

United States High Performance Wheels Market Report and Forecast 2025-2034

Market Report | 2025-07-28 | 100 pages | EMR Inc.

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Report description:

The United States high performance wheels market is expected to grow in the forecast period of 2025-2034 at a CAGR of 6.90%.

Increased Demand for Aluminium-based Wheels to Aid the United States High Performance Wheels Industry

Aluminium wheels are light weight and attractive, which make them ideal for an automobile. Aluminium provides greater resistance to rust and corrosion, which bolsters the reliability and efficiency of wheels. In addition to this, aluminium wheels enhance the balance performance and their maintenance cost is fairly low. Over the forecast period, the rising demand for aluminium wheels for premium compact and mid-sized vehicles in order to achieve greater handling and bolster the aesthetics of a car is likely to propel the growth of the segment. Meanwhile, the magnesium segment is anticipated to witness a healthy growth in the forecast period, owing to the fact that magnesium allows the car to attain high speed without compromising on the grip on the road. In addition to this, magnesium can transfer the heat from the brake much efficiently and uniformly. This is a major advantage of this material as it prevents the wheels from getting overheated.

High Performance Wheels: Market Segmentation

High performance wheels are the type of wheels that are strong and exhibit superior mechanical properties. High performance wheels are usually made up of alloys of magnesium, aluminium, steel, or carbon fibre. In addition to this, the product is light weight, has a low chance of galvanic corrosion, and offers excellent braking. Moreover, high performance tyres use less blades and carry stiffer and wider apex to bolster the cornering power.

Based on material, the market can be segmented into:

- Aluminium
- Steel
- Magnesium

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- Carbon Fibre
- Others

On the basis of vehicle type, the market has been divided into:

- Premium Compact
- Entry-Level Luxury
- Mid-Size Luxury

The major sales channels of the product are as follows:

- Original Equipment Manufacturers (OEM)
- Aftermarket

Thriving Automotive Industry and the Increasing Demand for High Performance Vehicles to Boost the Market for High Performance Wheels in the United States

The high performance wheels industry in the United States is being driven by the thriving automotive industry supported by the presence of major automotive companies in the country, rising disposable income, and rapid advancements in transportation infrastructure. Meanwhile, the growing popularity of car-related sports, such as car racing, drag racing, motorsports, and dirt rallies, which require high performance cars, is likely to be a major driving factor for the market in the forecast period. In addition to this, the increasing inclination of the young population of the country towards aesthetically appealing and durable cars is likely to propel the demand for high performance wheels in the forecast period. Moreover, the growing efforts by the key automotive manufacturers to improve handling, bolster acceleration, and reduce the weight of high performance cars are anticipated to provide impetus to the market. The market in the country will further be aided by the presence of skilled designers and engineers in the region.

Key Industry Players in the United States High Performance Wheels Market

The report gives a detailed analysis of the following key players in the United States high performance wheels market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- Enkei International, Inc.
- Vossen Wheels
- HRE Wheels
- BBS of America, Inc.
- Forgeline Motorsports
- Wheel Pros, LLC
- Others

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.

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