

Tires - China - December 2017

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“Generally speaking, compared to tier one city tire buyers, those from lower tier cities are more practical and proactive and should be an area of focus for tire retailers. Highlighting safety-related features, instead of comfort will be an important way of drawing in these consumers.”

– Aaron Guo, Senior Analyst, China

This report looks at the following areas:

- China tire market is stepping out of the transition period
- Multiple methods of targeting consumers directly
- Deliver differentiated messages to tire buyers from different city tiers

The tire market in China suffered a drop in 2015 due to the export investigation together with fierce internal rivalry. The situation became better in 2016 and the market value is expected to enjoy a rebound in 2017 – partly driven by the rising price of rubber. However, the nature of competition has not changed and the market is consolidating. Yet even the largest 10 companies are not all winning market share. This Report will look into the successful cases of both domestic and overseas players, and discuss opportunities that tire brands can explore when marketing to consumers directly.

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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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