

North America OTR Tire Market By Application (Agriculture, Construction, Mining and Material Handling), By Tire Construction (Radial, Bias), By Demand Category (OEM, Replacement), By Country, Competition, Opportunities and Forecast, 2020-2030

Market Report | 2025-08-25 | 135 pages | TechSci Research

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Report description:

Market Overview:

North America OTR Tire Market was valued at USD 3.42 Billion in 2024 and is expected to reach USD 4.94 Billion by 2030 with a CAGR of 6.30% during the forecast period. The Off-The-Road (OTR) tire market is experiencing steady growth driven by rising demand from construction, mining, and agricultural sectors. Innovations in tire technology, such as improved tread designs and advanced rubber compounds, enhance durability and performance under harsh conditions, extending tire life and reducing downtime. Growing infrastructure projects and increased mechanization in industries are fueling demand for robust OTR tires capable of supporting heavy loads. Opportunities arise from the integration of smart tire technologies, enabling real-time monitoring of tire pressure and temperature to optimize safety and efficiency. Electrification and automation in heavy machinery create new requirements for specialized tires designed to withstand unique operational stresses. For instance, in 2024, Volvo introduces the EC230, the largest electric crawler excavator available in the U.S. market. Weighing 23 metric tons, the EC230 distinguishes itself amidst the increasing variety of compact battery-powered excavators currently offered for sale. Volvo revealed its market availability starting in May 2024 during the Advanced Clean Transportation (ACT) Expo held in Las Vegas.

Market Drivers

Increasing Infrastructure and Industrial Development

Expanding infrastructure and industrial projects are fueling demand for Off-The-Road (OTR) tires. Construction activities require heavy machinery such as loaders, graders, and dump trucks, all relying on durable tires designed to handle tough terrains and heavy loads. Mining operations, too, demand tires that can withstand abrasive surfaces, extreme weights, and continuous use. As industries push forward with modernization and mechanization, the need for reliable OTR tires grows. These tires must deliver consistent performance to prevent downtime and maintain productivity. This development accelerates investments in advanced tire designs capable of enhancing machine efficiency and operational safety. As a result, manufacturers are focusing on producing

tires with higher load capacity, better traction, and resistance to punctures or cuts. The strong correlation between industrial expansion and tire demand means the OTR tire market will continue to grow as these sectors evolve and new projects come online. For instance, The U.S. Department of the Treasury highlights the Bipartisan Infrastructure Law's \$1.2 trillion investment to modernize transportation, energy, and climate infrastructure. This funding has boosted state and local capital investment, marking the largest increase since 1979, especially benefiting historically underfunded areas. The law reverses decades of declining infrastructure spending, signaling renewed federal commitment to improving the nation's infrastructure.

Key Market Challenges

Volatility in Raw Material Prices

The OTR tire market faces significant challenges from fluctuating raw material costs. Key inputs such as natural rubber, synthetic rubber, carbon black, and chemicals are subject to market volatility driven by geopolitical events, supply disruptions, and changes in demand patterns. Sudden price increases directly impact manufacturing expenses, forcing producers to adjust tire prices or absorb costs, affecting profit margins. This unpredictability complicates budgeting and strategic planning for tire manufacturers. Efforts to source alternative materials or increase recycling can only partially mitigate these risks. Furthermore, price instability may slow investments in new technologies or product development due to financial uncertainty. The challenge intensifies as manufacturers strive to balance cost control with the demand for high-quality, durable tires.

Key Market Trends

Adoption of Smart Tire Technology

The integration of smart technologies into OTR tires is transforming maintenance and operational efficiency. Sensors embedded in tires enable real-time monitoring of pressure, temperature, and wear, providing valuable data to operators and fleet managers. This information helps predict tire failures before they occur, preventing costly downtime and enhancing safety. Smart tires also contribute to optimizing fuel consumption by maintaining ideal inflation levels. The data collected supports predictive maintenance strategies, extending tire life and reducing overall operating costs. Adoption of these technologies reflects a broader trend of digitalization in heavy industries, where connected equipment and data analytics improve decision-making. As sensor costs decrease and reliability improves, more operators are expected to embrace smart tires as standard components of their fleets, creating new opportunities for tire manufacturers to innovate and differentiate their offerings.

Key Market Players

- Bridgestone Americas, Inc
- Balkrishna Industries Limited (BKT)
- Toyo Tire U.S.A. Corp
- Zhongce Rubber Group Co. Ltd
- Michelin North America, Inc.,
- Continental AG
- Yokohama Tire Corporation
- Pirelli North America, Inc.
- Kumho Tire U.S.A. Corp.
- Mickey Thompson Tires & Wheels

Report Scope:

In this report, the North America OTR Tire Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- North America OTR Tire Market, By Application:
 - o Agriculture
 - o Construction
 - o Mining and Material Handling
- North America OTR Tire Market, By Tire Construction:
 - o Radial
 - o Bias
- North America OTR Tire Market, By Demand Category:

- o OEM
- o Replacement
- North America OTR Tire Market, By Country:
 - o United States
 - o Mexico
 - o Canada

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the North America OTR Tire Market.

Available Customizations:

North America OTR Tire Market report with the given market data, TechSci Research offers customizations according to the company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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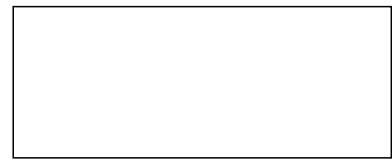
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