Automotive Tires - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-07-01 | 100 pages | Mordor Intelligence

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Report description:

Automotive Tires Market Analysis

The Automotive Tire Market stands at USD 184.20 billion in 2025 and is forecast to reach USD 216.76 billion by 2030, expanding at a 3.32% CAGR. Multiple dynamics shape this trajectory: electric-vehicle adoption raises demand for ultra-low-noise and low-rolling-resistance products; sustainability policies encourage domestic synthetic-rubber investment; and consumer preference for larger rim diameters lifts average selling prices. Asia's manufacturing depth and rising vehicle ownership keep it the geographic anchor, while North America and Europe innovate around connectivity and premium performance. Supply-side pressures from Southeast-Asian rubber-leaf disease and European carbon-black logistics highlight the need for supply-chain resilience. Yet, the overall automotive tire market continues to expand as fleets modernize and data-rich smart-tire contracts unlock new revenue streams.

Global Automotive Tires Market Trends and Insights

Electrification-Led Demand for Ultra-Low-Noise Tires

Electric drivetrains remove engine masking noise, placing tire-road interaction at the acoustic forefront. Premium EV makers pay more premiums for noise-canceling foam products and tuned tread patterns that cut in-cabin decibels by up to 20%.The European Union's stricter exterior-noise limits reinforce this trend, and the automotive tire market now sees mainstream segments requesting similar technology for compliance and comfort. Suppliers can meet performance and regulation, secure coveted OE

fitments, and maintain price discipline despite higher raw-material costs.

Mandatory low-RRR Rire Adoption in China

Phase-6 fuel-efficiency rules mandate a 15% consumption improvement, spotlighting rolling resistance. Domestic and global brands are compressing R&D cycles to 18 months to deliver silica-rich compounds capable of 8% fuel-economy gains. Gains achieved for Chinese homologation rapidly cascade into broader Asian production, elevating baseline technology across the automotive tire market without duplicative R&D spend.

Southeast-Asian Rubber-Leaf Disease Impact

Pestalotiopsis infestation has cut latex yields in Indonesia, pushing natural-rubber spot prices up 33% year-on-year and squeezing margins for tire plants worldwide. Recovery is slow because affected trees need up to 10 years to reach tapping maturity. Producers diversify toward guayule and Russian dandelion sources, yet commercial scale remains several seasons away, sustaining cost pressure through the medium term.

Other drivers and restraints analyzed in the detailed report include:

18-inch-plus Rim Boom in Indian SUVs / EU-2024 Tire-Label Revamp / Excess EV Curb-Weight Accelerating Warranty Claims /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

All-season products maintained leadership in 2024 with 62.28% of the automotive tire market share, helped by their year-round convenience in varied climates. Winter tires, although smaller, are projected to post the fastest 4.24% CAGR between 2025 and 2030 as safety mandates in Europe widen adoption. Summer lines remain popular in regions with consistently high temperatures, while all-terrain/mud-terrain patterns capture SUV owners who value off-road capability. Manufacturers now blend high-silica compounds with adaptive sipes so a single tread can tolerate both heat and light snow, lowering inventory complexity for dealers.

R&D spending also targets electric-vehicle needs: foam inserts reduce cabin noise and rubber chemistries hold flexibility below freezing, making premium winter SKUs attractive to EV buyers. More fleets specify three-peak-mountain-snowflake certification on delivery vans, underscoring growing regulatory reach. Meanwhile, data-driven tire rotation services lengthen tread life, shifting revenue toward value-added winter-changeover packages. These interplay trends ensure seasonal lines evolve well beyond simple temperature bands.

Radial construction captured 86.24% of the automotive tire market share in 2024, due to fuel efficiency, stable handling, and long tread life. Bias ply endures in low-speed, heavy-load niches, yet its influence keeps shrinking. The most disruptive advance is the non-pneumatic/airless segment, which is forecast to grow 5.67% annually through 2030 as construction, military, and grounds-maintenance fleets seek puncture-proof uptime. Thermoplastic spokes and composite webs are narrowing the rolling-resistance gap with conventional radials.

Pilot programs show airless tires delivering lifecycle cost savings once puncture repairs and downtime are factored in, persuading OEMs to schedule passenger-car trials in the next development cycle. Radial suppliers answer with reinforced bead fillers and slimmer steel belts that trim mass without sacrificing strength, aiming to defend share while EV curb weights climb. Regulations on recyclability further elevate interest in single-material airless designs that simplify end-of-life processing. The outcome is a two-track innovation race rather than an outright substitution.

Passenger cars accounted for 57.18% of the 2024 volume, cementing their place at the core of automotive tire market size. SUVs and crossovers continue encroaching, nudging tire makers toward higher load indices and taller diameters. The standout growth story is BEV-specific tires, slated for a robust 10.92% CAGR as global electric-vehicle registrations soar. Added battery mass and instant torque drive demand for stronger casings, silica-rich treads, and acoustic dampers.

During early platform engineering, premium automakers increasingly co-develop bespoke BEV tires, embedding brand-exclusive dimensions that lock in replacement revenue. In the replacement channel, range-optimization marketing persuades cost-sensitive buyers to accept 15-30% price premiums when they can verify extra miles per charge. Meanwhile, light-commercial-vehicle electrification sparks new SKUs with reinforced sidewalls for parcel-delivery duty. This vehicle-mix evolution accelerates product complexity throughout the supply chain.

The Automotive Tire Market Report is Segmented by Tire Type (Summer, Winter, and More), Tire Design (Radial, Bias, and More), Vehicle Type (Passenger Cars and More), Application (On-Road and Off-Road), End User (OEM and Aftermarket) Rim-Size (Less Than 15 Inches and More), Propulsion (ICE, BEV, and More) and Geography. The Market Forecasts are Provided in Terms of Value (USD) and Volume (Units).

Geography Analysis

Asia held 54.66% of the automotive tire market in 2024 and sustained the highest 6.51% CAGR to 2030. China anchors regional dominance through its vast OEM base, while India's SUV boom fuels demand for 18-20-inch sizes and premium imports. Rubber-leaf disease in Southeast Asia constrains natural rubber supply, encouraging synthetic rubber diversification and alternative crops such as guayule.

North America ranks second, supported by mature replacement sales and rapid adoption of smart-tire platforms in commercial fleets. Domestic synthetic-rubber capacity fostered by the U.S. IRA reduces supply-chain risk, while rising EV penetration spurs specialized tire lines that prioritize range and noise reduction.

Europe continues to prioritize premium and sustainable products. The 2024 label overhaul guides consumers toward high-grade replacements, rewarding brands with technology-rich portfolios. Carbon-black logistics challenges, however, lengthen lead times and boost inventory costs, prompting interest in recovered carbon black and tighter supplier collaboration.

List of Companies Covered in this Report:

Bridgestone Corporation / Michelin Group / Goodyear Tire & Rubber Company / Continental AG / Pirelli & C. SpA / Hankook Tire & Technology / Yokohama Rubber Co., Ltd. / Sumitomo Rubber Industries / MRF Ltd. / Apollo Tyres / JK Tyre & Industries / Kumho Tire / Toyo Tire Corporation / Nexen Tire / Zhongce Rubber Group / Linglong Tire / CEAT Ltd. / Sailun Group / Nokian Tyres / Triangle Tire /

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3 months of analyst support /

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