

Tires and Rims - US - March 2013

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"For the first time since World War II, Americans are driving less. Incorporating more technologies into a tire that allows the product to withstand the elements longer, or informing consumers about "dry rot," may become more important marketing tools for tire manufacturers over time."

– Colin Bird, Automotive Analyst

In this report we answer the key questions:

- How can tire makers cope with aging Baby Boomers and apathetic Millennials?
- How will consumers, and the tire industry, react to the expiration of U.S. sanctioned tariffs against Chinese tires?

In this report, Mintel explores the tires and rims market in the U.S., and provides insight into the external and internal factors that influence tire and rim purchases, and trends within the tires and rims market. Mintel also will provide insight into what these various factors mean for future sales, marketing and advertisements, and industry innovations.

The report covers passenger (P-metric) and light truck (LT-metric) tires. Sales of passenger and light truck replacement tires in the U.S. declined slightly in 2012, to \$29.8 billion, down from \$30.1 billion in 2011. As the economy continues to improve, Mintel expects modest growth in the replacement tire industry.

Major themes throughout this report include: consumer awareness of name brand tires, the importance of origin of tires to consumers (as tariffs against Chinese-made tires are lifted), the importance of tire durability and tread wear warranties, and the importance of emerging features in premium brand tires, such as run-flat technology, tire pressure monitoring, and low-rolling resistance tires. Additionally, Mintel profiles major tire retailers and analyzes tire retail distribution and marketing, including sales of OE fitments, private label brand tires, and name brand tires. This report explores how tire makers and tire retailers can position themselves in a market where Millennials and Baby Boomers are driving less, which will ultimately impact volume growth.

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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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