
Description:
China's tire export trade could be traced back to 1952 with species developing from truck tire, light truck tire and agricultural tire with bias structure into over 1600 varieties which come under five series of bias and radial truck tire, light truck tire, passenger car tire, industrial tire and agricultural tire. Export destinations have also expanded from Southeast Asia, Middle East and Africa to many developed countries and regions like North America and Europe. China has become the largest tire producer, exporter and consumer although one third of its tires are imported.

China boasts as a perfect industrial system of tires. Apart from natural rubber, the raw material which mainly relies on the import, such as additives as synthetic rubber, carbon black and zinc oxide all are in a large supply at home. Besides, local enterprises also have strong capability of making skeleton material like steel wire and such rubber machineries as internal mixer, calendar, molding machine and vulcanizing machine (mould).

In 2015, China exported 44.451 million tires with a year-on-year decreasing of 6.58% and brought in an export value of USD 13.846 billion with a year-on-year growth decreasing 15.81% year on year. Influenced by the continuous decline in the global price of natural rubber in recent years, costs of tire production have decreased too, leading to a decline in average unit price.

Chinese tires are exported to over 200 countries and regions, among which the US is the largest export market. In 2015, China exported 1.065 million tons of tires to the US with a year-on-year decreasing of 20.78% and brought in an export value of USD 2.783 billion with a year-on-year decreasing of 23%.

The EU is the second largest tire export market. Besides, the United Arab Emirates, Mexico, Russia, Saudi Arabia and Australia all constitute important export destinations of tires.

Passenger tires imported from China into the US are radial ones with a specification of 15-16 inches which are priced at 20% below the average export price of tires. Among all imported passenger tires with various specifications in the US, those from China take up the largest share. Although the increasing export to the US prospers China's tire export market, it is prone to the influence exerted by relevant trade policies. The special protectionist tariff before constitutes an important trade barrier measure imposed by the US on tire imports from China.

China's tire export has grown fast since the turn of the century, which has incurred increasing trade barriers and thus posed severe threat to tire manufacturers and exporters. For one thing, the US and EU begin to set up stricter technical standards for imported tires. Besides, the fast growth in Chinese tire's share in the global market has affected the benefits of some tire manufacturers. Other problems like unhealthy competition of cutting price among Chinese enterprises and unreasonable product and market structure of exported tires have made anti-dumping a serious issue facing tire exporters in China. Currently, China's large-scale tire export has caused such sanctions as anti-dumping in many countries.

In 2016, the export of Chinese tires still seems unpredictable due to the slow growth in the global economy and shrunk domestic demand. On one hand, as the European and Japanese economies are on the brink of recession and emerging economies slow down their growth, the external market demand is limited; on the other hand, the competitive devaluation of foreign currencies has resulted in the passive appreciation of RMB and thus the decreased competitiveness of Chinese exports.

International trade frictions also exert a great influence on China's tire imports. For example, influenced by the US's special protectionist tariff on passenger tires from China, exports dropped sharply to USD 968 million in 2011. And only when the tariff restriction was lifted three years later did China's passenger tire export market pick up. According to the statistics, in 2014, China's export of passenger and light truck tires to the US brought in a value of USD 2.3 billion. There is concern in the field that the anti-dumping and countervailing investigation might cause chain reaction, i.e. the EU, Japan, India and Australia might follow suit.

With regard to domestic demand, as auto production and sales start to fall, the expectation of growth in tire market has decreased too. Besides, tire industry is troubled by cost rise due to the adjustments of
compound rubber standards and natural rubber tariff. Therefore, it is inevitable for local tire manufacturers to adjust export structure, improve exports' technological level and added value, create new comparative advantages and adopt effective measures to promote export.

On the whole, as China has great cost and industrial chain advantages, the Chinese tire industry is expected to maintain its status in the global market in the near future and reports a continuous increase in export.

Readers can get at least the following information through this report:
- Chinese government's policy supporting tire export
- China's tire export
- Major export destinations of Chinese tires
- Trade barriers experienced by Chinese tires
- Export forecast of Chinese tires

The author suggests the following groups of people purchase this report:
- Tire manufacturers
- Enterprises engaged in tire trade
- Related enterprises in industrial chain of tire
- Investors and research institutions interested in Chinese tire industry

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