



**CLICK TO VIEW**

Table of Contents **2**

Lists of Tables &  
Charts **3**

Study Overview **5**

Sample Text, Table  
& Chart **6**

Sample Profile, Table &  
Study Coverage **7**

Order Form & Corporate  
Use License **8**

About Freedonia,  
Custom Research,  
Related Studies **9**

# World Tires

---

Industry Study with Forecasts for **2019 & 2024**

---

Study #3357 | November 2015 | \$6400 | 442 pages

---

[www.freedoniagroup.com](http://www.freedoniagroup.com)



**The Freedonia Group**

767 Beta Drive  
Cleveland, OH • 44143-2326 • USA  
Toll Free US Tel: 800.927.5900 or  
+1 440.684.9600  
Fax: +1 440.646.0484  
Email: [info@freedoniagroup.com](mailto:info@freedoniagroup.com)

## Table of Contents

### EXECUTIVE SUMMARY

### MARKET ENVIRONMENT

General.....	4
World Economic Overview.....	5
Recent Historical Trends.....	5
World Economic Outlook.....	6
World Population Overview.....	9
World Motor Vehicle Production.....	12
World Motor Vehicles in Use.....	15
Pricing Patterns.....	18
Technology.....	21
Retreaded, Regrooved, & Used Tires.....	23
Legal & Regulatory Overview.....	24

### OVERVIEW

General.....	29
Regional Overview.....	30
Demand.....	30
Production.....	35
Production Capacity.....	37
International Trade.....	40
Demand by Market.....	42
Light Vehicle.....	44
Medium & Heavy Vehicle.....	47
Motorcycle.....	51
Industrial & Other.....	54

### NORTH AMERICA

General.....	56
Tire Supply & Demand.....	57
Tire Market Outlook.....	60
Tire Production Capacity.....	62
United States.....	63
Canada.....	75
Mexico.....	80

### WESTERN EUROPE

General.....	88
Tire Supply & Demand.....	89
Tire Market Outlook.....	93
Tire Production Capacity.....	94
Germany.....	96

France.....	103
Italy.....	110
United Kingdom.....	117
Spain.....	123
Other Western Europe.....	128

### ASIA/PACIFIC

General.....	137
Tire Supply & Demand.....	138
Tire Market Outlook.....	142
Tire Production Capacity.....	144
China.....	146
India.....	159
Japan.....	168
Indonesia.....	175
South Korea.....	184
Thailand.....	191
Vietnam.....	200
Malaysia.....	207
Australia.....	214
Taiwan.....	218
Other Asia/Pacific.....	226

### OTHER REGIONS

Central & South America.....	234
General.....	234
Tire Supply & Demand.....	235
Tire Market Outlook.....	238
Tire Production Capacity.....	239
Brazil.....	240
Argentina.....	247
Other Central & South America.....	253
Eastern Europe.....	261
General.....	261
Tire Supply & Demand.....	263
Tire Market Outlook.....	265
Tire Production Capacity.....	266
Russia.....	268
Poland.....	276
Other Eastern Europe.....	281
Africa/Mideast.....	290
General.....	290
Tire Supply & Demand.....	292
Tire Market Outlook.....	294
Tire Production Capacity.....	296
Turkey.....	297

Iran.....	304
South Africa.....	311
Other Africa/Mideast.....	318

### INDUSTRY STRUCTURE

General.....	327
Market Share & Industry Concentration.....	328
Acquisitions, Divestitures & Industry Restructuring.....	334
Cooperative Agreements.....	337
Marketing & Distribution.....	342
Competitive Strategies.....	343
Research & Development.....	345

### COMPANY PROFILES

Aeolus Tyre.....	347
Apollo Tyres.....	348
Belshina OJSC.....	350
Bridgestone Corporation.....	351
CGS Holding.....	357
Cheng Shin Rubber.....	360
Continental AG.....	362
Cooper Tire & Rubber.....	367
Cordiant JSC.....	371
Double Coin Holdings.....	373
Giti Tire.....	374
Goodyear Tire & Rubber.....	377
Hangzhou Zhongce Rubber.....	383
Hankook Tire.....	384
JK Tyre.....	387
Kumho Tire.....	388
Michelin Group.....	391
MRF Limited.....	398
NEXEN Corporation.....	400
NEXEN Tire.....	401
Nokian Tyres.....	402
Pirelli & C. SpA.....	405
Qingdao Doublestar Tire.....	410
Shandong Linglong Tire.....	411
Sumitomo Rubber.....	412
TATNEFT JSC.....	417
Titan International.....	418
Toyo Tire & Rubber.....	420
Triangle Group.....	423
Xingyuan Group.....	424
Yokohama Rubber.....	425

