Australia Advanced Tires Market By Material Type (Natural Rubber, Synthetic Rubber, Steel, Elastomers, Others), By Tire Type (Run-Flat, Airless, Pneumatic), By Vehicle Type (Passenger Cars, Commercial Vehicles), By Technology Type (Chip Embedded Tires, Self-Inflating Tires, Multi Chamber Tires, Others) Region, By Competition, Forecast and Opportunities, 2019-2029F

Market Report | 2024-12-31 | 83 pages | TechSci Research

AVAILABLE LICENSES:

- Single User License $3500.00
- Multi-User License $4500.00
- Custom Research License $7000.00

Report description:

Australia Advanced Tires Market was valued at USD 222.68 Million in 2023 and is expected to reach USD 317.12 Million by 2029 with a CAGR of 6.09% during the forecast period. The Australian advanced tires market is experiencing steady growth driven by technological innovations and the increasing demand for high-performance, durable, and fuel-efficient tires. The rise in consumer awareness about safety and sustainability has made advanced tires more attractive. These tires incorporate features like low rolling resistance, better grip, and longer lifespans, which enhance vehicle performance and contribute to reduced fuel consumption and carbon emissions. Manufacturers are focusing on enhancing tire design with materials like silica and advanced polymers, which improve fuel efficiency and reduce environmental impact. The growth of electric vehicles (EVs) and the expansion of autonomous driving technologies are expected to further accelerate demand for specialized tire solutions that meet the unique needs of these vehicles.

The evolving automotive industry is fueling the demand for advanced tires, as more vehicle owners and manufacturers opt for tires that can deliver superior handling, durability, and safety. The increasing number of SUVs and performance cars on the road is a significant factor in this trend, as these vehicles require tires that can provide enhanced grip, better traction, and improved performance under diverse driving conditions. Furthermore, the shift towards electric and hybrid vehicles has influenced tire development, as these vehicles often have different weight distributions and require tires that are optimized for energy efficiency and low noise. Tires tailored to these vehicles help ensure maximum driving range and support the growing eco-conscious consumer base.

Market Drivers

Increasing Demand for Vehicle Safety and Performance

The rising focus on enhancing vehicle safety and performance has been a significant driver for the advanced tires market in Australia. Advanced tires equipped with embedded sensors provide real-time monitoring of parameters like pressure, temperature, and tread wear, enabling timely maintenance and reducing the risk of accidents. This technology ensures better grip, stability, and braking efficiency, appealing to both individual and commercial vehicle owners. The increasing adoption of advanced driver-assistance systems (ADAS) in vehicles has further boosted the demand for tires that integrate seamlessly with these technologies. Consumers are becoming more aware of the safety benefits offered by these innovations, driving widespread adoption.

Growing Penetration of Electric and Hybrid Vehicles

The transition towards electric and hybrid vehicles in Australia has significantly influenced the demand for advanced tires. These vehicles require specialized tires that can handle unique challenges, such as higher torque, increased weight, and the need for quieter operation. Advanced tires designed for electric vehicles contribute to improved energy efficiency and extended battery range, aligning with the sustainability goals of the automotive sector. With electric vehicle adoption expected to grow rapidly in the coming years, the need for technologically advanced tires is becoming increasingly apparent, creating a robust market opportunity.

Focus on Sustainable and Eco-Friendly Mobility

Australia's commitment to reducing its carbon footprint has driven the development and adoption of sustainable advanced tire solutions. Manufacturers are increasingly using eco-friendly materials and innovative designs to produce tires that improve fuel efficiency and reduce environmental impact. Features such as reduced rolling resistance and longer tread life contribute to lower energy consumption, appealing to environmentally conscious consumers. Government policies promoting sustainability and green technologies in the automotive industry further support the integration of advanced tires, emphasizing their role in the shift toward eco-friendly transportation.

Key Market Challenges

High Cost of Advanced Tire Technology

The high cost associated with advanced tire technology is a significant challenge for its widespread adoption in the Australian market. Advanced tires equipped with features like sensors, self-repair mechanisms, and innovative materials require substantial investment in research, development, and production. These costs are passed on to consumers, making advanced tires less accessible to price-sensitive buyers. The initial price difference compared to conventional tires often deters fleet operators and individual vehicle owners from transitioning to advanced options. Despite long-term benefits, the upfront expense remains a barrier for many, particularly in price-competitive markets.

