

Tires - US - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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The tire market is a mix of old and new. While the retail tire market still requires consumers to visit a brick and mortar store, the Internet makes researching both tire brands and repair shops easier than it ever was in the past. Today's consumer has plenty of options when it comes to both tires and the shops that do the replacement work – and plenty of ways to research those options.

This report looks at the following areas:

- Consumers need to be prompted on when to change their tires
- Social media not getting much traction in the tire market

Tires aren't something the average person thinks about on a daily basis, but they are a vital automotive component. They're also a wear and tear item, meaning they need routine replacement. Today's consumer is faced with plenty of options when it comes to both replacement tires and the repair shops that do the replacement work, and this report will examine both.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Key Players – What You Need to Know

- Goodyear, Bridgestone, Michelin rule the tire market
- Cooper Tires isn't far behind
- Niche brands make up a smaller part of the market

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- Goodyear, Bridgestone, Michelin combine marketing with innovation

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