## List of Tables

### EXECUTIVE SUMMARY

1 Summary Table ..... 3

### MARKET ENVIRONMENT

1 World Gross Domestic Product by Region..... 9  
 2 World Population by Region.....11  
 3 World Motor Vehicle Production.....14  
 4 World Motor Vehicles in Use .....17  
 5 World Tire Pricing.....20

### OVERVIEW

1 World Tire Demand by Region .....32  
 2 World Tire Production by Region.....36  
 3 World Tire Production Capacity by Region, Year-End 2014 .....39  
 4 World Tire Net Exports by Region.....41  
 5 World Tire Demand by Market.....43  
 6 World Light Vehicle Tire Demand by Application & Region .....45  
 7 World Medium & Heavy Vehicle Tire Demand by Application & Region .....49  
 8 World Motorcycle Tire Demand by Application & Region .....53  
 9 World Industrial & Other Tire Demand by Region.....55

### NORTH AMERICA

1 North America: Tire Supply & Demand .....58  
 2 North America: Tire Demand by Market.....61  
 3 North America: Tire Production Capacity by Country, Year-End 2014 .....63  
 4 United States: Tire Supply & Demand .67  
 5 United States: Tire Demand by Market.....70  
 6 United States: Tire Production Capacity by Company, Year-End 2014 .....74  
 7 Canada: Tire Supply & Demand .....77  
 8 Canada: Tire Demand by Market .....79

9 Canada: Tire Production Capacity by Company, Year-End 2014 .....80  
 10 Mexico: Tire Supply & Demand.....83  
 11 Mexico: Tire Demand by Market.....85  
 12 Mexico: Tire Production Capacity by Company, Year-End 2014 .....87

### WESTERN EUROPE

1 Western Europe: Tire Supply & Demand .....91  
 2 Western Europe: Tire Demand by Market.....94  
 3 Western Europe: Tire Production Capacity by Country, Year-End 2014 .....96  
 4 Germany: Tire Supply & Demand .....99  
 5 Germany: Tire Demand by Market ....101  
 6 Germany: Tire Production Capacity by Company, Year-End 2014 .....103  
 7 France: Tire Supply & Demand.....106  
 8 France: Tire Demand by Market.....108  
 9 France: Tire Production Capacity by Company, Year-End 2014 .....110  
 10 Italy: Tire Supply & Demand .....113  
 11 Italy: Tire Demand by Market.....115  
 12 Italy: Tire Production Capacity by Company, Year-End 2014 .....116  
 13 United Kingdom: Tire Supply & Demand.....119  
 14 United Kingdom: Tire Demand by Market.....121  
 15 United Kingdom: Tire Production Capacity by Company, Year-End 2014 .....122  
 16 Spain: Tire Supply & Demand.....125  
 17 Spain: Tire Demand by Market.....127  
 18 Spain: Tire Production Capacity by Company, Year-End 2014 .....128  
 19 Other Western Europe: Tire Supply & Demand.....132  
 20 Other Western Europe: Tire Demand by Market.....134  
 21 Other Western Europe: Tire Production Capacity by Country & Company, Year-End 2014.....136

### ASIA/PACIFIC

1 Asia/Pacific: Tire Supply & Demand... 140  
 2 Asia/Pacific: Tire Demand by Market.144  
 3 Asia/Pacific: Tire Production Capacity by Country, Year-End 2014 .....146  
 4 China: Tire Supply & Demand .....151  
 5 China: Tire Demand by Market .....154  
 6 China: Tire Production Capacity by Company, Year-End 2014 .....157  
 7 India: Tire Supply & Demand.....162  
 8 India: Tire Demand by Market.....164  
 9 India: Tire Production Capacity by Company, Year-End 2014 .....167  
 10 Japan: Tire Supply & Demand.....171  
 11 Japan: Tire Demand by Market.....173  
 12 Japan: Tire Production Capacity by Company, Year-End 2014 .....175  
 13 Indonesia: Tire Supply & Demand ....178  
 14 Indonesia: Tire Demand by Market...180  
 15 Indonesia: Tire Production Capacity by Company, Year-End 2014 .....183  
 16 South Korea: Tire Supply & Demand.187  
 17 South Korea: Tire Demand by Market.....189  
 18 South Korea: Tire Production Capacity by Company, Year-End 2014 .....191  
 19 Thailand: Tire Supply & Demand .....194  
 20 Thailand: Tire Demand by Market .....196  
 21 Thailand: Tire Production Capacity by Company, Year-End 2014 .....198  
 22 Vietnam: Tire Supply & Demand.....203  
 23 Vietnam: Tire Demand by Market.....205  
 24 Vietnam: Tire Production Capacity by Company, Year-End 2014 .....207  
 25 Malaysia: Tire Supply & Demand .....210  
 26 Malaysia: Tire Demand by Market .....212  
 27 Malaysia: Tire Production Capacity by Company, Year-End 2014 .....213  
 28 Australia: Tire Supply & Demand .....216  
 29 Australia: Tire Demand by Market.....218  
 30 Taiwan: Tire Supply & Demand.....221  
 31 Taiwan: Tire Demand by Market.....223  
 32 Taiwan: Tire Production Capacity by Company, Year-End 2014 .....225  
 33 Other Asia/Pacific: Tire Supply & Demand .....228  
 (continued on following page)

