

**Electric Vehicle Tires Market by Propulsion (Battery Electric Vehicle (BEV), Plug-in Hybrid Electric Vehicle (PHEV), Fuel Cell Electric Vehicle (FCEVs), Vehicle Type (Passenger Cars, Light Commercial Vehicle, Heavy Commercial Vehicles, Buses), Load Index, Application (On-Road, Off-Road), Rim Size (13-15", 16-18", 19-21", > 21"), Sales Channel, and Region - Global Forecast to 2032**

Market Report | 2025-07-30 | 313 pages | MarketsandMarkets

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**Report description:**

The global electric vehicle tires market is projected to grow from USD 11.21 billion in 2025 to USD 27.63 billion by 2032, at a CAGR of 13.6%. The demand for electric vehicle tires is anticipated to increase, owing to the rising sales of electric vehicles globally. Additionally, the anticipated rise in environmentally sustainable transport and government policies is expected to bolster the revenue growth of the electric vehicle tires market in the coming years.

<https://www.marketsandmarkets.com/Images/electric-vehicle-tires-market-new.webp>

The aftermarket segment is projected to lead the market during the forecast period.

By sales channel, the aftermarket segment is projected to witness substantial growth during the forecast period. The segment's growth is driven by the rapid increase in the adoption of electric vehicles, which encourages the overall demand for replacement tires. Electric vehicles cause faster tire wear due to their heavy weight and high torque, resulting in more frequent tire replacements than traditional vehicles. This is also expected to boost the growth of the segment. As the global transition to electric mobility accelerates, the need for specialized replacement tires will continue to rise, making the electric vehicle tire aftermarket a key opportunity for players during the forecast period.

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In February 2025, Michelin launched its e.Primacy EV replacement tire line across Europe, specifically engineered to fit popular electric sedans and compact SUVs, offering lower rolling resistance and extended durability. Similarly, in April 2025, Bridgestone introduced the Turanza EV EverDrive aftermarket, compatible with electric vehicles like the Tesla Model 3 and Hyundai IONIQ 5, featuring ENLITEN technology for improved wear life and noise reduction. These strategic product rollouts signal a shift in the tire ecosystem, where the aftermarket is becoming a key revenue channel, particularly as early EV adopters begin to replace their original equipment tires with EV-specific alternatives.

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The 16-18" segment is projected to achieve the highest growth during the forecast period.

By rim size, the 16-18" segment is projected to be the largest market during the forecast period, as tires in this range are among the most common tires found on a wide range of vehicles, including small passenger cars, mid-size sedans, and crossovers. For instance, the Tesla Model 3 has a rim size of 18", the Ford Mustang Mach-E has a rim size of 18", the Chevrolet Bolt has a rim size of 17", and the Renault Zoe has a rim size of 16". The increasing sales of electric small passenger cars and crossovers in China, Japan, and more, are expected to boost the segment's growth in the coming years. These vehicles make up a significant portion of the automotive market. Due to this versatility, electric vehicle tires in this size range have a broad customer base. The aftermarket demand for tires with a rim size of 16-18" is higher than any other tire size, as many consumers replace their tires with aftermarket electric vehicle tire options when their original equipment tires wear out. This is expected to present growth opportunities for the 16-18" segment during the forecast period.

Asia Pacific is projected to show significant growth in the electric vehicle tires market during the forecast period.

Asia Pacific is projected to be the largest market during the forecast period. China is the world's largest producer and consumer of electric vehicles and dominates the electric vehicle industry in the region. This increased industry growth in the country contributes to the overall development of the electric vehicle tires market in Asia Pacific. Additionally, governments in other countries in the region have taken steps to encourage regional market growth. This includes subsidies for electric vehicle buyers, compulsory laws by which all vehicle manufacturers must manufacture EVs per number of vehicles manufactured, and regulations against excessively polluting vehicles. The governments in Japan and South Korea have been supporting the growth in demand for electric vehicles by installing electric vehicle charging stations, setting emission norms, setting deadlines for shifting to fully electric or hybrid EVs from ICE vehicles, etc. Many tire manufacturing companies have made expansions in Asia Pacific.

