



# Global Tires

Industry Study #3687 | September 2018



This Freedonia industry study analyzes the 2.7 billion unit global tire industry. It presents historical demand data (2007, 2012, 2017) and forecasts for 2022 by market (light motor vehicles, medium and heavy motor vehicles, motorcycles, agricultural and other). Motor vehicle tire sales include both the OEM and replacement segments. In addition, the study evaluates company market share and analyzes industry competitors including Bridgestone, Continental, Goodyear, Hankook, Michelin, Pirelli, Sumitomo, and Yokohama.

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**Report Link:** <https://hubs.ly/H0f0ch70>

**Table 7-17 | South Korea: Tire Demand by Market, 2007-2022 (million units)**

Item	2007	Global Tire Market	
Asia/Pacific Tire Demand	749.9	<p>'17 - '22 CAGR (units) ↑ 3.1%</p>	<p><b>Factors Impacting Growth</b></p> <ul style="list-style-type: none"> <li>• Ownership rates of motor vehicles and motorcycles</li> <li>• Personal income levels</li> <li>• Economic growth</li> </ul>
% South Korea	5.7		
Tire Demand	42.7	<p><b>Demand Share by Region, 2017</b></p>	<p><b>Leading Industry Players</b></p> <ul style="list-style-type: none"> <li>• Bridgestone</li> <li>• Continental</li> <li>• Goodyear</li> <li>• Michelin</li> </ul>
Motor Vehicle:	39.5		
Light	34.9		
OEM	20.2		
Replacement	14.7		
Medium & Heavy	4.6		
OEM	0.4		
Replacement	4.2		
Motorcycle	1.7		
Agricultural & Other	1.5		
\$/tire	56		
Tire Demand (mil \$)	2405		