Turkey Tire Market Forecast & Opportunities, 2022

Description: Demand for tires in Turkey emanates from OEM and replacement segments. Turkey is prominently divided into seven regions including Marmara Region, Central Anatolia, Aegean Region, Mediterranean Region, Black Sea Region, South Eastern Anatolia Region and Eastern Anatolia Region.

Rising demand for tires in the country can be attributed to expanding automobile fleet size, rising vehicle sales and growing automobile production across the country. According to the World Bank, per capita Gross National Income of Turkey stood at USD9,950 in 2015. Rising disposable income levels coupled with increasing standards of living across the country are anticipated to boost demand for automobiles and related tires across the country during 2017-2022.

According to “Turkey Tire Market Forecast & Opportunities, 2022”, tire market in Turkey is projected to cross US$ 3 billion by 2022. Marmara Region dominated demand for tires in the country, due to large population base and large automobile fleet size in the region.

Additionally, passenger car tire segment dominated Turkey tire market backed by growing sales of passenger cars and expanding passenger car fleet size. Passenger car segment is anticipated to continue dominating Turkey tire market during the forecast period as well. Few of the leading tire companies operating in Turkey include BRISA, Goodyear, Pirelli, Michelin, etc.

“Turkey Tire Market Forecast & Opportunities, 2022” report elaborates following aspects of tire market in Turkey:

- Turkey Tire Market Size, Share & Forecast
- Segmental Analysis - By Vehicle Type (Passenger Car Tires, Light Commercial Tires, Medium and Heavy Commercial Vehicle Tires, Off-The-Road (OTR) Tires & Two-Wheeler Tires)
- Policy & Regulatory Landscape
- Changing Market Trends and Emerging Opportunities
- Competitive Landscape and Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of tire market in Turkey
- To identify the on-going trends and segment wise anticipated growth in the coming years
- To help industry consultants, tire companies and other stakeholders to 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 players
- To avail of 10% customization in the report without any extra charges and get 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 vehicle manufacturers, tire companies, distributors, retailers and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

Contents:
1. Product Overview
2. Research Methodology
3. Analyst View
4. Turkey Tire Production Overview
5. Turkey Tire Market Outlook
5.1. Market Size & Forecast
5.1.1. By Value & Volume
5.2. Market Share & Forecast
5.2.1. By Vehicle Type (Passenger Car, Light Commercial Vehicle, Medium & Heavy Commercial Vehicle, Two-Wheeler & Off-The-Road)
5.2.2. By Company
5.2.3. By Region
5.2.4. By Demand Category (OEM Vs Replacement)
5.2.5. By Radial vs Bias
5.3. Prominent Tire Sizes
5.4. Market Attractiveness Index, By Region
5.5. Market Attractiveness Index, By Vehicle Type

6. Turkey Passenger Car (PC) Tire Market Outlook
6.1. Market Size & Forecast
6.1.1. By Value & Volume
6.2. Market Share & Forecast
6.2.1. By Vehicle Type (Sedan, Hatchback, SUV and Others)
6.2.2. By Demand Category (OEM Vs Replacement)
6.2.3. By Radial Vs Bias

7. Turkey Light Commercial Vehicle (LCV) Tire Market Outlook
7.1. Market Size & Forecast
7.1.1. By Value & Volume
7.2. Market Share & Forecast
7.2.1. By Vehicle Type (Pickup Trucks and Mini Bus)
7.2.2. By Demand Category (OEM Vs Replacement)
7.2.3. By Radial Vs Bias

8. Turkey OTR Tire Market Outlook
8.1. Market Size & Forecast
8.1.1. By Value & Volume
8.2. Market Share & Forecast
8.2.1. By Vehicle Type (Agricultural Equipment Vehicles, Construction Equipment Vehicles, Mining Equipment Vehicles & Others)
8.2.2. By Demand Category (OEM Vs Replacement)
8.2.3. By Radial Vs Bias

9. Turkey Two-Wheeler Tire Market Outlook
9.1. Market Size & Forecast
9.1.1. By Value & Volume
9.2. Market Share & Forecast
9.2.1. By Vehicle Type (Motorcycle, Scooter and Moped)
9.2.2. By Demand Category (OEM Vs Replacement)
9.2.3. By Radial Vs Bias

10. Turkey Medium & Heavy Commercial Vehicle (M&HCV) Tire Market Outlook
10.1. Market Size & Forecast
10.1.1. By Value & Volume
10.2. Market Share & Forecast
10.2.1. By Vehicle Type (Truck & Bus)
10.2.2. By Demand Category (OEM Vs Replacement)
10.2.3. By Radial Vs Bias

11. Import-Export Analysis

12. Market Dynamics
12.1. Drivers
12.2. Challenges

13. Market Trends & Developments
13.1. Increasing Tire Radialization
13.2. Rising Penetration of Winter Tires
13.3. Growing Online Tire Sales
13.4. Mounting Demand for Deluxe Tires
13.5. Growing Penetration Chinese Tires

