

The Future of Fleet Tires to 2026

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KEY FACTS

Demand from the fleet channel for light vehicle and truck and bus tires is estimated at \$64.6 billion in 2021

The fleet tire segment is expected to outpace the overall tire market in its recovery from the COVID-19 downturn, growing 8.7% per year through 2026

The market is dominated in value terms by medium and heavy-duty trucks (and buses).

Who should buy the report?



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producers



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suppliers



Product
manufacturers



Product
integrators



Users of the tire
market value chain.

Our exclusive content

- Analysis of the underlying factors supporting fleet tire market growth, such as urbanisation, mobility economics and related technologies
- Initiatives by, and opportunities for, tire makers, auto manufacturers, fleet owners and fleet management companies
- Overview of the key factors impacting fleet tires, including innovations and trends, economic growth and macro trends and the regulatory environment
- Fleet tire data by type, region and country
- Summary of COVID-19 impacts on the market.



What does the report cover?

The fleet segment is not easily quantified and is best understood at the OE vehicle sales level. The shorter lifecycle of vehicles and the greater tire wear and replacement experienced by fleets make the market segment a critical component of replacement tire demand, even in the relatively less developed light vehicle portion of the market outside of Western Europe.

Despite current setbacks due to COVID-19 and associated large-scale disruptions in economic activity and transportation, the trend towards fleet tire customers is increasingly bolstered by the pursuit of greater efficiencies in commercial transportation.

What will you discover?

- Light vehicle demand is **experiencing higher growth**, as ownership begins to migrate more towards fleets
- **Significant opportunities are developing** in truck segments, such as last-mile delivery
- The Mobility as a Service trend is helping to **reshape the fleet industry**.

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About the author



Art Mayer has many years of experience in the tire industry, working in a variety of roles at Dealer Tire and as a contract writer and consultant covering a wide range of non-technical topics in the tire market for Smithers and its clients. He was a speaker at recent Smithers' Traction conferences, covering the fast-emerging area of sensors and intelligent tires.

The Smithers methodology

This report is based on extensive primary and secondary research. Primary research consisted of targeted interviews with experts drawn from key markets. This was supported by secondary research in the form of extensive literature analysis of published data, official government statistics, domestic and international trade organisation data, company websites, industry reports, trade press articles, presentations, and attendance at trade events.

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