Automotive Tire Market by Type, Section Width, Aspect Ratio, and Aftermarket - Global Trends and Forecast to 2019

Description:

In this research study, the automotive tire market is divided into four major segments: by type (radial and bias/cross ply), section width (<200 mm, 200-230 mm, and >230 mm), aspect ratio (<60, 60-70, >70), and aftermarket (radial and bias/cross ply). The key players in the automotive tire market have also been identified and profiled.

The report classifies and defines the global automotive tire market size, in terms of volume and value. Market size, in terms of volume, is provided in million units from 2012 to 2019, while the market size, in terms of value, is provided in terms of $million.

Market growth is primarily driven by the high demand for green tires and the increasing level of tire radialization. Additionally, the increasing demand for light passenger vehicles and heavy-duty vehicles will also boost the automotive tire market.

Asia-Oceania is estimated to be the largest market for automotive tires. Japan and China are the main contributors to the automotive tire market in the Asia-Oceania region.

The report also provides a comprehensive review of market drivers, restraints, opportunities, challenges, and key issues in the global automotive tire market. The key players in the market for automotive tires have also been identified and profiled. Along with a quantitative analysis, the report covers qualitative aspects such as value chain analysis, PEST analysis, and Porter’s five force analysis for the global automotive tire market.

The automotive tire market is dominated by a few major players and contains several small/medium players. Some of the key players are Bridgestone Group (Japan), Continental Group (Germany), Goodyear Tire & Rubber Company (U.S.), Michelin Group (France), and Pirelli & C. S.p.A (Italy). The major strategies adopted by these market players are geographic expansion and new product development.

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