Croatia Tire Market Forecast and Opportunities, 2011-2021

Description: In the midst of economic slowdown in majority of the European countries, the government of the Republic of Croatia has been actively making efforts to revive trade. Tire market in Croatia exhibited a slight decline in sales during 2011-2015, predominantly on account the country's SME sector witnessed a slowdown, which consequently impacted the sales of commercial vehicle tires in the country.

Moreover, decline in passenger car sales during 2011-15 also had a negative impact on the country's tire market over the last five years. Several government initiatives including Strategy for Development of Entrepreneurship 2013-2020, to promote entrepreneurship and for sustained development of SMEs in Croatia, are expected to aid revival of the country's economy in the coming years. Due to lack of manufacturing facilities, the automotive sector in Croatia has been largely dependent on imports from other countries.

According to the research report, “Croatia Tire Market Forecast & Opportunities, 2011-2021”, the country's tire market is projected to grow at a CAGR of more than 7% during 2016-2021. Expanding vehicle fleet coupled with rapid infrastructure development and increasing urbanization are expected to augment tire demand in the country through 2021.

In 2015, passenger car tire segment was the most dominant segment in the country's tire market, followed by the light commercial vehicle tire segment and medium & two wheeler tire segment. Goodyear, Bridgestone and Michelin are the largest tire players operating in the country, with their combined market share standing at over 65%, in volume terms, in 2015. Moreover, on the back of high consumer confidence and vast dealership network, these three players are expected to maintain their dominance during the forecast period as well.

“Croatia Tire Market Forecast and Opportunities, 2011-2021” report elaborates following aspects of tire market:

- Croatia Tire Market Size, Share & Forecast
- Segmental Analysis - Passenger Car Tires, Medium & Heavy Commercial Vehicle Tires, Light Commercial Vehicle Tires, Two-Wheeler Tires & OTR Tires
- Policy and Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of tire market in Croatia
- To identify the on-going trends and segment wise anticipated growth in the next five years
- To help industry consultants, tire companies, distributors and other stakeholders align their market-centric strategies
- To obtain research based business decision and add weight to presentations and marketing material
- To gain competitive knowledge of leading market players
- To avail of 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 tire manufacturers, distributors and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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