

United States Advanced Tire Market, By Vehicle Type (On-Highway, Off-Highway), By Technology Type (Chip-Embedded Tires, Self-Inflating Tires, TPMS, Multi Chambered Tires), By Tire Type (Run-Flat, Airless, Pneumatic), By Sales Channel (OEM, Replacement), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The United States Advanced Tire Market, valued at USD 3.43 billion in 2024, is projected to reach USD 4.63 billion by 2030, expanding at a CAGR of 5.18% during the forecast period. This evolving market segment plays a critical role in the broader automotive landscape, especially as the shift from internal combustion engine (ICE) vehicles to electric and autonomous vehicles accelerates. The increasing electrification of vehicles is a major catalyst, driving demand for technologically advanced tires that support high-voltage power management and battery monitoring. These advanced tires are pivotal in enabling safe, efficient, and connected mobility in modern vehicles, meeting the rising expectations for performance, safety, and energy efficiency across the automotive industry.

Key Market Drivers

Technological Advancements

Technological progress is a primary driver behind the expansion of the United States Advanced Tire Market. Innovations in tire materials, construction techniques, and

design have led to the development of next-generation tires with enhanced safety, performance, and energy efficiency. Notably, smart tires—equipped with IoT and sensor technologies—are capable of capturing real-time metrics like pressure, temperature, and tread wear, transmitting this data to a vehicle's onboard system for proactive maintenance and safety. Additionally, run-flat tires, which allow continued driving after a puncture or air pressure loss, contribute to improved reliability and convenience, eliminating the immediate need for roadside service.

Key Market Challenges

Regulatory Compliance and Stringent Standards

Meeting regulatory requirements poses a significant challenge in the United States Advanced Tire Market. Government agencies are enforcing stricter standards aimed at improving vehicle safety, fuel efficiency, and reducing environmental impact. As a result, manufacturers are under pressure to innovate with low rolling resistance tires that help decrease energy loss and emissions. Compliance necessitates investment in advanced materials, optimized tread patterns, and efficient production processes. Furthermore, tire labeling regulations now mandate clear and accurate disclosures about fuel efficiency, wet grip, and noise performance, requiring manufacturers to implement rigorous testing and quality assurance measures to meet these transparency requirements.

Key Market Trends

Growth in Electric Vehicle (EV) Adoption

A major trend influencing the United States Advanced Tire Market is the increasing adoption of electric vehicles (EVs). With rising environmental awareness, government incentives, and advancements in battery technology, EVs have gained significant traction. This transition demands specialized tires capable of supporting the higher weight of EVs, offering enhanced load-bearing features and reinforced sidewalls. Additionally, to maximize driving range, EVs require low rolling resistance tires that improve energy efficiency. In 2023, EV sales in the U.S. reached 1.6 million units, marking a 60% increase from 2022, with projections surpassing 2 million units in 2024. This growth is fueling demand for EV-optimized tires that offer durability, efficiency, and noise reduction.

Key Market Players

Bridgestone Corporation

Continental AG

Goodyear Tire & Rubber Company

Michelin

The Yokohama Rubber Company Limited

CEAT Ltd.

Pirelli & C. S.p.A.

Sumitomo Corporation

Hankook Tire

Nokian Tyres Oyj.

Report Scope:

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

United States Advanced Tire Market, By Vehicle Type:

On-Highway

Off-Highway

United States Advanced Tire Market, By Technology Type:

Chip-Embedded Tires

Self-Inflating Tires

TPMS

Multi Chambered Tires

United States Advanced Tire Market, By Tire Type:

Run-Flat

Airless

Pneumatic

United States Advanced Tire Market, By Sales Channel:

OEM

Replacement

United States Advanced Tire Market, By Region:

South

West

Northeast

Midwest

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Advanced Tire Market.

Available Customizations:

United States Advanced Tire Market report 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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