



**EUROPEAN  
TYRE & RUBBER  
manufacturers'  
association**

## ETRMA Quarterly Update

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## Quarterly Replacement Tyre Market Review Q4 2024

Fourth quarter replacement tyre volumes increase; full year performance generally positive, with a small decline in the truck & bus tyre segment

The European Tyre and Rubber Manufacturers' Association (ETRMA) published its members' replacement tyre sales figures for the fourth quarter, and the full year 2024.

Adam McCarthy, ETRMA's Secretary General, said, "The 4th quarter 2024 evolution is positive versus the 4th quarter 2023 in all product lines, mainly due to a weak performance in Q4 2023.

After a negative evolution in 2023 (versus 2022), with -8% in the Consumer segment and -17% in the Truck segment, the evolution of volumes in 2024 is getting better for Consumer tyres, mainly thanks to the All Seasons segment but still slightly negative for Truck tyres.

In both segments, we are still far from the pre-pandemic volumes, respectively, at -3.5% and -10.3% versus 2019. ETRMA volumes in Truck tyres continue to be affected by the growth of non-pool volumes (despite antidumping duties).

Volumes in the Agricultural tyre segment have been supported by rainy weather conditions."



000s Units	2023 Q4	2024 Q4	Q4 Change	2023 12M	2024 12M	Full Year Change
<b>Consumer</b>	50.683	56.516	12%	212.265	223.267	5%
~ Car Summer			1%			-2%
~ Car All Seasons			18%			16%
~ Car Winter			15%			7%
<b>Truck &amp; Bus</b>	2.763	2.882	4%	11.390	11.295	-1%
<b>Agricultural</b>	136	152	12%	682	716	5%
<b>Moto &amp; Scooter</b>	978	1.150	18%	8.658	9.026	4%

Discrepancies with data previously published could happen because of periodic data corrections

Consumer = Passenger car, SUVs and light commercial vehicles

Source: EUROPOOL ETRMA

## About ETRMA

The European Tyre & Rubber Manufacturers Association (ETRMA) represents 14 corporate members whose global sales account for 70% of the worldwide tyre market, including 8 of the top 10 industry leaders. Collectively, these manufacturers maintain a robust presence in the European Union (EU) and candidate countries, operating over 80 production facilities and more than 20 R&D centres. In total, the tyre sector supports nearly 500,000 jobs across the EU.

For further information, please contact [communication@etrma.org](mailto:communication@etrma.org)

# Original Equipment Tyre Market in 2024

Sales of original equipment tyres fell in 2024 reflecting a decline in vehicle production across the region



Original Equipment 2024	Full Year Change
<b>Consumer</b>	-8%
<b>Truck &amp; Bus</b>	-22%

In an environment of economic and political uncertainty, European vehicle manufacturers are navigating the challenges of electrification. Production of light vehicles (cars and light commercials) declined in 2024, following significant growth in 2023. Production of heavy commercial vehicles fell more sharply in 2024, following two years of growth. In this context there were declines in the sale of original equipment tyres in both the Consumer and Truck and Bus segments.

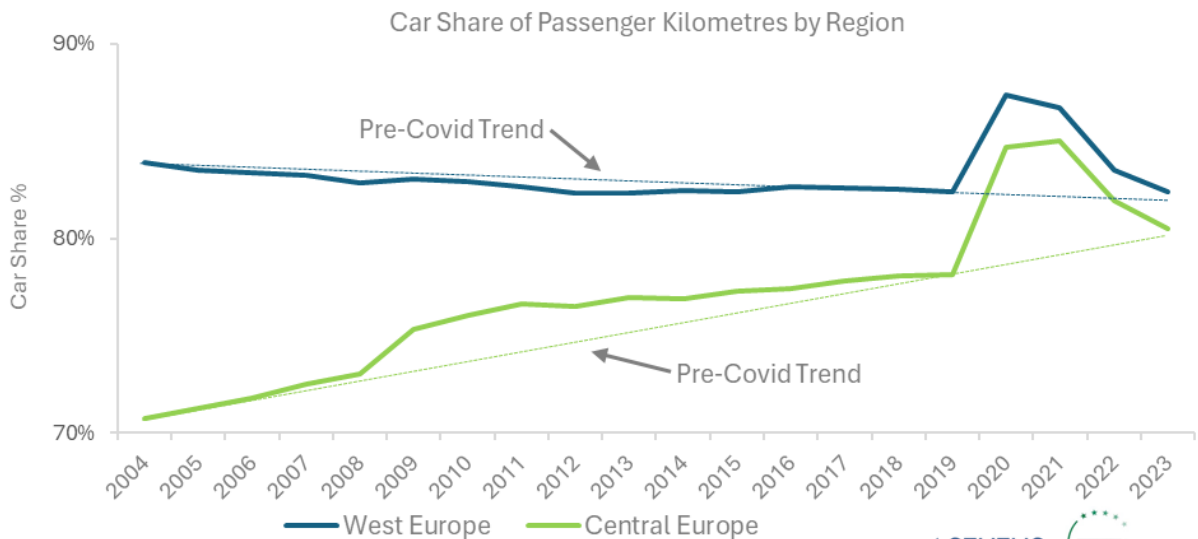
## Mobility Trends in Europe

Contrasting long term trends in the share of passenger kilometres travelled by car

