Global Winter Tire Market Forecast & Opportunities, 2021

Description: Winter tires or snow tires are designed for use in cold weather, snow and ice. They have a tread design with bigger gaps than those on summer tires, which increases the traction on snow and mud. Some have metal studs to increase traction on ice. Tires designed for winter conditions are optimized to drive at temperatures below 7°C (45°F).

In some of the European and North American countries, the government has mandated the use winter tires for all the vehicle segments due to extreme winter climatic conditions. Implementation of winter tire laws and increasing purchasing power of consumers is expected to aid global winter tire market. Moreover, growing safety concerns and increasing awareness regarding the benefits of using winter tires among consumers is forecast to boost the demand for winter tires across the world in the next five years.

In order to sustain in highly competitive global winter tire market, market players are investing heavily in product innovations. For instance, Goodyear innovated tires with AMT, a self-inflating tire system, which can remain inflated at the optimum pressure, without the need for any external pumps, electronics, or driver intervention. All these factors are expected to positively influence global winter tire market over the during forecast period.

According to “Global Winter Tire Market Forecast & Opportunities, 2021”, the global market of winter tire is anticipated to cross $23 Billion by 2021. In terms of vehicle type, the global winter tire market has been broadly segmented into Passenger Car (PC), Light Commercial Vehicle (LCV), and Medium & Heavy Commercial Vehicle (M&HCV). Among these categories, passenger car segment dominated the global market of winter tire in 2015, followed by LCV and M&HCV segments. Europe was the largest demand generating region for winter tire across the world in 2015, and the same trend is expected to continue over the next five years as well.

“Global Winter Tire Market Forecast & Opportunities, 2021” discusses the following aspects of global winter tire market:

- Global Winter Tire Market Size, Share & Forecast
- Segmental Analysis - By Vehicle Type (Passenger Car (PC), Light Commercial Vehicle (LCV), and Medium & Heavy Commercial Vehicle (M&HCV)), By Demand Category (OEM Vs. Replacement),
- Regional Analysis - Europe, North America & Asia-Pacific
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of global winter tire market
- To identify the on-going trends and anticipated growth in the next five years
- To help industry consultants, winter tire companies and other stakeholders to align their market-centric strategies
- To obtain research based business decisions 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 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 research. Primary research included interviews with winter tire companies, distributors and industry experts. Secondary research includes an exhaustive search of relevant publications such as company annual reports, financial reports and proprietary databases.

Contents: 1. Product Overview
2. Research Methodology

3. Analyst View

4. Global Winter Tire Market Outlook
   4.1. Market Size & Forecast
   4.1.1. By Value & Volume
   4.2. Market Share & Forecast
   4.2.1. By Vehicle Type (Passenger Car (PC), Light Commercial Vehicle (LCV), & Medium & Heavy Commercial Vehicle (M&HCV))
   4.2.2. By Demand Category (OEM Vs. Replacement)
   4.2.3. By Company
   4.2.4. By Region
   4.3. Global Winter Tire Market Attractiveness Index (By Vehicle Type)
   4.4. Global Winter Tire Market Attractiveness Index (By Region)

5. Europe Winter 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
   5.2.2. By Country
   5.3. Europe Winter Tire Market Attractiveness Index (By Vehicle Type)
   5.4. Europe Winter Tire Market Attractiveness Index (By Country)

6. Germany Winter 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
   6.3. Prominent Tire Sizes

7. United Kingdom Winter 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
   7.3. Prominent Tire Sizes

8. France Winter 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
   8.3. Prominent Tire Sizes

9. Italy Winter 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
   9.3. Prominent Tire Sizes

10. Spain Winter 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
    10.3. Prominent Tire Sizes

11. Austria Winter Tire Market Outlook
    11.1. Market Size & Forecast
11.1.1. By Value & Volume
11.2. Market Share & Forecast
11.2.1. By Vehicle Type
11.3. Prominent Tire Sizes

12. Poland Winter Tire Market Outlook
12.1. Market Size & Forecast
12.1.1. By Value & Volume
12.2. Market Share & Forecast
12.2.1. By Vehicle Type
12.3. Prominent Tire Sizes

13. Netherlands Winter Tire Market Outlook
13.1. Market Size & Forecast
13.1.1. By Value & Volume
13.2. Market Share & Forecast
13.2.1. By Vehicle Type
13.3. Prominent Tire Sizes

