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

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

Executive Market Summary

Market Metric	Details
Base Market Size	USD 25.70 billion
Projected Forecast (2031)	USD 25.70 billion
Growth Rate (CAGR)	15.28 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2019 - 2031 |
Market Size (2026) | USD 12.62 Billion |
Market Size (2031) | USD 25.70 Billion |
Growth Rate (2026 - 2031) | 15.28 % |
Fastest Growing Market | Middle East and Africa |
Largest Market | Asia-Pacific |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Electric Vehicle Tires Market Analysis by Mordor IntelligenceThe electric vehicle tires market size is expected to be USD 10.95 billion in 2025, USD 12.62 billion in 2026, and reach USD 25.70 billion by 2031, growing at a CAGR of 15.28% from 2026 to 2031. As electric vehicle (EV) production surges and preferences shift towards heavier architectures and larger rims, demand is broadening. Concurrently, regulatory emphasis on rolling resistance and noise is steering the industry towards the adoption of premium compounds. Original Equipment Manufacturers (OEMs) are increasingly sourcing low-rolling-resistance designs to enhance driving range. This trend is not only solidifying relationships with the top tire suppliers but also consolidating the electric-vehicle tire market. Meanwhile, volatility in raw materials and impending restrictions on 6PPD are driving a swift pivot towards renewable feedstocks. This shift comes as natural rubber prices have fluctuated significantly. In the Middle East and Africa, rapid unit expansion is underway, spurred by infrastructure rollouts aligned with government zero-emission mandates. Yet, the Asia-Pacific region, led by China's expansive production capabilities, continues to dominate in scale. Today, competitive differentiation hinges on reducing wear, integrating sensors, and leveraging direct-to-consumer channels. Premium brands are dedicating a notable portion of their sales to R&D investments as part of their strategic focus.

Key Report Takeaways* By propulsion type, Battery Electric Vehicles (BEVs) held a 72.34% share in 2025, while Fuel-Cell Electric Vehicles (FCEVs) are projected to expand at a 17.12% CAGR through 2031.
* By vehicle type, passenger cars accounted for 64.18% of sales in 2025, whereas heavy commercial vehicles are forecast to post a 16.06% CAGR through 2031.
* By application, on-road usage captured 76.44% of demand in 2025, and off-road tires are advancing at a 15.87% CAGR over the forecast window.
* By rim size, the 16-18-inch category held a 48.71% share in 2025, while tires above 21 inches are set to grow at a 16.84% CAGR through 2031.
* By sales channel, the OEM route controlled 59.33% of volumes in 2025, yet the aftermarket is expanding at a 15.41% CAGR as replacement cycles shorten.
* By geography, Asia-Pacific dominated with 54.63% share in 2025, whereas the Middle East and Africa are projected to record a 15.74% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Electric Vehicle Tires Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Surge in Global EV Production | +4.5% | Global, led by China, Europe, North America | Medium term (2-4 years) |
OEM Focus on Range-Boosting Tires | +3.2% | Global premium markets | Long term (≥ 4 years) |
Accelerated EV Tire-Wear Boosts Demand | +2.8% | Mature EV markets | Short term (≤ 2 years) |
Stricter Tire Regulations Impact Design | +1.8% | Europe and expanding regions | Medium term (2-4 years) |
OEM Warranty for High-Load Tires | +1.5% | Commercial vehicle hubs | Long term (≥ 4 years) |
Smart-Sensor Tires Unlock Revenue Streams | +1.2% | Premium markets | Long term (≥ 4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

Leading the electric vehicle tire market, Michelin, Bridgestone, Continental AG, Goodyear, and Pirelli hold dominant shares of global OEM supply contracts. Continental boasts partnerships with many of the top EV assemblers, enabling efficient tooling amortization across vast volumes. Meanwhile, Michelin has secured contracts with several of China's top premium BEVs. Premium brands are setting themselves apart with innovations like silica-rich compounds, smart sensors, and direct-to-consumer portals, capitalizing on the aftermarket. Notable R&D achievements include Michelin’s Primacy Energy, which boosts range, and Continental’s EcoContact, which reduces wear per kilometer.

