

**France Advanced Tires Market, By Vehicle Type (On-Highway, Off-Highway), By Technology Type (Chip-Embedded Tires, Self-Inflating Tires, TPMS, Multi Chambered Tires), By Tire Type (Run-Flat, Airless, Pneumatic), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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**Report description:**

Market Overview

France advanced tires market was valued at USD 278.78 Million in 2024 and is expected to reach USD 391.89 Million by 2030 with a CAGR of 5.8% during the forecast period. The France advanced tires market is witnessing robust growth, driven by increasing demand for smart mobility solutions, rising focus on road safety, and growing adoption of connected and autonomous vehicles. With France being a major automotive manufacturing hub in Europe, OEMs and tire manufacturers are increasingly investing in R&D to integrate intelligent tire technologies that enhance vehicle performance, safety, and fuel efficiency. Government initiatives promoting sustainable transportation and stringent EU regulations on tire labeling and environmental standards are further catalyzing the shift toward advanced tire solutions, including self-inflating and chip-embedded variants. The rise in electric vehicle (EV) adoption across France is also accelerating demand for specialized tires that reduce rolling resistance, extend battery life, and support advanced vehicle diagnostics.

Additionally, the expansion of fleet-based services and logistics sectors is generating demand for tires embedded with TPMS (Tire Pressure Monitoring Systems) and predictive maintenance capabilities, enabling real-time data tracking to reduce operational downtime. Increased consumer awareness of safety and performance is pushing aftermarket players to upgrade their offerings with smart and durable tires. Moreover, France's growing emphasis on reducing carbon emissions and noise pollution is encouraging the use of airless and multi-chambered tires that offer enhanced sustainability and performance in diverse driving conditions. Key players are leveraging AI, IoT, and data analytics to develop tires capable of real-time road condition monitoring, pressure adjustment, and load adaptation, aligning with broader trends in smart city and intelligent transport systems. Collaborations between tech firms, automotive OEMs, and tire manufacturers are accelerating innovation, while rising raw

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material costs and supply chain constraints are prompting a shift toward localized production and advanced materials. As the automotive sector embraces electrification, automation, and digitalization, advanced tires are becoming a critical enabler of next-gen vehicle ecosystems in France, positioning the market for sustained growth in the coming years.

#### Key Market Drivers

##### Rising Adoption of Connected and Autonomous Vehicles (CAVs) and Smart Mobility Solutions

One of the primary growth drivers for the France advanced tires market is the increasing adoption of connected and autonomous vehicles (CAVs), coupled with the broader shift toward smart mobility. Autonomous shuttle deployments in cities like Paris, Lyon, and Toulouse are increasing, with 50+ pilot projects underway (French Ministry of Transport, 2024). France, being at the forefront of automotive innovation in Europe, has witnessed rapid development and deployment of intelligent transport systems and vehicle connectivity infrastructure. Advanced tires play a crucial role in enabling the real-time data exchange required by modern vehicles, especially those equipped with ADAS (Advanced Driver Assistance Systems) and autonomous capabilities.

Chip-embedded tires and those integrated with sensors provide essential information such as tire pressure, temperature, wear and tear, road conditions, and load dynamics, all of which contribute to safe and efficient autonomous driving. As France continues to invest in autonomous mobility pilot projects and smart road infrastructure-particularly in cities like Paris, Toulouse, and Lyon-the demand for intelligent tire technologies is growing substantially. Additionally, OEMs and tire manufacturers are collaborating to develop tires that support over-the-air updates and vehicle-to-everything (V2X) communication protocols, aligning with the nation's ambition to become a leader in the CAV ecosystem. This synergy between advanced tire functionality and next-generation vehicle requirements is significantly propelling the growth of the market.

#### Key Market Challenges

##### High Cost of Advanced Tire Technologies and Limited Consumer Awareness

One of the most pressing challenges for the advanced tires market in France is the high initial cost associated with these technologically sophisticated products. Advanced tires-whether chip-embedded, airless, run-flat, or self-inflating-incorporate complex components such as sensors, integrated chips, and advanced rubber compounds, all of which significantly raise production and retail costs compared to conventional tires. For many end-users, particularly in the consumer segment, the value proposition of these tires is not immediately apparent, especially when the benefits (such as extended lifespan, safety enhancement, or fuel savings) are realized over time rather than upfront. Despite France's strong automotive culture and a growing appetite for electric and connected vehicles, the average car owner remains price-sensitive. This limits the market penetration of advanced tires, particularly outside the premium vehicle segment. Moreover, in secondary cities and rural areas, where automotive digitalization is less prominent, awareness of the benefits of smart tires is still low. This lack of consumer education about long-term cost savings, sustainability benefits, and safety improvements is creating a gap between technological availability and market readiness. Addressing this challenge requires comprehensive marketing campaigns, dealership training, and government-led initiatives to create awareness and incentivize adoption.

#### Key Market Trends

##### Integration of Artificial Intelligence (AI) and Data Analytics in Tire Design and Performance Monitoring

A prominent trend gaining momentum in the France advanced tires market is the increasing integration of artificial intelligence (AI) and data analytics into tire design, performance monitoring, and lifecycle management. Tire manufacturers and automotive OEMs are leveraging AI to analyze vast amounts of real-time data collected from sensors embedded in tires-ranging from pressure, temperature, load, and tread depth to external conditions such as road surface, weather, and driving behavior. These insights are not only used to enhance safety and fuel efficiency but also to develop adaptive tire solutions that can adjust inflation pressure or stiffness dynamically in response to road and usage conditions. In France, where smart city initiatives and connected mobility systems are being prioritized, AI-driven tire intelligence supports predictive maintenance, real-time diagnostics, and even route optimization for commercial fleets. This shift also aligns with the broader automotive digital transformation, where vehicles are increasingly treated as data platforms. French companies are collaborating with tech firms and cloud solution providers to incorporate AI-driven features in tire systems, helping reduce downtime, improve cost-effectiveness, and personalize vehicle handling characteristics. Additionally, AI tools are being used in the R&D process to simulate tire behavior under diverse scenarios, significantly shortening development cycles and enabling faster innovation in the French tire manufacturing ecosystem.

#### Key Market Players

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- []Compagnie Generale des Etablissements Michelin (CGEM)
- []Bridgestone Europe NV/SA
- []Continental Aktiengesellschaft
- []Goodyear France SAS
- []Pirelli & C. S.p.A.
- []Hankook Tire France SARL
- []Yokohama France SAS
- []Apollo Tyres Ltd.
- []Cooper Tire & Rubber Company France SARL
- []Kumho Tire Co., Inc.

#### Report Scope:

In this report, the France Advanced Tires market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### -[]France Advanced Tires Market, By Vehicle Type:

- o On-Highway
- o Off-Highway

#### -[]France Advanced Tires Market, By Technology Type:

- o Chip-Embedded Tires
- o Self-Inflating Tires
- o TPMS
- o Multi Chambered Tires

#### -[]France Advanced Tires Market, By Tire Type:

- o Run-Flat
- o Airless
- o Pneumatic

#### -[]France Advanced Tires Market, By Region:

- o Northern
- o Western
- o Southern
- o Eastern
- o Central

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the France Advanced Tires market.

#### Available Customizations:

France Advanced Tires 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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