

## 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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