

# The Impact of Supply Chain Disruption on Tire Manufacturing

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## KEY FACTS

Estimates put 2021 global tire unit output at **40–45 million units lower** than in 2020

Light vehicle production, key to OE tire sales, is running **6% to 9% below** pre-pandemic industry forecasts for 2021–22

Shipping container cost in late 2021 was about **eight times more** than in early 2020, compounding the effects of rising raw material prices.

## Who should buy the report?



Tire makers



Producers of tire materials



Equipment suppliers to the tire industry



Participants in the tire markets value chain



Industry analysts and researchers

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- The COVID-19 pandemic has significantly impacted sectors dependent on complex global supply chains, such as tire manufacturing, as well as the automotive sector
- EVs and sustainable sourcing are reshaping the global supply chain
- The significant differences in the distribution of tire raw materials, tire production and tire consumption, and how the tire industry is highly sensitive to the regional and global changes that can limit or delay sourcing, production, distribution, or demand from automakers or consumers.



## What does the report cover?

This report maps out the global tire manufacturing supply chain from raw materials sourcing, through manufacturing, distribution, to the end consumer. It identifies current and potential disruptive factors and potential adaptations and changes over the next five years.

With a focus on technology developments and other practices (e.g. predictive analytics) this report takes a look up and down the supply chain and identifies how it is adapting to and dealing with supply chain challenges. The evolution of mobility, as well as concerns such as pricing and availability of inputs such as natural rubber and petroleum, and geopolitics are also discussed.

## What will you discover?

- The automotive sector's **impact on new tire development** and the supply chain
- Current and potential **disruptive factors** to the tire industry
- Potential **supply chain adaptation** now and over the next five years
- The **reshaping of the industry** to support sustainable sourcing, manufacturing and tires
- **Technology developments** across the supply chain
- The role of materials pricing and geopolitics in the tire 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 tire topics 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 tire raw material suppliers and experts in the tire industry. 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.

# Contents

## Executive summary

### Introduction & methodology

- Introduction
- Scope
- Methodology
- Definitions
- Abbreviations

### The tire manufacturing supply chain map

- General global supply chain overview and trends
  - Overview of automotive supply chain
- Structure of global tire industry supply chain
- Sources of tire industry supply chain disruption
  - Short term
    - COVID-19 and attempted mitigation measures
    - Global trade
    - Commodity prices and availability
    - Global and national politics
    - Macro economy and labour market
    - Shipping availability and costs
    - Automotive production disruptions
  - Long term/ongoing
    - SKU proliferation
    - Sustainability initiatives
    - Material pricing and availability
    - Regulatory pressures
    - Shipping and logistics
    - New vehicle powertrain and mobility technologies
    - E-commerce

### The tire manufacturing supply chain – raw materials

- Current materials used and trends in usage
  - Natural rubber
  - Synthetic rubbers
  - Fillers
  - Textiles
  - Steel
  - Chemicals

- Raw material pricing trends
- Supply constraints and disruptions by material type
- Sustainability in tire materials
  - Natural rubber and emerging alternatives
  - Petroleum-based tire materials and alternatives
  - Other sustainable material types
  - Materials from recycling vs. disposal options
- Competitive landscape
  - Key players in raw material manufacture
  - Examples of company supply chain actions

### The tire manufacturing supply chain – tire making equipment and processes

- Overview of tire making processes and equipment
  - Compounding and mixing
  - Component preparations
  - Tire building
  - Curing
  - Finishing and inspection
- Technology trends and adaptation to supply chain disruptions
  - Automation
  - Industry 4.0, AI, etc.
  - Predictive maintenance
- Competitive landscape
  - Key players in global tire making equipment

### The tire manufacturing supply chain – tire production

- Supply chain trends and disruptions affecting tire production
  - Immediate disruption effects
  - Ongoing and/or long-term disruptions
- Adaptation to supply chain disruptions
  - Automation/AI, digitalization, IoT
  - RFID in tires
  - Production planning
  - Manufacturing footprint and plant locations
  - Plant size, layout, specialization
  - Capacity expansion or reduction
  - Vertical integration

- Outsourcing
- Consolidation
- Inventories, supply and plant logistics
- Waste elimination
- Energy use and emissions reduction
- Channel impact
  - Direct sales to vehicle OEMs
  - Impact of automotive supply chain disruptions
  - Replacement
- Competitive landscape
  - Key players in global tire production
  - Key examples of response to supply chain disruption

