

Tires - US - November 2017

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Tires, the only objects that touch the ground on a vehicle, play an extremely important role in vehicle ownership. A typical tire lasts around 30-40 thousand miles, or three to four years depending on how much driving a car owner does. Accounting for the occasional flat or punctured tire, a car owner will typically purchase a new set of tires three to four times in a 10-year ownership time span.

This report looks at the following areas:

- Replacement tire market forecasted for growth
- Four in 10 car owners don't know the brand of tires on their cars right now
- Less than half of tire buyers can tell when they need to replace their tires

The tire market is extremely competitive with well over 20 brands vying for consumer dollars. The challenge for brands is to remain top of mind in a long purchase cycle category.

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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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Abbreviations

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