In April 2025, Bridgestone Corporation announced the launch of Turanza 6, developed with ENLITEN technology for reduced weight and rolling resistance. It was selected as the original equipment tire for the NEW MG S5 EV launched in Thailand. The tire enhances energy efficiency, road grip (especially on wet surfaces), and ride comfort for electric vehicles. It is UN R117-04 certified. Similarly, in December 2024, Sumitomo Rubber Industries, Ltd. launched DUNLOP "SPORT MAXX LUX" premium comfort tires, featuring an "EV Suitable" mark. These tires are engineered to meet EV requirements for rolling resistance, load, quietness, anti-wear, and wet grip.

In-depth interviews were conducted with CEOs, marketing directors, other innovation and technology directors, and executives from various key organizations operating in the electric vehicle tires market. The break-up of the primaries is as follows:

- By Company Type: OEMs - 40%, Tier 1 - 42%, and Tier 2 - 18%,
- By Designation: CXOs - 23%, Directors - 43%, and Others - 34%
- By Region: Asia Pacific - 60%, Europe - 25%, North America - 15%

The electric vehicle tires market comprises major manufacturers such as Michelin (France), Bridgestone Corporation (Japan), The Goodyear Tire & Rubber Corporation (US), Continental AG (Germany), and Pirelli & C. SpA (Italy), Sumitomo Rubber Industries, Ltd. (Japan), and Hankook Tire & Technology Co., Ltd. (South Korea), among others.

Research Coverage:

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The study covers the electric vehicle tires market across various segments. It aims to estimate the market size and future growth potential of this market across different segments based on propulsion, vehicle type, load index, application, rim size, sales channel, and region. The study also includes an in-depth competitive analysis of key market players, their company profiles, key observations related to product and business offerings, recent developments, and acquisitions.

This research report categorizes electric vehicle tires market by propulsion (battery electric vehicle (BEV), plug-in hybrid electric vehicle (PHEV), fuel cell electric vehicle (FCEV), and hybrid electric vehicle (HEV), vehicle type (passenger cars, light commercial vehicles, heavy commercial vehicles, and buses), load index (less than 100 and above 100), application (on-road and off-road), rim size (13-15", 16-18", 19-21", and > 21"), sales channel (OEM and aftermarket), and region (Asia Pacific, Europe, North America, and Middle East & Africa).

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The report's scope covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the electric vehicle tires market. A thorough analysis of the key industry players provides insights into their business overview, solutions and services, key strategies (contracts, partnerships, agreements, product & service launches, mergers, and acquisitions), and recent market developments. The competitive analysis of SMEs/startups in the electric vehicle tires market ecosystem is also covered in this report.

Reasons to buy this report:

The report will provide the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall electric vehicle tires market and the subsegments. Additionally, the report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report will further help them understand the market pulse and provide information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

-□Analysis of Market Dynamics: These dynamics include growing initiatives for green and clean environment, rising sales of electric commercial vehicles), restraints (lack of awareness in electric vehicle tire benefits in emerging economies, increasing longevity of tires affecting aftermarket sales), opportunities (increasing demand for replacement tires, growing focus on environmental sustainability), and challenges (higher cost and limited availability of electric vehicle tires) influencing the growth of the electric vehicle tires market.

-□Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, product & service launches in the electric vehicle tires market

-□Market Development: Comprehensive information about lucrative markets across varied regions

-□Market Diversification: Exhaustive information about products & services, untapped geographies, recent developments, and investments in the electric vehicle tires market

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-□Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Michelin (France), Bridgestone Corporation (Japan), The Goodyear Tire & Rubber Corporation (US), Continental AG (Germany), and Pirelli & C. SpA (Italy), Hankook Tire & Technology Co., Ltd. (South Korea) among others in the electric vehicle tires market.

-□Strategies: The report also helps stakeholders understand the pulse of the electric vehicle tires market and provides information on key market drivers, restraints, challenges, and opportunities.

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