

Brazil Automotive Tyre Market Report and Forecast 2025-2034

Market Report | 2025-07-14 | 109 pages | EMR Inc.

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Report description:

The Brazil automotive tyre market attained a value of nearly USD 1.99 Billion in 2024. The market is projected to grow at a CAGR of 7.30% between 2025 and 2034 to reach a value of around USD 4.03 Billion by 2034.

Key Trends in the Market

Automotive tyre refers to a ring-shaped component of a vehicle which provides traction on the surface on which an automobile accelerates. It is made up of a strong and flexible rubber material offering gripping as well as surface cushioning.

- The increasing sales of automobiles, fuelled by rising disposable incomes and escalating living standards, are bolstering the Brazil automotive tyre market growth.
- Favourable federal diesel tax policies introduced by the Brazilian government aimed towards increasing the affordability of passenger cars are expected to heighten the application of automotive tyres in the forecast period.
- The rising investments by key players to expand and modernise their tyre production plants amid the growing vehicle demand and the rising demand for premium tyres are some of the crucial Brazil automotive tyre market trends.

Market Segmentation

The EMR's report titled "Brazil Automotive Tyre Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Season Type

- Summer

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- Winter
- All Season

Market Breakup by Rim Size

- Less than 15 inch
- 15-20 inch
- More than 20 inch

Market Breakup by Vehicle

- Passenger Cars
- Commercial Vehicles
- Luxury/Premium Vehicles

Market Breakup by Distribution Channel

- OEM
- Aftermarket

Market Share by Rim Size

The 15-20 inch segment accounts for a significant share of the Brazil automotive tyre market. Higher visual appeal, along with greater control enabling drivers to handle the vehicle more efficiently, of such tyres is escalating the segment's growth.

In addition, 15-20 inch tyres offer enhanced ride quality, which is further heightening their utilisation in passenger vehicles. Furthermore, these types of automotive tyres facilitate a safe driving experience by improving the gripping and traction between the tyres and the road.

Market Share by Vehicle

Luxury/premium vehicles are likely to witness a heightened growth in the forecast period, driven by the growing popularity of luxury car brands and the proliferation of super sports cars. Over the forecast period, the anticipated increase in penetration of international brands in the country is likely to fuel product innovations and bolster tyre demand.

Moreover, the rising disposable income is likely to further boost the demand for luxury cars in the coming years. Such factors are also expected to surge the demand for premium tyres as they are more durable, high-performance, and wear and tear-resistant.

Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the key players in the Brazil automotive tyre market report, covering their competitive landscape and latest developments like mergers, acquisitions, investments and expansion plans.

Bridgestone Corporation

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Bridgestone Corporation is a company which manufactures tyre and rubber products for SUVs, CUVs, and luxury cars, among others. It was founded in 1931 and is headquartered in Tokyo, Japan.

Continental AG

Continental AG is a leading multinational automotive part manufacturer that has expertise in tyres, brake systems, and vehicle electronics, among others. The company was founded in 1871 and is headquartered in Hanover, Germany.

The Goodyear Tire & Rubber Company

The Goodyear Tire & Rubber Company is a renowned company which develops, distributes, and sells tyres. The company also offers rubber-related chemicals. It was established in 1898 and is headquartered in Ohio, the United States.

Other market players include Hankook Tire & Technology Co., Ltd., Pirelli & C. S.p.A., Sumitomo Rubber Industries, Ltd., Yokohama Rubber Co., Ltd., and Toyo Tire Corporation, among others.

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate

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- 5 Global Automotive Tyre Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Global Automotive Tyre Historical Market (2018-2024)
 - 5.3 Global Automotive Tyre Market Forecast (2025-2034)
 - 5.4 Global Automotive Tyre Market Share by Region
 - 5.4.1 North America
 - 5.4.2 Europe
 - 5.4.3 Asia Pacific
 - 5.4.4 Latin America
 - 5.4.5 Middle East and Africa
- 6 Brazil Automotive Tyre Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 Brazil Automotive Tyre Historical Market (2018-2024)
 - 6.3 Brazil Automotive Tyre Market Forecast (2025-2034)
- 7 Brazil Automotive Tyre Market by Season Type
 - 7.1 Summer
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Winter
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
 - 7.3 All Season
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
- 8 Brazil Automotive Tyre Market by Rim Size
 - 8.1 Less than 15 inch
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 15-20 inch
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 More than 20 inch
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
- 9 Brazil Automotive Tyre Market by Vehicle
 - 9.1 Passenger Cars
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Commercial Vehicles
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
 - 9.3 Luxury/Premium Vehicles
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
- 10 Brazil Automotive Tyre Market by Distribution Channel
 - 10.1 OEM
 - 10.1.1 Historical Trend (2018-2024)

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- 10.1.2 Forecast Trend (2025-2034)
- 10.2 Aftermarket
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyer's Power
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Trade Data Analysis (HS Code - 411)
 - 12.1 Major Importing Countries
 - 12.1.1 By Volume
 - 12.1.2 By Value
 - 12.2 Major Exporting Countries
 - 12.2.1 By Volume
 - 12.2.2 By Value
- 13 Competitive Landscape
 - 13.1 Supplier Selection
 - 13.2 Key Global Players
 - 13.3 Key Regional Players
 - 13.4 Key Player Strategies
 - 13.5 Company Profiles
 - 13.5.1 Bridgestone Corporation
 - 13.5.1.1 Company Overview
 - 13.5.1.2 Product Portfolio
 - 13.5.1.3 Demographic Reach and Achievements
 - 13.5.1.4 Certifications
 - 13.5.2 Continental AG
 - 13.5.2.1 Company Overview
 - 13.5.2.2 Product Portfolio
 - 13.5.2.3 Demographic Reach and Achievements
 - 13.5.2.4 Certifications
 - 13.5.3 The Goodyear Tire & Rubber Company
 - 13.5.3.1 Company Overview
 - 13.5.3.2 Product Portfolio
 - 13.5.3.3 Demographic Reach and Achievements
 - 13.5.3.4 Certifications
 - 13.5.4 Hankook Tire & Technology Co., Ltd.

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- 13.5.4.1 Company Overview
- 13.5.4.2 Product Portfolio
- 13.5.4.3 Demographic Reach and Achievements
- 13.5.4.4 Certifications
- 13.5.5 Pirelli & C. S.p.A.
- 13.5.5.1 Company Overview
- 13.5.5.2 Product Portfolio
- 13.5.5.3 Demographic Reach and Achievements
- 13.5.5.4 Certifications
- 13.5.6 Sumitomo Rubber Industries, Ltd.
- 13.5.6.1 Company Overview
- 13.5.6.2 Product Portfolio
- 13.5.6.3 Demographic Reach and Achievements
- 13.5.6.4 Certifications
- 13.5.7 Yokohama Rubber Co., Ltd.
- 13.5.7.1 Company Overview
- 13.5.7.2 Product Portfolio
- 13.5.7.3 Demographic Reach and Achievements
- 13.5.7.4 Certifications
- 13.5.8 Toyo Tire Corporation
- 13.5.8.1 Company Overview
- 13.5.8.2 Product Portfolio
- 13.5.8.3 Demographic Reach and Achievements
- 13.5.8.4 Certifications
- 13.5.9 Others

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