Limited Awareness Among End Users

A lack of awareness regarding the benefits and applications of advanced tires poses another challenge in the Australian market. Many consumers are unfamiliar with the advantages of features like real-time monitoring, enhanced fuel efficiency, and improved safety offered by these tires. This knowledge gap limits demand, especially in segments like commercial and off-road vehicles, where such innovations could significantly improve operations. Educational campaigns and targeted marketing efforts are needed to inform potential buyers and highlight the long-term value of advanced tires, but these initiatives require time and resources.

Infrastructure and Maintenance Limitations

The adoption of advanced tires also faces challenges due to infrastructure and maintenance limitations. Advanced tires often require specialized equipment and trained personnel for installation, calibration, and repairs. In rural and remote areas of Australia, access to such facilities can be scarce, discouraging vehicle owners from investing in advanced tire technologies. Moreover, the integration of smart features like sensors may demand regular updates and maintenance, adding to operational costs and complexities. Addressing these logistical and support challenges is crucial to ensuring a smooth transition toward advanced tire adoption across diverse regions.

Key Market Trends

Rising Integration of IoT in Tire Technology

The integration of Internet of Things (IoT) technology in advanced tires is a growing trend in Australia. IoT-enabled tires equipped

with sensors offer real-time data on tire pressure, temperature, tread wear, and load conditions. These insights improve vehicle safety, optimize performance, and reduce maintenance costs for both individual and fleet operators. The adoption of IoT in advanced tires aligns with the increasing demand for connected vehicle ecosystems, enhancing predictive maintenance capabilities. This trend is gaining traction across commercial, industrial, and passenger vehicle segments, reflecting a shift toward data-driven operations.

Growing Focus on Sustainable Tire Solutions

Sustainability is becoming a central focus in the Australian advanced tires market, with manufacturers prioritizing eco-friendly designs and materials. Tires made from renewable resources, recycled materials, and innovations that reduce rolling resistance are in demand for their ability to improve fuel efficiency and lower carbon emissions. The rise of electric and hybrid vehicles further accelerates the need for tires tailored to sustainable mobility. This trend reflects consumer preferences for greener options and aligns with Australia's broader environmental goals, encouraging the development and adoption of advanced tire solutions. For instance, in March 2024, SK Chemicals, Hyosung Advanced Materials, and Hankook Tire have successfully commercialized South Korea's first chemically recycled PET tire. This groundbreaking product incorporates sustainable materials, contributing to eco-friendly automotive solutions. The collaboration marks a significant step in advancing circular economy practices within the tire industry. This innovation aligns with the growing global focus on sustainability and reducing environmental impact.

Advancements in Self-Sealing and Self-Repairing Technologies

The adoption of self-sealing and self-repairing tire technologies is gaining momentum in Australia, driven by the need for enhanced convenience and reduced downtime. These innovative tires are designed to automatically seal punctures or repair minor damages, ensuring uninterrupted vehicle operation. Such advancements are particularly appealing in commercial and industrial applications where delays can lead to significant operational losses. The technology addresses consumer concerns about safety and maintenance, positioning these tires as a practical and innovative solution in the advanced tire market. For Example, in September 2024, Bosch and Pirelli have announced a strategic collaboration to develop advanced tire technology. This partnership aims to integrate Bosch's sensor technology with Pirelli's tire expertise to enhance performance and safety. The collaboration will focus on creating smart tires equipped with real-time monitoring capabilities. Together, the companies plan to push the boundaries of automotive innovation in the tire industry.

Segmental Insights

Technology Type Insight

The advanced tires market is segmented based on various technology types, each offering distinct benefits and addressing specific consumer needs. Chip embedded tires integrate sensors and chips within the tire structure, enabling real-time monitoring of tire pressure, temperature, and wear. These sensors provide valuable data that enhances vehicle safety and performance by alerting drivers to potential issues before they become critical. This technology is particularly useful for fleet operators and consumers looking for proactive tire maintenance solutions. Self-inflating tires are designed to maintain optimal air pressure automatically, eliminating the need for manual inflation. This technology reduces the risk of under-inflation, which can lead to premature tire wear, reduced fuel efficiency, and compromised safety. By continuously adjusting the air pressure, these tires ensure that vehicles perform optimally under varying driving conditions.

Multi-chamber tires use an innovative design that divides the tire into separate chambers, each responsible for a different aspect of performance, such as handling, comfort, and durability. This technology enhances the tire's overall efficiency by offering better load distribution and reducing the likelihood of tire failure due to uneven wear or damage. Multi-chamber tires are particularly beneficial for vehicles that operate under heavy loads or on rough terrains. Other advanced tire technologies include various innovations focused on improving tire performance and sustainability. These can include tires made from eco-friendly materials, such as recycled rubber or bio-based compounds, aimed at reducing the environmental impact of tire production and disposal. Moreover, some advanced tire designs focus on improving traction and grip, utilizing specialized tread patterns and materials to enhance performance under specific road conditions, such as wet, icy, or off-road surfaces.