In West Europe, per capita mobility (all land-based modes) was relatively steady prior to 2019, with a small decline through to 2012 followed by an upturn through to 2019. By the end of 2023, mobility demand had recovered to equal the pre-pandemic average but remained slightly below the high of 2019.

In Central Europe there was strong growth in mobility in the period through to 2019. The pandemic-related decline in 2020 was less pronounced than in West Europe. Aggregate mobility remains slightly below the high of 2019.

The share of passenger kilometres travelled by car fell slightly in West Europe between 2004 and 2019 from 84% to 82%, before jumping sharply during the Covid pandemic. It has since fallen back to the same share as 2019, although it remains above the previous trend.



Source: Astutus Research, Eurostat, National Sources, Companies



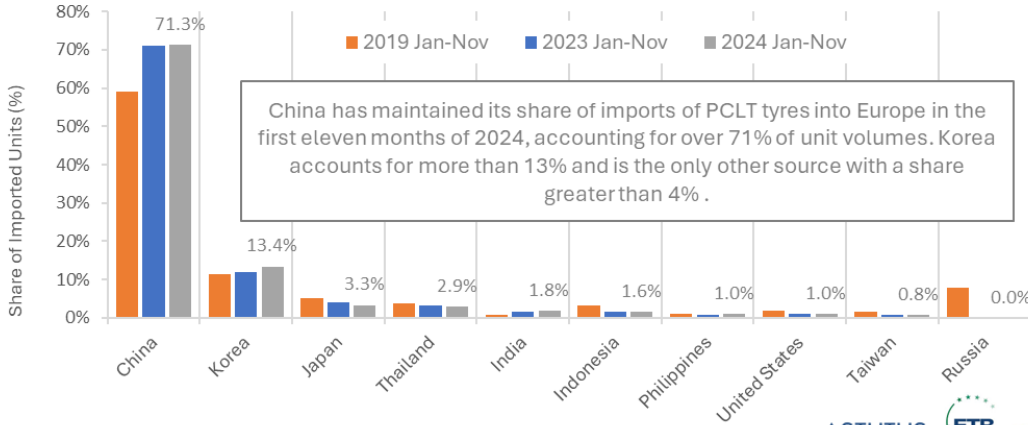
By contrast, in Central Europe the share of car-based mobility rose significantly between 2004 and 2019, although the pace of growth had moderated towards the later part of this period. Again, the share increased sharply in 2020 before falling towards the former trend line.

## EU27+UK Tyre Imports

\* Data excludes imports from Serbia and Turkey. See note 2 in references, page 4 for more information

### Total PCLT tyre imports up 17% in January to November 2024

Share of EU27+UK PCLT Tyre Imports (excluding imports from Serbia & Turkey)



China has maintained its share of imports of PCLT tyres into Europe in the first eleven months of 2024, accounting for over 71% of unit volumes. Korea accounts for more than 13% and is the only other source with a share greater than 4%.

	2019	2024	
	Jan-Nov		
	Mn Units*	121.6	154.3
1		71.9	109.9
2		13.8	20.7
3		6.2	5.1
4		4.5	4.4
5		1.0	2.7

\* Excludes tyres from Serbia & Turkey

Source: Astutus Research, Eurostat, HMRC



Imports of passenger car and light truck (PCLT) tyres into Europe (EU27 plus UK) increased 17% in the first eleven months of 2024 and are 27% higher than the same period in 2019. Volumes from China increased 17% year on year, and are up over 50% since 2019 (38 million extra units). Imports from Korea performed well in 2024, up 32% from 2023. There was been a further 30% increase in volumes from India in 2024: from a low base, its imports have almost tripled since 2019. In the same period, Japan and Thailand have meanwhile seen a decline in volumes and share of PCLT tyre imports.

The increase in imports is the result of both supply and demand factors. European tyre production costs have increased dramatically since 2019 relative to those in Asia, particularly for energy but also labour and other inputs. In parallel, intense pressure on household budgets (both from high rates of inflation and increased interest rates) has led some consumers to trade down to lower-cost imported tyres.