## List of Tables

(continued from previous page)

- 34 Other Asia/Pacific: Tire Demand by Market.....230
- 35 Other Asia/Pacific: Tire Production Capacity by Country & Company, Year-End 2014.....232

## OTHER REGIONS

- 1 Central & South America: Tire Supply & Demand .....237
- 2 Central & South America: Tire Demand by Market .....239
- 3 Central & South America: Tire Production Capacity by Country, Year-End 2014 .....240
- 4 Brazil: Tire Supply & Demand.....243
- 5 Brazil: Tire Demand by Market.....245
- 6 Brazil: Tire Production Capacity by Company, Year-End 2014 .....247
- 7 Argentina: Tire Supply & Demand .....250
- 8 Argentina: Tire Demand by Market ...252
- 9 Argentina: Tire Production Capacity by Company, Year-End 2014 .....253
- 10 Other Central & South America: Tire Supply & Demand .....256
- 11 Other Central & South America: Tire Demand by Market .....258
- 12 Other Central & South America: Tire Production Capacity by Country & Company, Year-End 2014.....260
- 13 Eastern Europe: Tire Supply & Demand .....264
- 14 Eastern Europe: Tire Demand by Market.....266
- 15 Eastern Europe: Tire Production Capacity by Country, Year-End 2014 .....268
- 16 Russia: Tire Supply & Demand .....271
- 17 Russia: Tire Demand by Market .....273
- 18 Russia: Tire Production Capacity by Company, Year-End 2014 .....275
- 19 Poland: Tire Supply & Demand .....278
- 20 Poland: Tire Demand by Market .....280
- 21 Poland: Tire Production Capacity by Company, Year-End 2014 .....281

- 22 Other Eastern Europe: Tire Supply & Demand .....284
- 23 Other Eastern Europe: Tire Demand by Market.....286
- 24 Other Eastern Europe: Tire Production Capacity by Country & Company, Year-End 2014.....288
- 25 Africa/Mideast: Tire Supply & Demand .....293
- 26 Africa/Mideast: Tire Demand by Market .....295
- 27 Africa/Mideast: Tire Production Capacity by Country, Year-End 2014 .....297
- 28 Turkey: Tire Supply & Demand.....300
- 29 Turkey: Tire Demand by Market .....302
- 30 Turkey: Tire Production Capacity by Company, Year-End 2014 .....304
- 31 Iran: Tire Supply & Demand .....307
- 32 Iran: Tire Demand by Market .....309
- 33 Iran: Tire Production Capacity by Company, Year-End 2014 .....311
- 34 South Africa: Tire Supply & Demand ..314
- 35 South Africa: Tire Demand by Market.....316
- 36 South Africa: Tire Production Capacity by Company, Year-End 2014 .....317
- 37 Other Africa/Mideast: Tire Supply & Demand .....321
- 38 Other Africa/Mideast: Tire Demand by Market.....323
- 39 Other Africa/Mideast: Tire Production Capacity by Company, Year-End 2014 .....325

- 2 World Motor Vehicles in Use by Region.....18
- 3 World Tire Pricing, 2004-2024 .....20

## OVERVIEW

- 1 World Tire Demand by Region, 2014....33
- 2 Increase in Annual Tire Demand Between 2014 and 2019 by Region ..33
- 3 World Tire Demand: Projected 2014-2019 Annual Rate of Growth ...34
- 4 World Tire Production by Region, 2014.....37
- 5 World Tire Production Capacity by Country, Year-End 2014 .....40
- 6 World Tire Demand by Market, 2014 ...43

