Automotive Tires Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Tires, Components & Aftermarket (Automotive & Transportation)
> **Source:** https://www.mordorintelligence.com/industry-reports/automotive-tires-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 190.22 billion
Projected Forecast (2031)	USD 190.22 billion
Growth Rate (CAGR)	3.27 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Automotive Tires industry](images/chart_2.png)

![Automotive Tires Market Size](images/chart_3.png)

![Automotive Tires Market Share by Tire Type (Season), 2025](images/chart_4.png)

![Automotive Tires Market Share by Application, 2025](images/chart_5.png)

![Automotive Tires Market Share by End-User, 2025](images/chart_6.png)

![Automotive Tires Market Share by Rim-Size, 2025](images/chart_7.png)

![Automotive Tires Market Growth Rate by Region](images/chart_8.png)

![Automotive Tires Market Concentration](images/chart_9.png)

![footer background image](images/chart_12.png)

![Mordor Intelligence on Facebook](images/chart_14.svg)

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![ESOMAR](images/chart_19.png)

![GPTW](images/chart_21.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2020 - 2031
|

Market Size (2026)
|

USD 190.22 Billion
|

Market Size (2031)
|

USD 223.37 Billion
|

Growth Rate (2026 - 2031)
|

3.27 %
|

Fastest Growing Market
|

Asia-Pacific
|

Largest Market
|

Asia-Pacific
|

Market Concentration
|

High
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Automotive Tires Market Analysis by Mordor Intelligence

Automotive Tire Market size market size in 2026 is estimated at USD 190.22 billion, growing from 2025 value of USD 184.20 billion with 2031 projections showing USD 223.37 billion, growing at 3.27% CAGR over 2026-2031. Multiple dynamics shape this trajectory: electric-vehicle adoption raises demand for ultra-low-noise and low-rolling-resistance products; sustainability policies encourage domestic synthetic-rubber investment; and consumer preference for larger rim diameters lifts average selling prices. Asia’s manufacturing depth and rising vehicle ownership keep it the geographic anchor, while North America and Europe innovate around connectivity and premium performance. Supply-side pressures from Southeast-Asian rubber-leaf disease and European carbon-black logistics highlight the need for supply-chain resilience. Yet, the overall automotive tire market continues to expand as fleets modernize and data-rich smart-tire contracts unlock new revenue streams.

Key Report Takeaways

* By tire type (season), all-season products led with 61.78% of the automotive tire market share in 2025, while winter tires are forecast to post the fastest 4.12% CAGR through 2031.
* By tire design, radial tires accounted for 85.72% of the automotive tire market share in 2025; non-pneumatic/airless options are projected to expand at a 5.49% CAGR to 2031.
* By vehicle type, passenger cars captured 56.63% of the automotive tire market share in 2025, whereas BEV-specific tires are advancing at a 10.63% CAGR over 2026-2031.
* By end user, the replacement/aftermarket channel held 69.74% share of the automotive tire market size in 2025, while OEM demand is rising at a 7.2% CAGR through 2031.
* By rim size, the 15–20-inch segment commanded a 47.66% share of the automotive tire market in 2025; >20-inch tires formed the fastest-growing band with an 7.98% CAGR.
* By propulsion, ICE vehicles retained 91.62% of the automotive tire market share in 2025, yet battery-electric vehicle tires are set for a robust 10.62% CAGR to 2031.
* By geography, Asia secured 54.12% of automotive tire market share in 2025 and continues to grow at a 6.31% CAGR through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Automotive Tires Market*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Electrification-Led Demand for Ultra-Low-Noise Tires

