

Automotive Premium Tires Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Market Report | 2025-03-31 | 180 pages | Global Market Insights

AVAILABLE LICENSES:

- Single User \$4850.00
- Multi User \$6050.00
- Enterprise User \$8350.00

Report description:

The Global Automotive Premium Tires Market was valued at USD 34.7 billion in 2024 and is projected to grow at a CAGR of 6.1% between 2025 and 2034. This growth is largely driven by the increasing demand for luxury vehicles and high-performance cars, with automakers prioritizing superior tire quality to enhance vehicle performance, comfort, and safety. As consumer preferences shift toward vehicles offering advanced driving dynamics, premium tire manufacturers continue to innovate with enhanced tread compounds, advanced rubber formulations, and improved sidewall structures. The rising adoption of electric vehicles (EVs) also contributes to market expansion, as premium tires designed for EVs offer low rolling resistance, improved efficiency, and noise reduction.

The emphasis on sustainable mobility has led to an increase in research and development activities in the premium tires sector. Tire manufacturers are incorporating environmentally friendly raw materials, innovative tread designs, and cutting-edge technology to create products that offer superior grip, extended lifespan, and fuel efficiency. The growing consumer awareness of the benefits of high-performance tires, including improved braking capabilities, lower noise levels, and better road grip, further accelerates market growth. Additionally, regulatory bodies are enforcing stricter safety and fuel efficiency norms, compelling automakers to equip vehicles with high-quality tires that meet stringent standards.

The market is segmented based on tire construction into radial and bias designs. In 2024, radial tires accounted for 80% of the market share and are expected to generate USD 50 billion by 2034. Radial tires are preferred in the premium tire market due to their enhanced flexibility, superior traction, and extended tread life. The steel-belted construction minimizes heat buildup, improving fuel efficiency and prolonging tire lifespan. As the demand for performance vehicles increases, radial tires remain the preferred choice for their high-speed stability and ability to maintain shape under challenging driving conditions, further fueling market expansion.

The market is also categorized by tire types, including summer tires, winter tires, all-season tires, all-terrain tires, and others. In 2024, summer tires held a 37% market share, driven by their ability to provide exceptional traction and braking performance in warm conditions. With specialized tread compounds and designs that minimize rolling resistance, summer tires enhance fuel economy and improve vehicle handling. Luxury sedans and high-performance cars frequently utilize summer tires to achieve

superior cornering capabilities and high-speed stability. The increasing sales of luxury vehicles, particularly in regions with warmer climates, continue to boost demand for high-performance summer tires.

Asia Pacific accounted for 40% of the global automotive premium tires market share in 2024. The region's rising disposable income, rapid urbanization, and growing demand for high-end sedans, SUVs, and sports models are major contributors to market growth. As a result, the need for durable, high-performance tires has surged, prompting manufacturers to expand their premium tire portfolios. Leading tire companies are investing in production facilities and distribution networks across Asia Pacific to cater to the increasing consumer demand for superior tire quality, enhanced safety, and advanced driving dynamics.