## NORTH AMERICA

- 1 North America: Tire Supply & Demand by Country, 2014.....59

## WESTERN EUROPE

- 1 Western Europe: Tire Supply & Demand by Country, 2014.....92

## ASIA/PACIFIC

- 1 Asia/Pacific: Tire Supply & Demand by Country, 2014.....141

## INDUSTRY STRUCTURE

- 1 World Tire Market Share, 2014 .....331

## INDUSTRY STRUCTURE

- 1 World Tire Sales by Company, 2014 ...330
- 2 Selected Acquisitions & Divestitures ..336
- 3 Selected Cooperative Agreements .....339

## List of Charts

## MARKET ENVIRONMENT

- 1 World Motor Vehicle Production by Region .....15

[Click here to purchase online](#)



*Demand will be driven by growth in the number of vehicles in use in developing regions, fueling demand for tires, and by increases in average annual vehicle mileage worldwide, boosting tire replacement rates.*

## World demand to rise 4.1% annually through 2019

World demand for tires is projected to rise 4.1 percent per year to 3.0 billion units in 2019. In value terms, sales of tires are forecast to advance 7.0 percent per annum to \$258 billion. Rising incomes in developing regions will spur growth in the number of vehicles in use, fueling demand for tires. Higher income levels and expanding economic activity will also contribute to increases in average annual vehicle mileage, boosting replacement rates. However, the increase in miles driven will be offset by rising tire quality, which will exert downward pressure on replacement rates.

## Motorcycle/other tires to outpace motor vehicle tires

The motor vehicle market will remain the largest outlet for tire demand, accounting for two-thirds of the total in 2019. Demand for tires in this market will rise 3.3 percent per year to 2.0 billion units. Growth in demand for light vehicle tires will be driven by the expansion of the middle class in industrializing countries, which will contribute to increased vehicle ownership. Gains in sales of medium and heavy vehicle tires will be fueled by increased commercial trucking activity.

Demand for tires in motorcycle and other applications is projected to advance 5.8 percent per year to 990 million units in 2019. Tire sales in this market are concentrated in fast growing developing



regions, where motorcycles see heavy use as a low-cost substitute for motor vehicles. Sales of tires in other applications, such as aircraft, tractors, and industrial vehicles, will also grow at a healthy pace as manufacturing and usage of these vehicles increase.

## Dominant Asia/Pacific market to also lead gains

More than half of all tires are sold in the Asia/Pacific region, and this region is forecast to post the fastest growth in demand through 2019. China, which accounted for almost one-fourth of global tire demand in 2014, will remain one of the fastest growing national markets for tires. Several other countries in the Asia/

Pacific region are also projected to achieve rapid gains in tire demand, particularly India, Indonesia, and Thailand. Japan, which holds the world's fourth largest market for tires, will post disappointing sales and actually experience a contraction in demand over the forecast period. The developing Africa/Mideast region and Central and South America will post above average gains in tire sales, although each of these regions will remain below six percent of the global total in 2019. Growth in demand for tires in North America and Western Europe will post meager gains of about one percent annually through 2019. Replacement tire markets in these regions are mature, as vehicle ownership rates are already very high.

Copyright 2015 The Freedonia Group, Inc.

[Click here to purchase online](#)

## Sample Text, Table & Chart

### ASIA/PACIFIC

#### Indonesia: Tire Market Outlook

Demand for tires in Indonesia is forecast to increase by per year to exceed the large of the to alternati times as number growth replacer product demand industri

The pace of gains w The motorcycle Indonesia, accounting fo extremely popular as a In 2014, there were nicles in use in Indone country is expected to p demand for motorcycl also has a significant m nufacturing will lead t applications. Demand comparatively miniscule.

SAMPLE  
TEXT

The market in Indonesia is projected to grow million units in 2019. Economic advances will allow more people to own light vehicles, fueling demand for tires in replacement applications. However, average income levels in the country are expected to remain low, and motorcycles will continue to represent the dominant form of motorized transportation. The medium and heavy vehicle replacement tire market is forecast to grow at a slower pace as usage of commercial trucks and buses increases moderately.

Demand for tires in both of the motor vehicle OEM markets will exceed the Indonesian average through 2019. Indonesia has been the site of massive investment in motor vehicle production capa years, and production of both light and medium and heavy v nearly tripled between 2009 and 2014. Through 2019, dema in the light vehicle OEM market is projected to advance by 7 per annum as the production capabilities of newly constructe ramp up. The medium and heavy vehicle OEM market will a

Copyright 2015 The Freedonia Group, Inc.