### The tire manufacturing supply chain – distribution (replacement, wholesale)

- Supply chain trends and disruptions affecting distribution
  - Immediate disruption effects
  - Ongoing and/or long-term disruptions
- Adaptation to supply chain disruptions
  - Inventory strategies
  - Logistics and warehousing
  - E-commerce
  - Predictive analytics
  - Demand planning
  - Route optimization
- Competitive landscape
  - Key players in tire distribution
  - Key examples of response to supply chain disruption

### The tire manufacturing supply chain – retail

- Supply chain trends and disruptions affecting tire retail
  - Immediate disruption effects
  - Ongoing and/or long-term disruptions
- Retail supply chain trends and adaptation
  - E-commerce
  - Mobile installation
  - Automated/AI inspection technologies
  - Fleet management
  - Inventory strategies
  - Predictive analytics
  - Demand planning
  - Route optimization
- Competitive landscape

- Key players in tire retail
- Key examples of response to supply chain disruption

### The tire manufacturing supply chain – consumers

- Supply chain trends and disruptions affecting tire consumers
  - Immediate disruption effects
  - Ongoing and/or long-term disruptions
- Consumer trends and adaptation to disruption
  - Consumer vehicle buying and usage
  - Telecommuting
  - Shifts in consumer tire buying patterns
  - E-commerce
  - Ride sharing
  - Private vs fleet ownership
  - Tire sensors and diagnostics
- Highlights and trends by end use sector
  - Passenger cars and light trucks
  - Trucks and buses
  - Motorcycles
  - Mining, construction, and ports
  - Agricultural
  - Industrial
  - Aviation

### Supply chain outlook and opportunities to 2026 and beyond

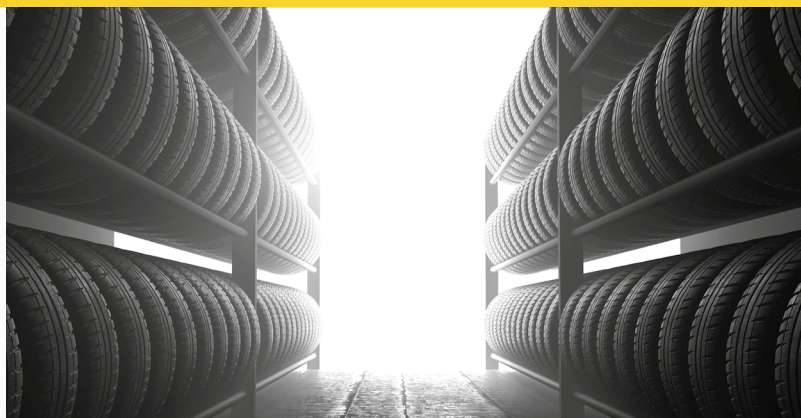
- Key disruptions and adaptations/opportunities by supply chain stage
  - Raw materials
  - Equipment
  - Production
  - Distribution
  - Retail
  - Consumption
- Future areas of impacts on tire supply chain
  - Sustainability
  - Vehicle connectivity
  - Electric vehicles
  - Fleet ownership
  - Shared mobility/MaaS
  - Autonomous vehicles
  - New market participants and business combinations

## Tables

- Tire industry supply chain trends
- Key trends and opportunities by SC stage
- Areas of future disruption and opportunity
- Abbreviations used
- General supply chain trends
- Tire industry supply chain trends
- Supply and technology trends by raw material type
- Sustainability initiatives
- Major raw material suppliers
- SWOT for tire raw material suppliers
- Manufacturing process trends
- Key tire making equipment vendors
- SWOT for tiremaking equipment vendors
- Summary of supply chain trends and disruptions
- Tire end use trends
- Key global tire manufacturers
- Examples of tiremaker supply chain disruption responses
- SWOT for tire manufacturers
- Major supply chain disruptions affecting distributors
- Key distributors and examples of supply chain adaptation
- SWOT for tire distributors
- Major supply chain disruptions affecting retailers
- Key retailers and examples of supply chain adaptation
- SWOT for tire retailers
- Major supply chain disruptions affecting retailers
- Key retailers and examples of supply chain adaptation
- End use sector trends
- Key trends and opportunities by SC stage
- Best practices examples by SC participant type
- Areas of future disruption and opportunity

## Figures

- Global tire supply chain map
- Tire supply chain issues by stage
- Circular economy in tires
- Composition of tires
- Tire manufacturing steps and machine types
- Global tire production by region
- Global tire consumption by region
- RFID use in tire manufacturing
- Tire manufacturing planning stages
- Global tire consumption by channel (OEM vs replacement)
- Automotive supply chain
- Global tire consumption by end use



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