

United States OTR Tire Market By Application (Agriculture, Construction, Mining and Material Handling), By Tire Construction (Radial, Bias), By Demand Category (OEM, Replacement), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-08-25 | 85 pages | TechSci Research

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Report description:

Market Overview

United States OTR Tire market was valued at USD 2.89 Billion in 2024 and is expected to reach USD 4.17 Billion by 2030 with a CAGR of 6.30% during the forecast period. The United States Off-the-Road (OTR) tire market is experiencing significant growth, driven by the expanding construction, mining, and agricultural sectors. As infrastructure projects increase across the nation, the demand for heavy machinery equipped with durable OTR tires has risen steadily. The agriculture industry, with its reliance on high-performance tractors, harvesters, and other machinery, contributes substantially to the market. However, according to the USDA Economic Research Service, the total number of farms in the United States fell to 1.9 million in 2022, marking a 7% decline from 2017. Total land in farms declined 2.2% to 880 million acres, while average farm size increased by 5% to 463 acres, highlighting ongoing consolidation in the agriculture sector, a key consumer of OTR tires used in large-scale farm machinery.

Market Drivers

Infrastructure Expansion

The United States is undergoing a significant transformation in its infrastructure, driven by federal and state-level initiatives to modernize roads, highways, bridges, airports, and railways. Heavy-duty machinery, such as bulldozers, graders, and cranes, is essential for these projects, and OTR tires play a critical role in ensuring their performance. OTR tires designed for construction equipment must withstand heavy loads, uneven terrains, and prolonged use, which has led to a surge in demand for durable and reliable tires. Additionally, the emphasis on improving transportation networks to support economic growth further fuels the need for construction activities, thereby driving the OTR tire market. For instance, In 2024, US government initiatives like the Infrastructure Investment and Jobs Act, the Chips and Science Act, and the Inflation Reduction Act are expected to drive economic growth. The government's efforts are channeling USD 1.8 trillion into the economy, significantly boosting infrastructure spending and creating a steady pipeline of projects into 2025. A Wells Fargo report notes that many construction equipment dealers and

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rental firms are using aging fleets, leading to higher returns on their investments as they capitalize on demand with older, cheaper equipment. If these trends continue, these firms may see improved performance.

Key Market Challenges

Volatile Raw Material Prices

The production of OTR tires depends on raw materials like natural rubber, synthetic rubber, and steel. Fluctuations in the global prices of these commodities can significantly impact manufacturing costs and profit margins. Factors such as supply chain disruptions, geopolitical tensions, and changing demand dynamics for these materials create uncertainties for manufacturers, making pricing strategies and long-term planning challenging.

Key Market Trends

Rise in Electrification of Heavy Equipment

The push toward electrification is transforming the heavy equipment landscape, driven by environmental regulations, corporate sustainability goals, and technological advancements. Electric loaders, haul trucks, and excavators are being increasingly adopted in sectors like mining, construction, and agriculture. These vehicles produce higher torque compared to their diesel counterparts and distribute weight differently due to the placement of electric batteries. As a result, they require specialized OTR tires that can handle the unique stress points and additional weight. Tires designed for electric heavy machinery often incorporate advanced rubber compounds for better traction and durability while reducing rolling resistance to extend battery life. The growing investment in electrified fleets, particularly in the mining and construction sectors, is fueling innovation in this segment of OTR tires. 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. Additionally, for its existing 48-volt compact excavators, loaders, and the newly launched compactor, Volvo presented the PU130 mobile charger, which features charging durations of under one hour.

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 United States OTR Tire Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- [] United States OTR Tire Market, By Application:
 - o Agriculture
 - o Construction
 - o Mining and Material Handling
- [] United States OTR Tire Market, By Tire Construction:
 - o Radial
 - o Bias
- [] United States OTR Tire Market, By Demand Category:
 - o OEM
 - o Replacement
- [] United States OTR Tire Market, By Region:

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- o Northeast
- o Midwest
- o South
- o West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States OTR Tire Market.

Available Customizations:

United States OTR Tire Market report with the given market data, TechSci Research offers customizations according to a 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).

Table of Contents:

1. Introduction
 - 1.1. Product Overview
 - 1.2. Key Highlights of the Report
 - 1.3. Market Coverage
 - 1.4. Market Segments Covered
 - 1.5. Research Tenure Considered
2. Research Methodology
 - 2.1. Methodology Landscape
 - 2.2. Objective of the Study
 - 2.3. Baseline Methodology
 - 2.4. Formulation of the Scope
 - 2.5. Assumptions and Limitations
 - 2.6. Sources of Research
 - 2.7. Approach for the Market Study
 - 2.8. Methodology Followed for Calculation of Market Size & Market Shares
 - 2.9. Forecasting Methodology
3. Executive Summary

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- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Regions
- 3.4. Overview of Market Drivers, Challenges, and Trends
- 4. United States OTR Tire Market Outlook
 - 4.1. Market Size & Forecast
 - 4.1.1. By Value
 - 4.2. Market Share & Forecast
 - 4.2.1. By Application Market Share Analysis (Agriculture, Construction, Mining and Material Handling)
 - 4.2.2. By Tire Construction Market Share Analysis (Radial, Bias)
 - 4.2.3. By Demand Category Market Share Analysis (OEM, Replacement)
 - 4.2.4. By Region Market Share Analysis
 - 4.2.5. By Top 5 Companies Market Share Analysis, Others (2025)
 - 4.3. United States OTR Tire Market Mapping & Opportunity Assessment
- 5. United States Radial OTR Tire Market Outlook
 - 5.1. Market Size & Forecast
 - 5.1.1. By Value
 - 5.2. Market Share & Forecast
 - 5.2.1. By Application Market Share Analysis
 - 5.2.2. By Demand Category Market Share Analysis
- 6. United States Bias OTR Tire Market Outlook
 - 6.1. Market Size & Forecast
 - 6.1.1. By Value
 - 6.2. Market Share & Forecast

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6.2.1. By Application Market Share Analysis

6.2.2. By Demand Category Market Share Analysis

7. Market Dynamics

7.1. Drivers

7.2. Challenges

8. Market Trends & Developments

9. Porters Five Forces Analysis

10. United States Economic Profile

11. Policy & Regulatory Landscape

12. Disruptions: Conflicts, Pandemics and Trade Barriers

13. Competitive Landscape

13.1. Company Profiles

13.1.1. Bridgestone Americas, Inc.

13.1.1.1. Business Overview

13.1.1.2. Company Snapshot

13.1.1.3. Products & Services

13.1.1.4. Financials (As Per Availability)

13.1.1.5. Key Market Focus & Geographical Presence

13.1.1.6. Recent Developments

13.1.1.7. Key Management Personnel

13.1.2. Balkrishna Industries Limited (BKT)

13.1.3. Toyo Tire U.S.A. Corp

13.1.4. Zhongce Rubber Group Co. Ltd

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13.1.5. Michelin North America, Inc.,

13.1.6. Continental AG

13.1.7. Yokohama Tire Corporation

13.1.8. Pirelli North America, Inc.

13.1.9. Kumho Tire U.S.A. Corp.

13.1.10. Mickey Thompson Tires & Wheels

14. Strategic Recommendations

15. About Us & Disclaimer

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