

**China Advanced Tire Market, By Vehicle Type (On-Highway Vehicle, Off-Highway Vehicle), By Technology (On-Highway Vehicle Technology and Off-Highway Vehicle Technology), By Tire Type (Run-Flat, Airless and Pneumatic), By Material Type (Natural Rubber, Synthetic Rubber, Steel, Elastomers, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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**Report description:****Market Overview**

China Advanced Tire market was valued at USD 574.08 million 2024 and is anticipated to grow USD 850.24 million by 2030 with a CAGR of 6.81% during the forecast period. The China advanced tire market is experiencing significant growth, driven by rapid advancements in automotive technologies and increasing demand for high-performance, fuel-efficient, and environmentally friendly tires. The surge in electric vehicle (EV) adoption has further accelerated the need for advanced tires that offer low rolling resistance and improved durability. As of December 2024, China had a total of 12.82 million EV charging points, marking a 49% year-on-year increase an infrastructure surge that significantly supports the growth of the advanced tire market.

Additionally, growing consumer awareness about vehicle safety and performance is pushing manufacturers to invest in smart tire technologies featuring sensors for real-time monitoring. Government regulations promoting sustainable mobility and reduced carbon emissions are also encouraging the development of innovative tire solutions, positioning China as a key player in the global advanced tire landscape.

**Key Market Drivers****Rise in Electric Vehicle (EV) Adoption**

One of the most significant drivers of the advanced tire market in China is the rapid rise in electric vehicle (EV) adoption. China leads the world in EV production and sales, supported by government incentives, expanding charging infrastructure, and increasing consumer awareness of environmental issues. EVs have unique performance requirements that differ from traditional

internal combustion engine vehicles. For instance, EVs are typically heavier due to battery packs and generate higher torque instantly, demanding tires with enhanced grip, wear resistance, and load-bearing capacity. In 2024, electric vehicles made up nearly 50% of all car sales in China, with over 11 million units sold out of a global total of 17 million significantly fueling demand in the advanced tire market.

Moreover, EVs are quieter, making tire noise more noticeable. This has led manufacturers to develop low-noise tires with special tread patterns and sound-absorbing materials. Advanced tires for EVs also focus on reducing rolling resistance to extend vehicle range—an essential selling point for EV buyers. As the EV market continues to expand, demand for these specialized, high-performance tires will grow, directly boosting the advanced tire segment in China.

#### Key Market Challenges

##### High Production and R&D Costs

One of the most pressing challenges in the China advanced tire market is the high cost associated with manufacturing and research and development (R&D) of technologically superior tires. Advanced tires incorporate innovative features such as run-flat technology, smart sensors, and eco-friendly materials—all of which require significant investments in material science, precision engineering, and software integration. These costs are especially burdensome for domestic tire manufacturers that may lack the capital reserves of global players.

Moreover, the integration of smart technologies such as tire pressure monitoring systems (TPMS), RFID chips, and temperature sensors demands collaboration with electronics and software developers, adding layers of complexity and cost. While premium automakers may be willing to absorb these costs to meet consumer expectations, mid-range and economy vehicle producers may find it difficult to justify the added expense. As a result, widespread adoption of advanced tires in the mass market segment remains limited. For manufacturers, balancing the high cost of innovation with competitive pricing continues to be a delicate task in a price-sensitive market like China.

#### Key Market Trends

##### Integration of Smart Tire Technologies

One of the most transformative trends in China's advanced tire market is the growing integration of smart tire technologies. As the automotive industry moves towards greater digitalization and vehicle intelligence, smart tires equipped with sensors and connectivity features are gaining momentum. These tires are embedded with sensors that monitor real-time parameters such as tire pressure, temperature, tread wear, and load. The data collected is transmitted to the vehicle's onboard systems or a mobile app, enabling early detection of potential issues and enhancing safety, fuel efficiency, and vehicle performance.

This trend aligns with China's push toward intelligent transportation systems and the proliferation of connected and autonomous vehicles. Both automakers and fleet operators are adopting smart tires to reduce maintenance costs, improve operational safety, and extend tire lifespan. With the advancement of 5G and IoT technologies, the smart tire ecosystem is expected to expand rapidly, supported by strategic partnerships between tire manufacturers and tech companies.

#### Key Market Players

- Bridgestone Corporation
- Continental AG
- Goodyear Tire & Rubber Company
- Sumitomo Rubber Industries Ltd
- Michelin Group
- Pirelli & C. S.p.A.
- Yokohama Rubber Company Limited
- Shandong Linglong Tyre Co., Ltd.
- Zhongce Rubber Group Co., Ltd.
- Kumho Tire Co. Inc.

#### Report Scope:

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

- China Advanced Tire Market, By Vehicle Type:

- o On-Highway Vehicle
- o Off-Highway Vehicle
- China Advanced Tire Market, By Technology:
  - o On-Highway Vehicle Technology
  - o Off-Highway Vehicle Technology
- China Advanced Tire Market, By Tire Type:
  - o Run-Flat
  - o Airless
  - o Pneumatic
- China Advanced Tire Market, By Material Type:
  - o Natural Rubber
  - o Synthetic Rubber
  - o Steel
  - o Elastomers
  - o Others

-□China Advanced Tire Market, By Region:

- o East
- o North-East
- o South Central
- o Southwest
- o North
- o North-West

**Competitive Landscape**

**Company Profiles:** Detailed analysis of the major companies presents in the China Advanced Tire Market.

**Available Customizations:**

China Advanced 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).

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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