Philippines Tyre Market Forecast and Opportunities, 2019

Description: For the past few decades, the Philippines emerged as one of the most preferred destinations for automobile production among global automotive companies due to availability of cheap labour and geographical advantage of its location in the ASEAN market. Major global auto OEMs like Toyota, Suzuki, Mitsubishi, Honda, Isuzu, etc., have their manufacturing units in the country. Due to growing automobile production and rising automobile fleet the demand for tyres is also increasing incessantly. However, despite having considerable rubber production resources, the country lacks in tyre manufacturing due to various reasons. To offset those challenges, the government of Philippines is undertaking various initiatives and is also promoting rubber production in the country.

According to "Philippines Tyre Market Forecast & Opportunities, 2019", the tyre market in the Philippines is forecast to increase at a CAGR of around 13% till 2019. The rising automobile fleet size, upcoming infrastructure projects, abundance of rubber resources, and growth-oriented initiatives taken by the country's government are expected to drive the Philippines tyre market during the forecast period. In addition, the MVDP programme is also providing a boost to the country's automobile market by inviting foreign investors in automotive sector and making domestic players more competent with global manufacturing standards. Two-wheeler tyre segment is anticipated to dominate the Philippines tyre market in the forecast period followed by commercial vehicle tyre and passenger car tyre segment. Though the leading global tyre giants such as Bridgestone, Goodyear, Michelin and Toyo Tires are present in the country but Yokohama is the only company operating a manufacturing unit in the country.

Key Topics Covered

- Philippines Tyre Market Size, Share & Forecast
- Segmental Analysis – Passenger Car Tyres, Commercial Vehicle Tyres, Two-Wheeler Tyres
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of tyre market in the Philippines
- To identify on-going trends and segment wise anticipated growth in coming years
- To help industry consultants, tyre companies and other stakeholders align their market-centric strategies
- To gain in-depth understanding of market dynamics, import-export, trends and opportunities in the Philippines
- To obtain research based business decision and add weight to presentations and marketing material
- To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer’s specific needs

Report Methodology

The information contained in this report is based on both primary and secondary sources. Primary research included interviews with tyre manufacturers, distributors and retailers. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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