The demand for these innovative tire technologies is driven by the increasing consumer preference for safer, more efficient, and environmentally friendly vehicles. As the automotive industry evolves, the integration of advanced tire technologies supports the development of more reliable and high-performing vehicles. Whether it's enhancing tire lifespan, improving safety features, or contributing to fuel efficiency, these technological advancements address the diverse needs of modern vehicle owners, from

everyday drivers to specialized commercial vehicle operators.

Region Insights

In 2023, New South Wales (NSW) stands as the dominant region in the Australian advanced tire market, driven by its robust automotive sector, urban density, and significant infrastructure developments. Sydney, the capital city of NSW, is a key hub for both commercial and personal vehicles, leading to a high demand for advanced tire technologies. The region's thriving economy, coupled with the continuous growth in the number of vehicles on the road, has directly contributed to the increased adoption of advanced tire solutions, particularly those offering improved safety, efficiency, and sustainability. As the largest state economy in Australia, NSW also benefits from a wide range of industries such as logistics, transport, and mining, all of which require high-performance tire solutions to meet the demands of diverse operating conditions.

The region's focus on reducing its carbon footprint and improving fuel efficiency aligns with the growing interest in eco-friendly and energy-efficient technologies. As urbanization continues to rise in NSW, there is an increasing shift towards electric and hybrid vehicles, further boosting the demand for specialized tires that support these vehicle types. Consumers in NSW are also more inclined to adopt smart technologies, such as chip-embedded tires and self-inflating systems, as they offer enhanced safety features and reduced maintenance costs. With a significant concentration of both consumer and commercial vehicle users, the region represents a large market for advanced tire innovations, helping to drive technological advancement in the sector.

NSW's strong focus on infrastructure, particularly road networks and transportation systems, plays a critical role in the demand for durable and high-performance tires. The heavy use of roads and the diverse driving conditions, ranging from urban streets to rural highways, create a demand for tires that can provide reliable performance across various terrains. Furthermore, the increasing regulatory push for sustainable practices in the region encourages manufacturers to develop and market tire solutions that not only meet safety and performance standards but also contribute to environmental preservation. As a result, New South Wales remains at the forefront of the advanced tire market in 2023, contributing significantly to both market growth and innovation in the Australian automotive industry.

Key Market Players

- Continental AG
- Bridgestone Corporation
- Michelin
- The Goodyear Tire & Rubber Company
- Pirelli Tyre S.p.A.
- The Yokohama Rubber Co., Ltd.
- Hankook Tire & Technology Co., Ltd.
- Nokian Tyres plc
- Toyo Tire Corporation
- JK Tyre & Industries Ltd.

Report Scope:

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

- Australia Advanced Tires Market, By Material Type:
  - Natural Rubber
  - Synthetic Rubber
  - Steel
  - Elastomers
  - Others
- Australia Advanced Tires Market, By Tire Type:
  - Run-Flat
  - Airless
  - Pneumatic
- Australia Advanced Tires Market, By Vehicle Type:

o Passenger Cars
o Commercial Vehicles
- Australia Advanced Tires Market, By Technology Type:
o Chip Embedded Tires
o Self-Inflating Tires
o Multi Chamber Tires
o Others
- Australia Advanced Tires Market, By Region:
o New South Wales
o Northern Territory
o Queensland
o South Australia
o Tasmania
o Victoria & Western Australia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia Advanced Tires Market.

Available Customizations:

Australia Advanced Tires 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).

Table of Contents:

Australia Advanced Tires Market By Material Type (Natural Rubber, Synthetic Rubber, Steel, Elastomers, Others), By Tire Type (Run-Flat, Airless, Pneumatic), By Vehicle Type (Passenger Cars, Commercial Vehicles), By Technology Type (Chip Embedded Tires, Self-Inflating Tires, Multi Chamber Tires, Others) Region, By Competition, Forecast and Opportunities, 2019-2029F

Market Report | 2024-12-31 | 83 pages | TechSci Research

To place an Order with Scotts International:

- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$3500.00
	Multi-User License	$4500.00
	Custom Research License	$7000.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	

Address*		City*	
Zip Code*		Country*	
		Date	2025-05-06
		Signature	