market share against new entrants, often leading to price wars and aggressive marketing strategies. Furthermore, market consolidation is an ongoing trend, with larger companies acquiring smaller ones to gain market dominance. This consolidation can limit choices for consumers and put pressure on smaller manufacturers, making it increasingly difficult for them to compete effectively.

### Technological Advancements and Changing Consumer Preferences

Advancements in tire technology and changing consumer preferences are reshaping the United Kingdom tire market. Consumers are increasingly looking for tires that offer better fuel efficiency, longer lifespan, and improved safety features. This demand for advanced technology in tires has led to increased research and development costs for manufacturers. Furthermore, the rise of electric vehicles (EVs) and autonomous vehicles (AVs) presents a unique challenge, as these vehicles often require specialized tires. Manufacturers must invest in new production processes and materials to meet the specific demands of EVs and AVs, while also addressing the challenges of creating quieter tires for electric vehicles.

### Distribution and Retail Challenges

The distribution and retail landscape for tires in the United Kingdom is undergoing transformation, primarily due to the growth of e-commerce and changes in consumer buying behavior. Traditional brick-and-mortar tire retailers face increased competition from online platforms, which offer consumers convenience and a wider range of choices. This shift in consumer preference has led to challenges for traditional retailers who must adapt to the changing market dynamics or risk losing customers. Additionally, the logistics of distributing tires, which are bulky and heavy, pose challenges in terms of inventory management, transportation costs, and meeting customer expectations for quick delivery and installation services.

### Raw Material Costs and Supply Chain Disruptions

Raw material costs are a significant challenge for the United Kingdom tire market. The tire manufacturing process relies heavily on raw materials such as natural rubber, synthetic rubber, steel, and chemicals. Natural rubber prices, for example, can be subject to price fluctuations due to factors like weather conditions, disease outbreaks affecting rubber plantations, and geopolitical tensions in key rubber-producing regions. Synthetic rubber and steel prices are also influenced by global market dynamics. As raw

material costs continue to rise, tire manufacturers face the dilemma of either absorbing these costs or passing them on to consumers, which can impact pricing and competitiveness in the market. Additionally, supply chain disruptions, as experienced during the COVID-19 pandemic, can disrupt the timely availability of raw materials, further complicating production and distribution.

## Key Market Trends

### Rise in Demand for Eco-Friendly Tires

One of the most prominent trends in the UK tire market is the increasing demand for eco-friendly or green tires. This shift is primarily driven by environmental awareness and concerns over carbon emissions. Consumers are now more conscious of their carbon footprint and are actively seeking tires that are designed to reduce fuel consumption and minimize environmental impact. Green tires, also known as low-rolling-resistance tires, use advanced materials and tread designs to improve fuel efficiency. This trend has been further accelerated by government regulations aimed at reducing emissions and promoting sustainable transportation options. As a result, tire manufacturers in the UK have been investing heavily in research and development to produce eco-friendly tire options that cater to this growing demand.

### Growing Popularity of All-Season Tires

Another trend shaping the UK tire market is the increasing preference for all-season tires over traditional summer and winter tires. This shift in consumer behavior is driven by convenience and cost-effectiveness. All-season tires offer a versatile solution that can perform adequately in a variety of weather conditions, eliminating the need for seasonal tire changes. This not only saves consumers time and effort but also reduces the overall cost of tire ownership. Additionally, the unpredictable weather patterns in the UK, with occasional snowfall during winter, make all-season tires a practical choice for many drivers. As a result, tire manufacturers have expanded their offerings of all-season tires to cater to this growing demand.

### Digital Transformation and E-Commerce

The digital transformation of the tire industry is another significant trend in the UK market. With the proliferation of e-commerce platforms, consumers are increasingly turning to online channels to research, compare, and purchase tires. The convenience of online shopping, coupled with access to a wide range of tire brands and models, has



made e-commerce a preferred choice for many consumers. Tire retailers have adapted by enhancing their online presence, offering virtual tire buying guides, and providing tools to help consumers select the right tires for their vehicles. Additionally, the COVID-19 pandemic accelerated this trend as consumers sought contactless shopping options. This shift towards e-commerce is expected to continue reshaping the retail landscape of the UK tire market.

### Impact of Electric Vehicles (EVs) on Tire Demand

The adoption of electric vehicles (EVs) in the United Kingdom has been steadily increasing, and this transition is having a notable impact on the tire market. EVs have different performance characteristics compared to traditional internal combustion engine vehicles, which has led to changes in tire requirements. EVs tend to be heavier due to their battery packs, and they generate more torque, which can result in increased tire wear. As a result, tire manufacturers are developing specialized tires designed to meet the unique demands of EVs, such as high-load capacity and reduced rolling resistance to maximize range. This trend is expected to gain momentum as the UK government encourages the adoption of electric vehicles to meet emissions reduction targets.