14. Policy & Regulatory Landscape

15. Turkey Economic Profile

16. Competitive Landscape

17. Strategic Recommendations

List of Figures

Figure 1: Turkey Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2012-2022F
Figure 2: Prominent Drivers in Turkey Tire Market, 2012-2016
Figure 3: Turkey Tire ASP, 2012-2016 (USD)
Figure 4: Turkey Tire Market Share, By Vehicle Type, By Volume, 2012-2022F
Figure 5: Turkey Tire Market Share, By Company, By Volume, 2016-2022F
Figure 6: Turkey Tire Market Share, By Region, By Volume, 2016 & 2022F
Figure 7: Turkey Tire Market Share, By Region, By Volume, 2016-2022F
Figure 8: Turkey Tire Market Share, By Demand Category (OEM Vs Replacement), By Volume, 2012-2022F
Figure 9: Turkey Tire Market Share, By Radial Vs Bias, By Volume, 2016-2022F
Figure 10: Turkey Tire Market Attractiveness Index, By Region, By Volume, 2016-2022F
Figure 11: Turkey Tire Market Attractiveness Index, By Vehicle Type, By Volume, 2016-2022F
Figure 12: Turkey Passenger Car Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2012-2022F
Figure 13: Prominent Drivers in Turkey Passenger Car Tire Market, 2012-2016
Figure 14: Turkey Passenger Car Tire ASP, 2012-2016 (USD)
Figure 15: Prominent Drivers in Turkey Passenger Car Tire Market, 2017E-2022F
Figure 16: Turkey Passenger Car Tire Market Share, By Vehicle Type, By Volume, 2012-2022F
Figure 17: Turkey Passenger Car Tire Market Share, By Demand Category (OEM Vs Replacement), By Volume, 2012-2022F
Figure 18: Turkey Passenger Car Tire Market Share, By Radial Vs Bias, By Volume, 2016-2022F
Figure 19: Turkey Light Commercial Vehicle Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2012-2022F
Figure 20: Prominent Drivers in Turkey Light Commercial Vehicle Tire Market, 2012-2016
Figure 21: Turkey Light Commercial Vehicle Tire ASP, 2012-2016 (USD)
Figure 22: Prominent Drivers in Turkey Light Commercial Vehicle Tire Market, 2017E-2022F
Figure 23: Turkey Light Commercial Vehicle Tire Market Share, By Vehicle Type, By Volume, 2012-2022F
Figure 24: Turkey Light Commercial Vehicle Tire Market Share, By Demand Category (OEM Vs Replacement), By Volume, 2012-2022F
Figure 25: Turkey Light Commercial Vehicle Tire Market Share, By Radial Vs Bias, By Volume, 2016-2022F
Figure 26: Turkey OTR Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2012-2022F
Figure 27: Prominent Drivers in Turkey OTR Tire Market, 2017E-2022F
Figure 28: Turkey OTR Tire Market Share, By Vehicle Type, By Volume, 2012-2022F
Figure 29: Turkey OTR Tire Market Share, By Demand Category (OEM Vs Replacement), By Volume, 2012-2022F
Figure 30: Turkey OTR Tire Market Share, By Radial Vs Bias, By Volume, 2016-2022F
Figure 31: Turkey Two-Wheeler Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2012-2022F
Figure 32: Prominent Drivers in Turkey Two-Wheeler Tire Market, 2017E-2022F
Figure 33: Turkey Two-Wheeler Tire Market Share, By Vehicle Type, By Volume, 2012-2022F
Figure 34: Turkey Two-Wheeler Tire Market Share, By Demand Category (OEM Vs Replacement), By Volume, 2012-2022F
Figure 35: Turkey Two-Wheeler Tire Market Share, By Radial Vs Bias, By Volume, 2016-2022F
Figure 36: Turkey Medium & Heavy Commercial Vehicle Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2012-2022F
Figure 37: Prominent Drivers in Turkey Medium & Heavy Commercial Vehicle Tire Market, 2017E-2022F
Figure 38: Turkey Medium & Heavy Commercial Vehicle Tire Market Share, By Vehicle Type, By Volume, 2012-2022F
Figure 39: Turkey Medium & Heavy Commercial Vehicle Tire Market Share, By Demand Category (OEM Vs Replacement), By Volume, 2012-2022F
List of Tables

Table 1: Turkey Tire Production, By Company & Plant Location, 2014
Table 2: Turkey Tire Market Size, By Vehicle Type, By Volume, 2012-2016 & 2022F (Million Unit)
Table 3: Turkey Tire Sales of Top 4 Companies, By Volume, 2016-2022F (Million Unit)
Table 4: Turkey Passenger Car Tire Market Size, By Vehicle Type, By Volume, 2012-2016 & 2022F (Million Unit)
Table 5: Turkey Light Commercial Vehicle Tire Market Size, By Vehicle Type, By Volume, 2012-2016 & 2022F (Million Unit)
Table 6: Turkey OTR Tire Market Size, By Vehicle Type, By Volume, 2012-2016 & 2022F (Million Unit)
Table 7: Turkey Two-Wheeler Tire Market Size, By Vehicle Type, By Volume, 2012-2016 & 2022F (Million Unit)
Table 8: Turkey Medium & Heavy Commercial Vehicle Tire Market Size, By Vehicle Type, By Volume, 2012-2016 & 2022F (Million Unit)
Table 9: Turkey Tire Imports, By Vehicle Type, By Value, 2011-2015 (USD Million)
Table 10: Turkey Tire Exports, By Vehicle Type, By Value, 2011-2015 (USD Million)
Table 11: Turkey Automobile Production, By Vehicle Type, 2011-2015 (Million Unit)
Table 12: Turkey Automobile Sales, By Vehicle Type, By Volume, 2011-2015 (Million Unit)
Table 13: Turkey Automobile Fleet, By Vehicle Type, 2010-2014 (Million Unit)
Table 14: Turkey Luxury & Upper Luxury Passenger Car Sales, By Volume, 2010-2014 (Unit)
Table 15: Turkey Free Trade Agreements, As of 2013

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