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US Collection

Tires: United States

September 2018



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About This Report

Scope

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

- light vehicle original equipment manufacturer (OEM)
- light vehicle replacement
- medium and heavy vehicle OEM
- medium and heavy vehicle replacement
- motorcycle OEM
- motorcycle replacement
- other tire markets such as agricultural, aircraft, and industrial

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

Retreaded, regrooved, and used tires are excluded from tire production and sales data, as are bicycle and electric motorbike tires.

All tire capacity numbers have been listed in units per year. When converting published daily plant capacity data into annual capacity format, an assumption is made that there are 350 working days per calendar year in all countries. In addition, one metric ton of tires is assumed to be equivalent to 90 light motor vehicle tires. Appropriate adjustments were made for plants that primarily produce large heavy truck and bus tires or smaller specialty tires.

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: United States (FF50014) 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 primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental non-governmental organizations

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- licensed national consumer survey data
- 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

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

Industry Codes

Table 5 | NAICS & SIC Codes Related to Tires

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
325212	Synthetic Rubber Manufacturing	2822	Synthetic Rubber (Vulcanizable Elastomers)
326211	Tire Manufacturing (except Retreading)	3011	Tires and Inner Tubes
441320	Tire Dealers	5014	Tires and 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

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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 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

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Global Tires

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Global Hybrid & Electric Vehicles

Global Motorcycles

Global Industrial Rubber Products Market

Global Automotive Lubricants

North America Automotive Aftermarket

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Buses: United States

Industrial Rubber Products: United States

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

Motor Vehicles: United States

Motorcycles: United States

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Rubber World Magazine

Tire Business

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American Chemical Society

Association for Rubber Products Manufacturers

Atlantic Tire Dealers Association

Retread Tire Association

Rubber Manufacturers Association

Tire Industry Association

United States Census Bureau

US Tire Manufacturers Association