|

+1.8%
|

European Union
|

Medium term (2-4 years)
|

Mandatory Low-RRR Tire Adoption Under China Phase-6 Norms

|

+1.2%
|

China; spillover Asia-Pacific
|

Medium term (2-4 years)
|

IoT-Enabled Smart-Tire Contracts In North-American Fleets

|

+0.9%
|

North America
|

Long term (≥ 4 years)
|

On-Shored Synthetic-Rubber Capacity Via U.S. IRA

|

+0.7%
|

United States; spillover North America
|

Medium term (2-4 years)
|

18-Inch-Plus Rim Boom in Indian SUVs

|

+0.5%
|

India; spillover Asia-Pacific
|

Short term (≤ 2 years)
|

EU-2024 Tire-Label Reform Boosting A-Rated Replacements

|

+0.3%
|

European Union
|

Short term (≤ 2 years)
|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

Top Companies in Automotive Tire Market

Bridgestone, Michelin, Goodyear, Continental, and Pirelli hold a significant amount of global revenue, underscoring a concentrated hierarchy in premium and OE channels. Brand equity, R&D scale, and worldwide distribution networks protect their positions, even as local manufacturers in China and India erode entry-level segments on cost. Technology convergence around EV, airless, and sensor-equipped tires intensifies R&D outlays, giving incumbents a scale edge, although agile challengers leverage lower overhead to commercialize niche opportunities rapidly.

Strategic alliances illustrate the shift: autonomous truck pilots featuring Bridgestone tires reached 50,000 accident-free miles, validating data-informed tire selection for emerging transport modes.[3]“Autonomous long-haul collaboration hits 50,000 miles,” J.B. Hunt Transport Services, jbhunt.comMeanwhile, Sailun's global top-10 entry signals rising competitive pressure from fast-improving Chinese brands, especially in sustainability-themed portfolios.

Automotive Tires Industry Leaders

*

Bridgestone Corp.

*

Michelin Group

*

Goodyear Tire & Rubber Company

*

Continental AG

*

Pirelli & C. SpA

*

*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this study, the automotive tires market counts the sales value of tires used on road and off road vehicles. Coverage includes OEM fitment and aftermarket replacement demand, using the major regional breakdown used in vehicle production and parc reporting.

Scope exclusions: We exclude non-automotive tires and tire related services such as installation labor, wheel rims, and vehicle maintenance bundles.

Segmentation Container

* By Tire Type
  * Summer
  * Winter
  * All-Season
  * All-Terrain / Mud-Terrain
* By Tire Design
  *

Radial

*
Bias

*
Non-pneumatic / Airless

*
By Vehicle Type

*
Passenger Cars

*
SUVs & Crossovers

*
Light Commercial Vehicles

*
Heavy Commercial Trucks & Buses

*
Two-Wheelers

*
Off-the-Road & Specialty (OTR, Agriculture, Mining, Racing)

*
By Application

*
On-Road

*
Off-Road (Construction, Mining, Agriculture)

*
By End User

*
OEM

*
Aftermarket (Replacement & Retread)

*
By Rim Size

*
Below 15 inches

*
15 - 20 inches

*
Above 20 inches

*
By Propulsion

*
Internal-Combustion Vehicles

*

Battery-Electric Vehicles

*
Hybrid & Fuel-Cell Vehicles

*
Geography

*
North America

*
United States

*
Canada

*
Rest of North America

*
Europe

*
Germany

*
United Kingdom

*
France

*
Italy

*
Rest of Europe

*
Asia-pacific

*
China

*
Japan

*
India

*
South Korea

*
Rest of Asia-Pacific

*
South America

*
Brazil

*
Argentina

*
Rest of South America

*
Middle East

*
GCC

*
Turkey

*
Rest of Middle East

*

Africa

*
South Africa

*
Nigeria

*
Rest of Africa

Frequently Asked Questions

What is the current size of the Automotive Tire Market?

The Automotive Tire Market is valued at USD 190.22 billion in 2026 and is forecast to reach USD 223.37 billion by 2031.

How fast is the electric-vehicle tire segment growing?

Tires engineered for battery-electric vehicles are advancing at a 10.62% CAGR, outpacing the broader market thanks to specialized design requirements.

Which region leads global sales?

Asia accounts for 54.12% of worldwide revenue and is expanding at a 6.31% CAGR, supported by strong production hubs in China and India.

Why are larger rim sizes becoming more popular?

The boom in SUVs and premium vehicles elevates demand for 18-inch-plus wheels, with the Above 20 inch category growing at an 7.98% CAGR and commanding higher margins.

How are smart tires changing fleet economics?

IoT-enabled models reduce tire-related downtime by up to 30% and improve fuel efficiency by around 15%, encouraging fleets to adopt subscription-based service contracts.