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Tires: Canada

September 2018



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About This Report

Scope

This report forecasts to 2022 Canadian tire demand in units. Total demand is segmented by market in terms of:

- light vehicle OEM
- light vehicle replacement
- medium and heavy motor vehicles
- motorcycles
- agricultural and other

Total production is segmented by market in terms of:

- light motor vehicles
- medium and heavy motor vehicles
- motorcycle, agricultural, and other

To illustrate historical trends, total demand is provided in annual series from 2007 to 2017; production and the various segments are reported at five-year intervals for 2007, 2012, and 2017.

Retread tires and bicycle tires are excluded from the scope of this report.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Tires: Canada (FA50014) is based on [Global Tires](#), a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

About This Report

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 4 | NAICS & SIC Codes Related to Tires

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
326211	Tire manufacturing (except retreading)	3011	Tires and inner tubes

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of

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1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Global Tires, September 2018

Freedonia Industry Studies

Global Mining Equipment, October 2018

Global Industrial Silica Sand, August 2018

Global Hybrid & Electric Vehicles, May 2018

Global Motorcycles, May 2018

Global Industrial Rubber Products Market, February 2018

Automotive Lubricants Market in Canada, February 2018

Automotive Lubricants Market in India, February 2018

Automotive Lubricants Market in Malaysia, January 2018

Automotive Lubricants Market in the UK, January 2018

Global Automotive Lubricants, December 2017

North American Automotive Aftermarket Competitor Analysis, November 2017

North America Automotive Aftermarket, November 2017

Automotive Aftermarket for Electronic Components in North America, September 2017

Automotive Aftermarket for Filters in North America, June 2017

Global Bus Market, May 2017

Automotive Aftermarket for Brake Parts in North America, April 2017

Automotive Aftermarket for Powertrain Components in North America, March 2017

Freedonia Focus Reports

Buses: United States

Global Buses

Global Industrial Rubber Products

Global Light Vehicles

Global Motorcycles

Industrial Rubber Products: Canada

Industrial Rubber Products: United Kingdom

Industrial Rubber Products: United States

Medium- & Heavy-Duty Trucks & Buses: United States

Motor Vehicles: United States

Motorcycles: Canada

Motorcycles: United States

Freedonia Custom Research

Trade Publications

Modern Tire Dealer

About This Report

Rubber & Plastics News

RubberWorld

Tire Business

TireJournal

Tire Technology International

Traction News

Agencies & Associations

Atlantic Tire Dealers Association

Canadian Association of Tire Recycling Agencies

Organisation for Economic Co-operation and Development

Suppliers' Council to the Canadian Tire Industry

Tire Dealers Association of Canada

Tire and Rubber Association of Canada

Tire Industry Association

United Nations Comtrade

United States Census Bureau

World Customs Organization