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

1.1 Research Design

1.1.1 Research Approach

1.1.2 Data Collection Methods

1.2 Base Estimates And Calculations

1.2.1 Base Year Calculation

1.2.2 Key Trends For Market estimates

1.3 Forecast model

1.4 Primary research & validation

1.4.1 Primary sources

1.4.2 Data mining sources

1.5 Market definitions

Chapter 2 Executive Summary

2.1 Industry 360 synopsis, 2021 - 2034

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.2 Supplier landscape

3.2.1 Raw material suppliers

3.2.2 Manufacturers

3.2.3 Technology providers

3.2.4 Service providers

3.2.5 Distributors

3.2.6 End use

3.3 Profit margin analysis

3.4 Technology & innovation landscape

3.5 Patent analysis

3.6 Key news & initiatives

3.7 Regulatory landscape

3.8 Price trends

3.9 Cost breakdown analysis

3.10 Impact forces

3.10.1 Growth drivers

3.10.1.1 Growing demand for luxury and high-performance vehicles

3.10.1.2 Increasing adoption of electric vehicles

3.10.1.3 Rising consumer preference for advanced safety features and durable high-performance tires

3.10.1.4 Expansion of online retail and exclusive brand dealerships

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

3.10.2 Industry pitfalls & challenges

3.10.2.1 High initial cost of premium tires

3.10.2.2 Fluctuations in raw material prices

3.11 Growth potential analysis

3.12 Porter's analysis

3.13 PESTEL analysis

Chapter 4 Competitive Landscape, 2024

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

Chapter 5 Market Estimates & Forecast, By Tire, 2021 - 2034 (\$Bn, Units)

5.1 Key trends

5.2 Summer tires

5.3 Winter tires

5.4 All-season tires

5.5 All terrain tires

5.6 Others

Chapter 6 Market Estimates & Forecast, By Tire Construction, 2021 - 2034 (\$Bn, Units)

6.1 Key trends

6.2 Radial

6.3 Bias

Chapter 7 Market Estimates & Forecast, By Technology, 2021 - 2034 (\$Bn, Units)

7.1 Key trends

7.2 Run-flat technology

7.3 Self-sealing tires

7.4 Eco-friendly tires

7.5 Noise reduction technology

7.6 Others

Chapter 8 Market Estimates & Forecast, By Rim Size, 2021 - 2034 (\$Bn, Units)

8.1 Key trends

8.2 Below 15 inches

8.3 15-20 inches

8.4 Above 20 inches

Chapter 9 Market Estimates & Forecast, By Vehicle, 2021 - 2034 (\$Bn, Units)

9.1 Key trends

9.2 Passenger cars

9.2.1 SUV

9.2.2 Sedan

9.2.3 Hatchback

9.3 Commercial vehicles

9.3.1 Light Commercial Vehicles (LCV)

9.3.2 Medium Commercial Vehicles (MCV)

9.3.3 Heavy Commercial Vehicles (HCV)

Chapter 10 Market Estimates & Forecast, By Sales Channel, 2021 - 2034 (\$Bn, Units)

10.1 Key trends

10.2 OEM

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

10.3 Aftermarket

Chapter 11 Market Estimates & Forecast, By Region, 2021 - 2034 (\$Bn, Units)

11.1 Key trends

11.2 North America

11.2.1 U.S.

11.2.2 Canada

11.3 Europe

11.3.1 UK

11.3.2 Germany

11.3.3 France

11.3.4 Spain

11.3.5 Italy

11.3.6 Russia

11.3.7 Nordics

11.4 Asia Pacific

11.4.1 China

11.4.2 India

11.4.3 Japan

11.4.4 South Korea

11.4.5 ANZ

11.4.6 Southeast Asia

11.5 Latin America

11.5.1 Brazil

11.5.2 Mexico

11.5.3 Argentina

11.6 MEA

11.6.1 UAE

11.6.2 South Africa

11.6.3 Saudi Arabia

Chapter 12 Company Profiles

12.1 Apollo Tyres

12.2 Bridgestone

12.3 CEAT

12.4 Continental

12.5 Cooper Tire & Rubber

12.6 Dunlop Tires

12.7 Falken Tire

12.8 Goodyear Tire & Rubber

12.9 Hankook

12.10 Kumho Tire

12.11 Maxxis Tires

12.12 Michelin

12.13 MRF

12.14 Nitto Tire

12.15 Nokian

12.16 Pirelli

12.17 Sumitomo Rubber Industries

12.18 Toyo Tire

12.19 Vredestein Bande

12.20 Yokohama Rubber

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Automotive Premium Tires Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Market Report | 2025-03-31 | 180 pages | Global Market Insights

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	\$4850.00
	Multi User	\$6050.00
	Enterprise User	\$8350.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-17"/>

Signature

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com