### Modest increase in Truck & Bus tyre imports in the first eleven months of 2024

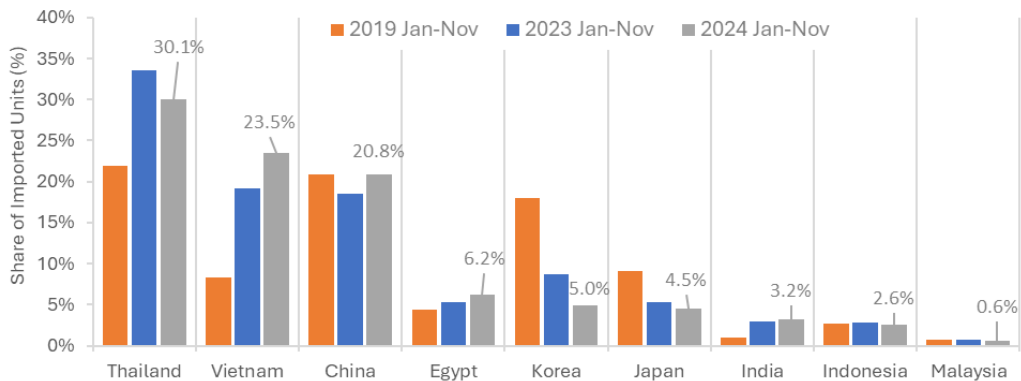


	2019	2024	
	Jan-Nov		
	Mn Units*	5.1	6.3
Thailand		1.1	1.9
Vietnam		0.4	1.5
China		1.1	1.3
Egypt		0.2	0.4
Korea		0.9	0.3

\* Excludes tyres from Serbia & Turkey

Totals may not add due to rounding

Share of EU27+UK Truck & Bus Tyre Imports (excluding imports from Serbia & Turkey)



Source: Astutus Research; Eurostat; HMRC



Truck and bus tyre imports (EU27+UK) from outside Europe have risen by 3% year on year in the first eleven months of 2024; they are 23% higher than in the same period of 2019.

Thailand remains the leading importer, although volumes and import share were down between January to November 2024 compared to the same period of 2023. Volumes from Vietnam increased by over 25% year on year in the same period and in absolute terms have grown by 1.1 million units since 2019. Vietnam is now clearly the second largest source; it has moved further ahead of China, although the latter did increase volumes and regain some share in 2024. In contrast, Korea and Japan lost share in 2024, with Egypt moving into fourth place amongst importers.

## Sustainability and the Tyre Industry

Major tyre manufacturers continue to have a major focus on sustainability and circularity. Subsequent quarterly updates will provide more detail on the specific impact of their initiatives.

### Selected Industry Actions to Increase Circularity



**Retreading** Major manufacturers promote truck and bus tyres that can be retreaded. These significantly reduce the need for virgin raw materials and lower emissions associated with tyre production. They offer an effective means to extend tyre lifecycles while maintaining performance standards.



**Collection of Used Tyres** The leading tyre manufacturers have actively encouraged the effective collection of used tyres across Europe. Over the past 25 years, this has been transformed, and over 95% of tyres are now collected. Additionally, efforts have continued to clear any remaining historic stockpiles.



**Treatment of End-of-Life Tyres** Tyres that can not be reused or retreaded are prepared for use as fuel (for example in cement kilns) or as a secondary raw material (generally being granulated). Virtually nothing is sent to landfill. The industry is supporting new treatment methods, such as industrial scale pyrolysis that can produce recovered carbon black (rCB) and tyre pyrolysis oil (TPO).



**Tyre-to-Tyre Recycling & Substitution of Virgin Raw Material** Major manufacturers are committed to increase the share of recycled and sustainable content in their tyres. This includes tyre-to-tyre recycling, for example the use of rCB or inputs made from tyre pyrolysis oil. Other initiatives aim to substitute virgin raw materials with recycled or sustainable products from non-tyre sources such as the use of recycled PET bottles in tyre cord and rice husk as a silica replacement.

**Governmental policy** could play an important role in encouraging and accelerating developments, for example **harmonising 'end-of waste' criteria for tyres**, or **promoting retreading to support circular economy goals** through financial incentives, public procurement, and consumer awareness initiatives.

Unified end-of-waste standards would boost markets for secondary raw materials and support sustainable and circular innovations within the tyre industry. This would improve the market for both the collection and treatment of used tyres and encourage the further development of tyre-to-tyre recycling.

In this sense, ETRMA has some key policy recommendations for the European Automotive ecosystem:

<https://www.etrma.org/news/key-policy-recommendations-for-european-automotive-ecosystem/>

## References

1) West Europe includes Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom; Central Europe includes Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, Slovenia

2) Imports relate to total volume (units) imported by the EU27 plus the UK from outside 'greater Europe'. For this analysis imports from Serbia and Turkey are excluded.

PCLT = Sum of HS Codes 40111000 & 40112010; Truck & Bus – HS Code 40112090

## About Astutus Research

This Quarterly Update has been prepared for ETRMA by Astutus Research, an independent provider of market intelligence focused on the tyre industry, mobility (tyre usage) and tyre recovery & recycling.

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