

Tires - China - June 2016

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“Despite the pressure on supply side, domestic passenger car tire market is expected to thrive again, driven by continuous growing car parc and increasingly knowledgeable consumers. Opportunity lies in providing professional service through online and offline channels, as well as applying marketing based on target audiences’ lifestyle and residential area.”

– Aaron Guo, Senior Research Analyst, China

This report looks at the following areas:

- Where is the future for local tire manufacturers?
- What is the right strategy for online presence?
- How to market effectively and efficiently?

China's domestic passenger car tire market encountered a turning point in 2015. External trade barriers together with fierce internal rivalry have left sinister remarks on the coming path. The era of 'production means everything' is gone for good. To what extent tire manufacturers now meet the demands of China's market decides how far they could roll on. The good news is, car owners in China are showing traceable patterns on replacement tire shopping, which offers opportunities for brands to corner the market through multiple strategies. This report will look into the opportunities and discuss the related implications.

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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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The Market – What You Need to Know

Stagnation in market growth

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 Yet channels are perceived distinctively
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 Pay attention to regional difference

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