Automotive Truck and Bus Radial Tires Market Assessment, By Vehicle Type [Trucks, Buses], By Tire Axle [Steer Axle, Drive Axle, Trailer Axle], By Sales Channel [Original Equipment Manufacturer, Aftermarket], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

Global automotive truck and bus radial tires (TBR) market is projected to witness a CAGR of 6.90% during the forecast period 2025-2032, growing from USD 20.05 billion in 2024 to USD 34.19 billion in 2032F, owing to the rising demand for commercial vehicles, advancements in tire technology, and the expansion of logistics and transportation sectors. The adoption of radial tires offers benefits like improved fuel efficiency, longer lifespan, and enhanced performance, making them a preferred choice for fleet operators. Additionally, the rise in e-commerce and infrastructure development projects worldwide is fueling the need for reliable and durable TBR tires to support heavy-duty transportation requirements.

For instance, in December 2024, Apollo Tyres showcased new radial tires at Bauma CoExpor India 2024. It included Terra Pro 1045, Terra MPT 1, Terra, Terra SS-5, and ITerra MT. It addresses challenging underfoot conditions and enhances durability. This tire offers superior puncture resistance and traction in various conditions, along with a unique tread pattern that reduces slippage and ensures self-cleaning in wet and dry conditions.

Rising E-Commerce and Logistics Along with Advancements to Fuel the Market

The expanding e-commerce industry has revolutionized the logistics and transportation industry, leading to increased demand for efficient and reliable delivery services. This growth necessitates a robust fleet of trucks and buses equipped with durable radial tires capable of handling extensive travel and varying road conditions. Radial tires offer advantages such as better fuel efficiency, longer tread life, and improved handling, making them ideal for the rigorous demands of logistics operations. As online shopping continues to expand, the need for dependable transportation solutions will further drive the TBR tire market. Technological innovations in tire manufacturing have significantly enhanced the performance and safety of TBR tires. Developments such as integrating smart sensors enable real-time monitoring of tire pressure and temperature, leading to proactive maintenance and

reduced downtime.

For instance, in September 2024, CEAT Limited launched a new truck bus radial production line. The production line is projected to achieve a daily capacity of 1,500 tires within the next 12 months. This new TBR line enhances CEAT's current production capabilities, which include the manufacturing of premium passenger car radial (PCR) tires and motorcycle radial tires.

Infrastructural Development and Regulations to Shape the Market Dynamics

Rapid urbanization and significant investments in infrastructure projects globally have increased the demand for commercial vehicles to transport materials and goods. This surge necessitates the use of high-performance radial tires that can withstand heavy loads and challenging terrains. Radial tires provide superior stability, load-carrying capacity, and longevity, making them essential for construction and urban transportation needs. As countries continue to develop their infrastructure, the reliance on durable and efficient TBR tires is expected to grow correspondingly.

For instance, in June 2023, Goodyear Tire & Rubber Company launched a new urban max BSA (EV) bus service with all-position tires for metro buses and transit fleets. The Urban Max BSAEV (Bus Service All-Position) tire has been meticulously developed in collaboration with GILLIG, the foremost producer of heavy-duty transit buses in the United States. This tire represents Goodyear's inaugural design explicitly tailored for electric vehicle transit and metro buses, featuring low rolling resistance to enhance range and accommodate greater load capacities.

Stringent environmental regulations to reduce carbon emissions have prompted the transportation industry to seek eco-friendly solutions. Radial tires contribute to sustainability by offering lower rolling resistance, which enhances fuel efficiency and reduces greenhouse gas emissions.

Truck Segment Leads in the Global Automotive Truck and Bus Radial Tires Market

Based on vehicle type, the truck segment dominates the TBR tire market due to the extensive use of trucks in freight and logistics operations. Trucks require durable, high-performance tires capable of handling heavy loads over long distances. Radial tires offer advantages such as improved fuel efficiency, longer tread life, and better heat dissipation, making them ideal for trucking applications. The growth of e-commerce and the need for timely delivery services have further increased the reliance on trucks, thereby boosting the demand for quality radial tires. Additionally, advancements in tire technology have made radial tires more cost-effective and reliable, solidifying their position as the preferred choice in the trucking industry.

For instance, in September 2024, Michelin North America, Inc. launched two new truck tire line-ups: X Line Energy 3 and X Multi Energy 2. These are designed for long-haul and regional transportation. The X Line Energy 3 tires are specifically engineered for steering and drive axles, offered in two sizes: 315/60 R 22.5 X Line Energy Z3 and 295/60 R 22.5 X Line Energy D3. These tires represent the inaugural long-haul options in the 60 series to receive an A-rating for fuel efficiency. The company claims to reduce fuel consumption by as much as 0.62 liters per 100 kilometers compared to the average of competing models tested.

Asia-Pacific Dominates the Global Automotive Truck and Bus Radial Tires Market

The Asia-Pacific region leads the TBR tire market, which is driven by rapid industrialization, urbanization, and the expansion of the transportation sector. Countries like China and India have seen significant growth in infrastructure projects and manufacturing activities, increasing the demand for commercial vehicles and, consequently, radial tires. The region's large population and rising e-commerce activities have further fueled the need for efficient logistics and transportation services. Moreover, government initiatives supporting infrastructure development and environmental sustainability have encouraged the adoption of advanced radial tire technologies. The presence of major tire manufacturers and the availability of cost-effective production facilities also contribute to the region's dominance in the TBR tire market.

For instance, in January 2025, Continental AG introduced a new premium range of truck radial tires in India during the Continental Track Day event held at the Wabco Proving Ground in Chennai. The PremiumContact 6 tires are specifically designed to address the challenging and varied road conditions found in India. They incorporate Macroblock Technology, which improves cornering stability and offers enhanced vehicle control.

Impact of U.S. Tariffs on the Automotive Truck and Bus Radial Tires Market

The imposition of a 25% tariff by the United States on imported automotive goods, including truck and bus radial tires, has led to increased costs for manufacturers and consumers. These tariffs have disrupted supply chains, leading to higher production expenses and potential delays in tire availability. Manufacturers may pass these additional costs on to consumers, resulting in higher prices for replacement tires. Furthermore, the uncertainty surrounding trade policies has made it challenging for

companies to plan long-term strategies, potentially hindering investment and growth in the TBR tire market.

Key Players Landscape and Outlook

Key competitors in the automotive truck and bus tire market are focusing on innovation, sustainability, and strategic partnerships to strengthen their market position. Investments in research and development have led to the creation of advanced tire technologies that offer improved performance and environmental benefits. Companies are also expanding their global footprint through mergers, acquisitions, and collaborations with local manufacturers to enhance distribution networks. Emphasis on sustainable practices, such as developing eco-friendly tires and implementing recycling programs, aligns with global environmental goals. Additionally, leveraging digital marketing and customer engagement platforms helps companies stay competitive in the evolving market landscape.

For instance, in March 2025, Hankook Tire & Technology Co. Ltd. showcased its new smart truck tires and Tennessee TBR plant expansion at the Technology & Maintenance Council (TMC) 2025. In accordance with the anticipated expansion of the plant, the latest additions to Hankook's TBR family, along with all forthcoming truck and bus tire products, will be marketed under the Hankook Smart Brand. The Smart Brand tires incorporate Hankook's SMARTEC technology philosophy, featuring innovations like Self-Generated 3D Sipe technology and advanced tread compounds.

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