

Tires - US - November 2016

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

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The replacement tire market is an extremely competitive market with a large number of brands competing for consumers in the US. Mintel forecasts a drop in sales, so brands will have to work to gain market share to continue growth. Marketers will need to find savvy ways to reach consumers who vary in purchase motivations and vehicle maintenance behavior.

This report looks at the following areas:

- Deflated sales on the road ahead
- Most consumers don't think about their tires until there is an issue
- Online tire sales minimal compared to brick and mortar retail

Replacement tires are a critical component of personal vehicle maintenance and upkeep. A typical passenger car or light truck today will have a lifespan upward of 150,000 miles and will go through multiple sets of tires before it is retired. The tire market is an extremely competitive market, with a multitude of brands vying to sell to the nearly quarter billion personal vehicles on the road today in the US. Brands will need to understand different consumer motivations to win their business at the point of purchase for success in this crowded market.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Deflated sales on the road ahead

Figure 1: Total US sales and fan chart forecast of total replacement tire sales, 2011-21

Most consumers don't think about their tires until there is an issue

Figure 2: Attitudes toward tires, by gender, August 2016

Online tire sales minimal compared to brick and mortar retail

Figure 3: Tire purchase location, August 2016

The opportunities

Consumers see value in professional tire installation

Figure 4: Attitudes toward tires, by household income, August 2016

Few consumers opt for the cheapest option available

Figure 5: Tire maintenance behavior, August 2016

Women are more open to multiple brands for their next tire purchase

Figure 6: Tire brand consideration, by gender, August 2016

What it means

The Market – What You Need to Know

Tire marketplace is extremely crowded and competitive

Independent tire retailers dominate US market

Passenger replacement tire sales forecasted to drop

Market Size and Forecast

Sales revenue expected to deflate down the road

Figure 7: Total US sales and fan chart forecast of total replacement tire sales, at current prices, 2011-21

Figure 8: Total US retail sales and forecast of replacement tires, at current prices, 2011-21

Market Breakdown

Passenger car tire sales drop while light truck tire sales stagnate

Figure 9: Sales of replacement tire sales, by segment, at current prices, 2011-21

Independent dealers remain main location for tire purchases

Figure 10: Total US retail sales of replacement tires, by channel, 2015

Market Factors

Low gas prices spur sales

Figure 11: All grades all formulations retail gasoline prices, dollars per gallon, January 2007-September 2016

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Rise in miles driven increases tire usage

Figure 12: US miles traveled, all roads and streets, 1990-2015

Key Players – What You Need to Know

Goodyear is the leading brand in US

Bridgestone Corporation leads US in tire sales

Manufacturer Sales of Replacement Tires

Manufacturer sales of replacement tires

Figure 13: Unit sales of U.S. replacement passenger and truck tires, by manufacturer brand, 2015

What's Working?

Flagship tire brands sustain strong brand recognition

Figure 14: Goodyear online advertisement, October 2016

Figure 15: Michelin online advertisement, March 2016

Figure 16: Firestone online advertisement, May 2016

What's Struggling?

Smaller, lesser-known brands struggle in a crowded marketplace

What's Next?

Airless tires may find their way into commercial markets soon

Figure 17: Bridgestone air free concept tire, November 2013

The Consumer – What You Need to Know

Online tire sales minimal

Discount Tire attracts older consumers, Walmart attracts Millennials

Consumers don't think about their tires

Consumers find value in professional installation

Most Recent Tire Purchase

Majority of consumers purchased tires within two years ago

Figure 18: Most recent tire purchase, august 2016

Women less likely to make tire purchases than men

Figure 19: Most recent tire purchase, by gender, august 2016

Tire Purchase Location

Discount Tire attracts a solid following

Figure 20: Tire purchase location, august 2016

Figure 21: Tire purchase location, by age, august 2016

Online tire retailing lags behind brick and mortar sales

Figure 22: Tire purchase location, august 2016

Figure 23: Discount Tire email campaign, April 2016

Millennials more likely to purchase tires at Walmart

Figure 24: Tire purchase location, by generation, august 2016

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Tire Maintenance Behavior

General tire maintenance behavior is reactive not proactive

Figure 25: tire maintenance behavior, august 2016

Millennials most likely to change their own tires

Figure 26: tire maintenance behavior, by generation, august 2016

Northeast main consumers of seasonal tires

Figure 27: tire maintenance behavior, by geographic area, august 2016

Online researchers more proactive and willing to pay more

Figure 28: Tire maintenance behavior – CHAID – Tree output, August 2016

Figure 29: Tire maintenance behavior, by online tire researchers, August 2016

Tire Brands

Over a quarter of consumers know tire brand for next purchase

Figure 30: Tire brands, August 2016

Men more sure what tire brand they will purchase

Figure 31: Tire brands, by gender, August 2016

Hispanics most likely to have specific tire brand in mind

Figure 32: Tire brands, by race and hispanic origin, August 2016

Price Sensitivity Analysis

Tires price sensitivity analysis

Figure 33: Complete set of tires and installation – optimal price, July 2016

Attitudes toward Tires

Consumers find value in professional tire installation

Figure 34: Attitudes toward tires, august 2016

Women more likely than men to ignore tires until an issue arises

Figure 35: Attitudes toward tires, by gender, august 2016

Younger age groups less reliant on mainstream brands

Figure 36: Attitudes toward tires, by gender and age, august 2016

Run-flat tires appealing to younger demographics

Figure 37: Attitudes toward tires, by age, august 2016

Lesser known brands should target parents

Figure 38: Attitudes toward tires, by parental status, august 2016

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Direct marketing creative

Abbreviations and terms

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Terms

Appendix – Market

Figure 39: Total US retail sales and forecast of replacement tires, at inflation-adjusted prices, 2011-21

Figure 40: Unit sales of US replacement passenger and truck tires, by manufacturer brand, 2015

Figure 41: Total US retail sales of replacement tires, by segment, at current prices, 2014 and 2016

Figure 42: Total US retail sales of replacement tires, by channel at current prices, 2013 and 2015

Appendix – Consumer

CHAID Analysis Methodology

Figure 43: Tire maintenance behavior – CHAID – Table output, August 2016

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