Mid-tier and regional brands are aggressively pursuing cost leadership by leveraging local distribution channels to dominate price-sensitive markets. Yokohama's recent OE accolade from BYD underscores a shift, hinting at Chinese automakers' growing acceptance of foreign suppliers seeking global recognition. In India, tire giants Apollo, MRF, and CEAT are eyeing the burgeoning aftermarket, with MRF seeing a notable uptick in exports that now constitute a substantial portion of its overall volume. In the fiscal year 2024-25, MRF's export turnover reached INR 2,307 crores, marking a robust 23% increase from the INR 1,874 crores recorded in the prior year. All three are channeling investments into connected-tire telemetry to enhance fleet adoption.

Incumbent firms benefit from navigating regulatory intricacies: UNECE’s abrasion mandate demands test tracks and drum rigs, resources often out of reach for smaller players. While Chinese manufacturers are establishing overseas bases to sidestep tariffs, European clients remain wary, particularly regarding quality issues with oversized rims. Additionally, premium firms are adeptly navigating raw-material shocks, leveraging recycled polymers to sustain double-digit margins, even amidst inflationary pressures.

Electric Vehicle Tires Industry Leaders* Michelin

* Bridgestone Corporation

* Goodyear Tire and Rubber Company

* Pirelli & C S.p.A.

* Continental AG

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Electric Vehicle Tires Market Report ScopeThe electric vehicle tires market report is segmented by propulsion type (battery electric vehicle (BEV), plug-in hybrid electric vehicle (PHEV), hybrid electric vehicle (HEV), and fuel-cell electric vehicle (FCEV)), vehicle type (passenger cars, light commercial vehicles (LCVs), heavy commercial vehicles (HCVs), and buses and coaches), application (on-road and off-road), rim size (13-15 inches, 16-18 inches, 19-21 inches, and above 21 inches), sales channel, and geography. The market forecasts are provided in terms of value (USD) and volume (units).

By Propulsion TypeBattery Electric Vehicle (BEV) |
Plug-in Hybrid Electric Vehicle (PHEV) |
Hybrid Electric Vehicle (HEV) |
Fuel-Cell Electric Vehicle (FCEV) |

Segmentation Accordion Item

By GeographyNorth America | United States |

 | Canada |
 | Rest of North America |
South America | Brazil |
 | Argentina |
 | Rest of South America |
Europe | United Kingdom |
 | Germany |
 | Spain |
 | Italy |
 | France |
 | Russia |
 | Rest of Europe |
Asia-Pacific | India |
 | China |
 | Japan |
 | South Korea |
 | Rest of Asia-Pacific |
Middle East and Africa | United Arab Emirates |
 | Saudi Arabia |
 | Turkey |
 | Egypt |
 | South Africa |
 | Rest of Middle East and Africa |

Frequently Asked Questions

What is the projected value of the electric vehicle tires market by 2031?

The electric vehicle tires market is forecast to reach USD 25.70 billion by 2031 , expanding at a 15.28% CAGR over 2026-2031.

Which rim-size category is growing fastest in electric vehicle tires?

Tires larger than 21 inches are expected to rise at a 16.84% CAGR as luxury SUVs and pickups dominate new EV launches.

Which region currently leads global demand for electric vehicle tires?

Asia-Pacific holds 54.63% of global demand, supported by China's sizable EV manufacturing base and India's rapid sales growth.

How are raw-material costs impacting the electric vehicle tires market?

Natural rubber hit 205 US cents/kg in Feb 2026, part of a multi-year deficit that has trimmed tire-maker margins by up to 300 basis points .

Why is aftermarket demand accelerating for electric vehicle tires?

Aftermarket sales are experiencing significant growth, driven by EVs that wear tires faster than their ICE counterparts, resulting in shorter replacement cycles .