14. Czech Republic Winter Tire Market Outlook
14.1. Market Size & Forecast
14.1.1. By Value & Volume
14.2. Market Share & Forecast
14.2.1. By Vehicle Type
14.3. Prominent Tire Sizes

15. Romania Winter Tire Market Outlook
15.1. Market Size & Forecast
15.1.1. By Value & Volume
15.2. Market Share & Forecast
15.2.1. By Vehicle Type
15.3. Prominent Tire Sizes

16. Asia-Pacific Winter Tire Market Outlook
16.1. Market Size & Forecast
16.1.1. By Value & Volume
16.2. Market Share & Forecast
16.2.1. By Vehicle Type
16.2.2. By Country
16.3. Asia-Pacific Winter Tire Market Attractiveness Index (By Vehicle Type)
16.4. Asia-Pacific Winter Tire Market Attractiveness Index (By Country)

17. Japan Winter Tire Market Outlook
17.1. Market Size & Forecast
17.1.1. By Value & Volume
17.2. Market Share & Forecast
17.2.1. By Vehicle Type
17.3. Prominent Tire Sizes

18. China Winter Tire Market Outlook
18.1. Market Size & Forecast
18.1.1. By Value & Volume
18.2. Market Share & Forecast
18.2.1. By Vehicle Type
18.3. Prominent Tire Sizes

19. Russia Winter Tire Market Outlook
19.1. Market Size & Forecast
19.1.1. By Value & Volume
19.2. Market Share & Forecast
19.2.1. By Vehicle Type
19.3. Prominent Tire Sizes
20. Australia Winter Tire Market Outlook
20.1. Market Size & Forecast
20.1.1. By Value & Volume
20.2. Market Share & Forecast
20.2.1. By Vehicle Type
20.3. Prominent Tire Sizes

21.1. Market Size & Forecast
21.1.1. By Value & Volume
21.2. Market Share & Forecast
21.2.1. By Vehicle Type
21.2.2. By Demand Category (OEM Vs. Replacement)
21.2.3. By Country
21.3. North America Winter Tire Market Attractiveness Index (By Vehicle Type)
21.4. North America Winter Tire Market Attractiveness Index (By Country)

22. United States Winter Tire Market Outlook
22.1. Market Size & Forecast
22.1.1. By Value & Volume
22.2. Market Share & Forecast
22.2.1. By Vehicle Type
22.3. Prominent Tire Sizes

23. Canada Winter Tire Market Outlook
23.1. Market Size & Forecast
23.1.1. By Value & Volume
23.2. Market Share & Forecast
23.2.1. By Vehicle Type
23.3. Prominent Tire Sizes

24. Market Dynamics
24.1. Drivers
24.2. Challenges

25. Market Trends & Developments
25.1. Implementation of Winter Tire Laws in European Countries
25.2. Europe - The Leading Demand Generating Region
25.3. Growing Awareness about Winter Tires
25.4. Dominance of Passenger Car Segment
25.5. Emergence of High-Performance Winter Tires
25.6. Increasing Innovations
25.7. Growing Competition among Prominent Companies
25.8. Dominance of Replacement Winter Tire Segment

26. Policy & Regulatory Landscape

27. Competitive Landscape
27.1. Compagnie Générale des Établissements Michelin (CGEM)
27.2. Bridgestone Corporation
27.3. The Goodyear Tire & Rubber Company
27.4. Continental Aktiengesellschaft
27.5. Pirelli & C. S.p.A.
27.6. The Yokohama Rubber Co., Ltd.
27.7. Sumitomo Rubber Industries, Ltd.
27.8. Toyo Tire & Rubber Company
27.9. Hankook Tire Co. Ltd.
27.10. Cooper Tire & Rubber Company
27.11. Triangle Tyre Co. Ltd.
27.12. Nokian Tyres plc
27.13. Cheng Shin Rubber Ind. Co., Ltd.
27.15. N.V. Apollo Vredestein BeLux S.A.
27.16. Giti Tire Pte. Ltd.
27.17. Hangzhou Zhongce Rubber CO., LTD.
27.18. Nizhnekamskshina Joint Stock Company
27.20. Nexen Tire Corporation