TABLE VI-14

INDONESIA: TIRE DEMAND BY MARKET  
(million units)

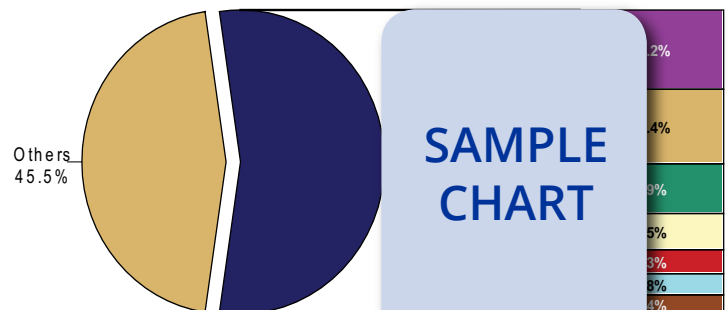
Item	2004	2009	2014	2019	2024
Asia/Pacific Tire Demand % Indonesia					
Tire Demand					
Motor Vehicle:					
Light					
OEM					
Replacement					
Medium & Heavy					
OEM					
Replacement					
Motorcycle & Other:					
Motorcycles					
Other					
\$/tire					
Tire Demand (mil \$)					

SAMPLE  
TABLE

Source: The Freedonia Group, Inc.

CHART VIII-1

WORLD TIRE MARKET SHARE, 2014  
(\$184 billion)



SAMPLE  
CHART

## Sample Profile & Table, & Study Coverage

### COMPANY PROFILES

#### Double Coin Holdings Limited

No. 63, Sichuan M Road  
 Huangpu  
 China  
 86-21-33  
 www.cst

Sales: \$  
 Employr

Key Products: passenger car, light- and heavy-duty truck cycle, off-road, industrial, and agricultural tires

Double Coin Holdings is one of China's leading producers of tires, other rubber products, and rubber machinery. The Company's other activities include soap and calcium carbonate production, ink and paint trading, real estate development, and tourism.

The Company participates in the world tire industry through the manufacture passenger car, light- and heavy-duty truck, bus, motorcycle, off-road, industrial, and agricultural tires. These tires are made in steel radial and bias-ply types that are marketed under the DOUBLE COIN, WARRIOR, DOMINATOR, and WYNSTAR brand names. In 2014, Double Coin's tire sales totaled \$1.8 billion.

In China, Double Coin makes tires at plants in Shanghai, Chongqing, and Rugao. The Shanghai site, which operates as Double Coin Heavy-Duty Radial Truck Tyre Company Limited, can make 2.8 million tires per year. The Chongqing plant can manufacture 1.2 million tires per year and operates as Double Coin Chongqing Tyre Company Limited. The Company's Rugao facility does business as Double Coin Rugao Tyre Company and has an annual capacity of 2.6 million tires.

**SAMPLE PROFILE**

TABLE VI-13

### INDONESIA: TIRE SUPPLY & DEMAND (million units)

Item	2004	2009	2014	2019	2024
Population (million persons)					
per capita GDP					
Gross Domestic Product (bil 2013\$)					
Motor Vehicle Production (000 units)					
Motor Vehicles in Use					
tires/capita					
tires/mil \$ GDP					
Tire Demand					
net exports					
Tire Production					
Motor Vehicle:					
Light					
Medium & Heavy					
Motorcycle & Other					
% Indonesia					
Asia/Pacific Tire Production					

**SAMPLE TABLE**

Source: The Freedonia Group, Inc.

## STUDY COVERAGE

*World Tires* is a Freedonia study that presents historical data (2004, 2009, 2014) and forecasts (2019, 2024) for supply and demand, plus demand by market, in 6 regions and 25 countries. The study also examines key market environment factors, assesses the industry structure, analyzes company market share and profiles 31 leading players in the tire industry worldwide.





## Related Studies

### World Rubber

This study analyzes the world rubber industry. It presents historical demand data (2004, 2009 and 2014) and forecasts (2019 and 2024) by application (e.g., motor vehicle tires and tire components, non-tire rubber products), type (synthetic, natural), world region and major country. The study also considers market environment factors, details industry structure, evaluates company market shares and profiles industry participants.