### Challenges Posed by Tire Recycling and Sustainability

Sustainability concerns continue to influence the UK tire market, not only in the production of eco-friendly tires but also in addressing the issue of tire disposal and recycling. Used tires pose environmental challenges when not disposed of properly, as they can become breeding grounds for diseases and contribute to landfill waste. Tire recycling initiatives and regulations have gained prominence in recent years, with the government and industry stakeholders working to find sustainable solutions. Tire manufacturers are exploring innovations such as recycled rubber materials and eco-friendly manufacturing processes to reduce their environmental footprint. Consumers are also increasingly conscious of the sustainability practices of tire brands, influencing their purchasing decisions.

### Supply Chain Disruptions and Resilience

The COVID-19 pandemic exposed vulnerabilities in global supply chains, and the UK tire market was not immune to disruptions. Supply chain disruptions, including factory closures and transportation delays, led to shortages and delays in tire availability. This forced consumers to adapt to changing market conditions and sometimes opt for alternative tire choices. As a result, the pandemic highlighted the importance of supply

chain resilience and the need for contingency planning within the tire industry. Manufacturers and retailers have since been reevaluating their supply chain strategies to ensure they can better withstand future disruptions, such as those caused by pandemics, geopolitical tensions, or natural disasters.

## Segmental Insights

### Vehicle Type Insights

In the United Kingdom, the tire market is segmented based on vehicle type, including passenger cars, commercial vehicles, and two-wheelers. Among these segments, the passenger cars segment has maintained its dominance in the market due to the high number of personal vehicles owned by individuals. The demand for tires in this segment is driven by factors such as regular maintenance, tire replacements, and upgrades.

However, the commercial vehicles segment is expected to witness significant growth in the coming years. This growth can be attributed to the increasing demand for logistics and transportation services, fueled by e-commerce expansion and the need for efficient delivery systems. As more businesses rely on commercial vehicles for their operations, the demand for reliable and durable tires is expected to rise.

Additionally, the two-wheeler segment also holds promising potential for growth in the tire market. Motorcycles and scooters have gained popularity as affordable and convenient modes of transportation, especially for daily commuting in urban areas. With the rising number of two-wheeler owners, there is an increasing need for high-quality tires that offer safety, performance, and longevity.

### Tire Construction Type Insights

In the United Kingdom tire market, two primary construction types dominate: radial and bias. Radial tires, known for their layered construction that allows for better heat dissipation and improved traction, hold a significant share due to their longer lifespan and fuel efficiency. The radial construction, with its flexible sidewalls and wider contact patch, provides enhanced stability and handling on various road surfaces.

On the other hand, bias tires, although less prevalent, are favored in heavy-duty applications for their robustness, durability, and load-bearing capacity. The cross-ply construction of bias tires, with multiple layers of crisscrossed cords, enables them to withstand heavy loads and rough terrains.



The ongoing evolution in tire technology, driven by advancements in materials and manufacturing processes, continues to shape the dynamics of the tire construction market in the UK. The rising demand for high-performance vehicles and the need for specialized tires for different applications further contribute to the diversification of tire options available to consumers.

## Regional Insights

The tire market in the United Kingdom has experienced remarkable growth over the past few years, driven by several factors. The surge in demand can primarily be attributed to an increase in vehicle ownership, which has been spurred on by higher living standards and improved road infrastructure. As more people are able to afford cars and enjoy better transportation networks, the need for tires has naturally increased.

Moreover, the proliferation of online retail platforms has played a significant role in shaping the tire market landscape in the UK. With the convenience of purchasing tires online, consumers now have access to a wider variety of brands and types to choose from. This has not only expanded the options available to consumers but has also fueled market growth.

However, like any industry, the tire market in the UK is not without its challenges. Fluctuating raw material prices pose a constant concern for tire manufacturers and suppliers, as it directly affects their production costs. Additionally, stringent environmental regulations have placed increased pressure on the industry to develop more sustainable and eco-friendly tire solutions.

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

United Kingdom 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

United Kingdom Tire Market, By Tire Construction Type:

Radial

Bias

United Kingdom Tire Market, By Demand Category:

OEM

Replacement

United Kingdom Tire Market, By Region:

England

Scotland

Wales

Northern Ireland

## Competitive Landscape

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

## Available Customizations:

United Kingdom 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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