28. Strategic Recommendations

List of Figures

Figure 1: Global Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 2: Prominent Factors for Global Winter Tire Market Growth, 2011-2015
Figure 3: Global Winter Tire ASP, 2016E-2021F (USD)
Figure 4: Global Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 5: Global Winter Tire Market Share, By Demand Category (OEM Vs Replacement), By Volume, 2015-2021F
Figure 6: Global Winter Tire Market Share, By Region, By Volume, 2015 & 2021F
Figure 7: Global Winter Tire Market Share, By Region, By Volume, 2015-2021F
Figure 8: Global Winter Tire Market Share, By Company, By Volume, 2015-2021F
Figure 9: Global Winter Tire Market Attractiveness Index, By Vehicle Type, By Volume, 2016E-2021F
Figure 10: Global Winter Tire Market Attractiveness Index, By Region, By Volume, 2016E-2021F
Figure 11: Europe Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 12: Prominent Factors for Europe Winter Tire Market Growth, 2011-2015
Figure 13: Europe Winter Tire ASP, 2016E-2021F (USD)
Figure 14: Europe Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 15: Europe Winter Tire Market Share, By Country, By Volume, 2015 & 2021F
Figure 16: Europe Winter Tire Market Share, By Region, By Volume, 2015-2021F
Figure 17: Europe Winter Tire Market Attractiveness Index, By Vehicle Type, By Volume, 2016E-2021F
Figure 18: Europe Winter Tire Market Attractiveness Index, By Country, By Volume, 2016E-2021F
Figure 19: Germany Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 20: Prominent Factors for Germany Winter Tire Market Growth, 2011-2015
Figure 21: Germany Winter Tire ASP, 2016E-2021F (USD)
Figure 22: Prominent Factors for Germany Winter Tire Market Growth, 2016E-2021F
Figure 23: Germany Winter Tire Market Share, By Vehicle Type, By Volume, 2015 & 2021F
Figure 24: United Kingdom Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 25: Prominent Factors for United Kingdom Winter Tire Market Growth, 2011-2015
Figure 26: United Kingdom Winter Tire ASP, 2016E-2021F (USD)
Figure 27: Prominent Factors for United Kingdom Winter Tire Market Growth, 2016E-2021F
Figure 28: United Kingdom Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 29: France Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 30: Prominent Factors for France Winter Tire Market Growth, 2011-2015
Figure 31: France Winter Tire ASP, 2016E-2021F (USD)
Figure 32: Prominent Factors for France Winter Tire Market Growth, 2016E-2021F
Figure 33: France Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 34: Italy Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 35: Prominent Factors for Italy Winter Tire Market Growth, 2011-2015
Figure 36: Italy Winter Tire ASP, 2016E-2021F (USD)
Figure 37: Prominent Factors for Italy Winter Tire Market Growth, 2016E-2021F
Figure 38: Italy Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 39: Spain Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 40: Prominent Factors for Spain Winter Tire Market Growth, 2011-2015
Figure 41: Spain Winter Tire ASP, 2016E-2021F (USD)
Figure 42: Prominent Factors for Spain Winter Tire Market Growth, 2016E-2021F
Figure 43: Spain Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 44: Austria Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 45: Prominent Factors for Austria Winter Tire Market Growth, 2011-2015
Figure 46: Austria Winter Tire ASP, 2016E-2021F (USD)
Figure 47: Prominent Factors for Austria Winter Tire Market Growth, 2016E-2021F
Figure 48: Austria Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 49: Poland Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 50: Prominent Factors for Poland Winter Tire Market Growth, 2011-2015
Figure 51: Poland Winter Tire ASP, 2016E-2021F (USD)
Figure 52: Prominent Factors for Poland Winter Tire Market Growth, 2016E-2021F
Figure 53: Poland Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 54: Netherlands Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 55: Prominent Factors for Netherlands Winter Tire Market Growth, 2011-2015
Figure 56: Netherlands Winter Tire ASP, 2016E-2021F (USD)
Figure 57: Prominent Factors for Netherlands Winter Tire Market Growth, 2016E-2021F
Figure 58: Netherlands Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 59: Czech Republic Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 60: Prominent Factors for Czech Republic Winter Tire Market Growth, 2011-2015
Figure 61: Czech Republic Winter Tire ASP, 2016E-2021F (USD)
Figure 62: Prominent Factors for Czech Republic Winter Tire Market Growth, 2016E-2021F
Figure 63: Czech Republic Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 64: Romania Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 65: Prominent Factors for Romania Winter Tire Market Growth, 2011-2015
Figure 66: Romania Winter Tire ASP, 2016E-2021F (USD)
Figure 67: Prominent Factors for Romania Winter Tire Market Growth, 2016E-2021F