#3380..... February 2016.....\$6300

### Specialty Silicas

This study analyzes the US specialty silica industry. It presents historical demand data (2004, 2009 and 2014) and forecasts (2019 and 2024) by product (precipitated silica, fumed silica, silica gel, silica sol, fused silica) and market (e.g., cosmetics and toiletries, chemicals, rubber, coatings and inks, electrical and electronic equipment). The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry players.

#3368..... January 2016.....\$5200

### World Thermoplastic Elastomers

World thermoplastic elastomer (TPE) demand will grow 5.2 percent annually to 6.7 million metric tons in 2019. Styrenic block copolymers will remain the largest segment, while thermoplastic vulcanizates and polyolefin elastomers will grow the fastest. China will remain the largest and fastest growing market. This study analyzes the 5.2 million metric ton world TPE industry, with forecasts for 2019 and 2024 by market and product for six world regions and 16 major countries. The study also evaluates company market share and profiles industry players.

#3326..... November 2015.....\$6500

### World Buses

Global demand for buses is projected to advance 5.3 percent annually to 664,000 units in 2018. The Asia/Pacific region will remain the dominant market, while the Africa/Mideast region will grow the fastest. Motor coaches will outpace other types based on increasing private sector use, and on their greater comfort, safety and onboard services. This study analyzes the 512,000 unit global bus market, with forecasts for 2018 and 2023 by product, fuel type, world region, and for 18 countries. The study also evaluates company market share and profiles industry participants.

#3232..... March 2015.....\$6300

### World Motorcycles

World demand for motorcycles will rise 5.9 percent yearly to 132.4 million units in 2018, valued at \$119.5 billion. The Asia/Pacific region will remain the dominant market, while the Africa/Mideast region grows the fastest. E-bikes and other electric motorcycles will capture market share from internal combustion engine (ICE) models in most countries. This study analyzes the 99.5 million unit world motorcycle industry, with forecasts for 2018 and 2023 by type, world region, and for 23 countries. The study also evaluates company market share and profiles industry players.

#3198..... December 2014.....\$6500

## About The Freedonia Group

The Freedonia Group, Inc., is a leading international industry market research company that provides its clients with information and analysis needed to make informed strategic decisions for their businesses. Studies help clients identify business opportunities, develop strategies, make investment decisions and evaluate opportunities and threats. Freedonia research is designed to deliver unbiased views and reliable outlooks to assist clients in making the right decisions. Freedonia capitalizes on the resources of its proprietary in-house research team of experienced economists, professional analysts, industry researchers and editorial groups. Freedonia covers a diverse group of industries throughout the United States and other world markets. Industries analyzed by Freedonia include:

- Automotive & Transport • Chemicals • Construction & Building Products • Consumer Goods • Energy & Petroleum • Industrial Components • Healthcare & Life Sciences • Machinery & Equipment • Metals, Minerals & Glass • Packaging • Plastics & Other Polymers • Security • Services • Textiles & Nonwovens • Water Treatment

[Click here to learn more about Freedonia](#)

## Freedonia Custom Research

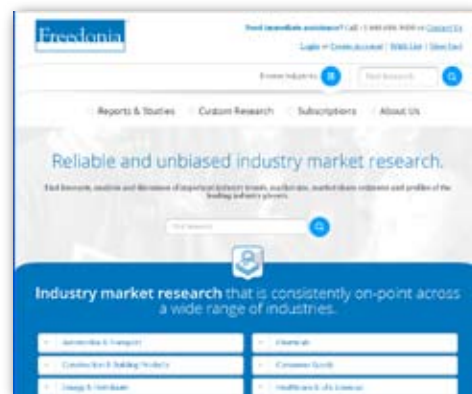
Freedonia Custom Research delivers the same high quality, thorough and unbiased assessment of an industry or market as an industry study. Since the research initiative is based upon a company's specific needs, companies harness Freedonia's research capabilities and resources to answer unique questions. When you leverage the results of a Freedonia Custom Research engagement, you are able to obtain important answers to specific questions and issues associated with: mergers and acquisitions, new product launches/development, geographic expansion, entry into new markets, strategic business planning, and investment and funding decisions.

Freedonia Custom Research is ideal for companies seeking to make a strategic difference in the status quo and focus on future business growth. Working side by side with clients, Freedonia's team is able to define a research project that is custom-tailored to answer specific questions and provide the basis from which a company can make informed business decisions.

[Click here to learn more about Custom Research](#)



[Click here for complete title list](#)



[Click here to visit freedoniagroup.com](#)