Figure 68: Romania Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 69: Asia-Pacific Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 70: Prominent Factors for Asia-Pacific Winter Tire Market Growth, 2011-2015
Figure 71: Asia Pacific Winter Tire ASP, 2016E-2021F (USD)
Figure 72: Asia-Pacific Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 73: Asia-Pacific Winter Tire Market Share, By Country, By Volume, 2015 & 2021F
Figure 74: Asia-Pacific Winter Tire Market Share, By Region, By Volume, 2015-2021F
Figure 75: Asia-Pacific Winter Tire Market Attractiveness Index, By Vehicle Type, By Volume, 2016E-2021F
Figure 76: Asia-Pacific Winter Tire Market Attractiveness Index, By Country, By Volume, 2016E-2021F
Figure 77: Japan Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 78: Prominent Factors for Japan Winter Tire Market Growth, 2011-2015
Figure 79: Japan Winter Tire ASP, 2016E-2021F (USD)
Figure 80: Prominent Factors for Japan Winter Tire Market Growth During 2016E-2021F
Figure 81: Japan Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 82: China Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 83: Prominent Factors for China Winter Tire Market Growth, 2011-2015
Figure 84: China Winter Tire ASP, 2016E-2021F (USD)
Figure 85: Prominent Factors for China Winter Tire Market Growth, 2016E-2021F
Figure 86: China Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 87: Russia Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 88: Prominent Factors for Russia Winter Tire Market Growth, 2011-2015
Figure 89: Russia Winter Tire ASP, 2016E-2021F (USD)
Figure 90: Prominent Factors for Russia Winter Tire Market Growth, 2016E-2021F
Figure 91: Russia Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 92: Australia Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 93: Prominent Factors for Australia Winter Tire Market Growth, 2011-2015
Figure 94: Australia Winter Tire ASP, 2016E-2021F (USD)
Figure 95: Prominent Factors for Australia Winter Tire Market Growth, 2016E-2021F
Figure 96: Australia Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 97: North America Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 98: Prominent Factors for North America Winter Tire Market Growth, 2011-2015
Figure 99: North America Winter Tire ASP, 2016E-2021F (USD)
Figure 100: North America Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 101: North America Winter Tire Market Share, By Demand Category (OEM Vs Replacement), By Volume, 2015-2021F
Figure 102: North America Winter Tire Market Share, By Region, By Volume, 2015 & 2021F
Figure 103: North America Winter Tire Market Attractiveness Index, By Vehicle Type, By Volume, 2016E-2021F
Figure 104: North America Winter Tire Market Attractiveness Index, By Vehicle Type, By Volume, 2016E-2021F
Figure 105: North America Winter Tire Market Share, By Region, By Volume, 2015-2021F
Figure 106: United States Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 107: Prominent Factors for United States Winter Tire Market Growth, 2011-2015
Figure 108: United States Winter Tire ASP, 2016E-2021F (USD)
Figure 109: Prominent Factors for United States Winter Tire Market Growth, 2016E-2021F
Figure 110: United States Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F
Figure 111: Canada Winter Tire Market Size, By Value (USD Billion), By Volume (Million Unit), 2015-2021F
Figure 112: Prominent Factors for Canada Winter Tire Market Growth, 2011-2015
Figure 113: Canada Winter Tire ASP, 2016E-2021F (USD)
Figure 114: Prominent Factors for Canada Winter Tire Market Growth, 2016E-2021F
Figure 115: Canada Winter Tire Market Share, By Vehicle Type, By Volume, 2015-2021F

List of Tables

Table 1: Global Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 2: Europe Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 3: Germany Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 4: United Kingdom Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 5: France Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 6: Italy Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 7: Spain Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 8: Austria Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 9: Poland Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 10: Netherlands Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 11: Czech Republic Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 12: Romania Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 13: Asia-Pacific Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 14: Japan Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 15: China Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 16: Russia Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 17: Australia Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F
Table 18: North America Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 19: United States Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)
Table 20: Canada Winter Tire Market Size, By Vehicle Type, By Volume, 2015-2021F (Million Unit)

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