

# U.S. TBR Tire Market To Witness Substantial Growth, 2025-2032 | Goodyear Tire & Rubber Company

*The U.S. TBR tire market is estimated to be valued at USD 4,989.5 Mn in 2025 and is expected to reach USD 6,230.9 Mn by 2032,*

BURLINGAME, CALIFORNIA , UNITED STATES, October 1, 2025

/EINPresswire.com/ -- The latest report from Coherent Market Insights examines the growth prospects of the [U.S. TBR Tire Market](#) from 2025 to 2032. This in-depth analysis covers industry size, market share, business

trends, key growth factors, and regional forecasts. The report provides a comprehensive overview by integrating research findings, market assessments, and data from various sources. It explores crucial market dynamics, including drivers, restraints, challenges, and potential risks, while also identifying growth opportunities, emerging trends, financial insights, technological advancements, and innovations. Additionally, the report offers a competitive landscape analysis and regional market evaluation.

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The report presents authenticated data derived from extensive primary and secondary research. By analysing historical growth trends and the current market landscape, it aims to provide actionable insights and forecasts for global and regional market growth. It takes into account revenue generated from report sales and related technologies across various application segments while exploring market data tables. Key market factors, including macroeconomic conditions, the overall market environment, government policies, and the competitive landscape, are carefully examined to ensure a comprehensive analysis.

□ Top Companies Covered In This Report:



- Goodyear Tire & Rubber Company
- Bridgestone Corporation
- Michelin North America Inc.
- Continental Tire the Americas LLC
- Yokohama Rubber Co. Ltd
- Sumitomo Rubber North America Inc.
- Toyo Tire U.S.A. Corp.
- Hankook Tire America Corp.
- Kumho Tire U.S.A. Inc.
- CMA LLC
- Linglong Americas Inc.
- CEAT Specialty Tires Inc.
- Apollo Vredestein Tire Inc.
- BKT USA Inc.

□ Comprehensive segmentation and classification of the report:

By Tire Type: Drive Tires, Steer Tires, Trailer Tires, All-Position Tires, and Off-the-Road (OTR) TBR Tires

By Vehicle Class: Light Commercial Trucks, Medium-Duty Trucks & Buses, and Heavy-Duty Trucks & Long-Haul Buses

By Sales Channel: OEM and Aftermarket

By Rim Size: Below 20 Inches, 20–22.5 Inches, and Above 22.5 Inches

By Application: Highway / Long-Haul, Regional / Urban Delivery, Off-Highway / Mixed-Service, and Winter / Severe Weather

By Tire Construction Features: Standard Radial Tires, Low Rolling Resistance (LRR) Tires, and Retreadable Tires, Puncture Resistant / Severe Duty Tires

By End Use Industry: Freight & Logistics, Public Transport, Construction & Mining, Waste Management, Retail & E-Commerce Delivery, and Agriculture & Rural Transport

□ Competitive Analysis:

The U.S. TBR Tire Market is projected to experience substantial growth during the forecast period from 2025 to 2032. In 2025, the market is expected to expand steadily, with major players increasingly adopting strategic initiatives to drive growth beyond initial forecasts. The competitive analysis highlights key industry players, their innovations, and business strategies. Additionally, the report identifies the most promising long-term growth opportunities and explores the latest advancements in processes and product development.

□ U.S. TBR Tire Research Methodology:

The analysis of research methodology involves assessing the techniques used to collect and analyze data in a study. This report combines both primary and secondary data analysis,

providing companies with a comprehensive understanding of the research topic. By triangulating data from multiple sources, the approach ensures validation of findings and generates new insights. The evaluation covers key aspects such as research design, data collection methods, sampling techniques, and analytical tools used in the study. It aims to determine the reliability, validity, and generalizability of the findings by examining factors like the alignment of study design with research objectives, the effectiveness of data collection methods, the representativeness of sampling techniques, the appropriateness of analytical methods, and adherence to ethical standards.

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□ Go-To-Market Framework:

#### Go-to-market Strategy

Development trends, competitive landscape analysis, supply-side analysis, demand-side analysis, year-on-year growth, competitive benchmarking, vendor identification, CMI quadrant, and other significant analysis, as well as development status.

Customized regional/country reports as per request and country-level analysis.

Potential & niche segments and regions exhibiting promising growth are covered.

Analysis of Market Size (historical and forecast), Total Addressable Market (TAM), Serviceable Available Market (SAM), Serviceable Obtainable Market (SOM), Market Growth, Technological Trends, Market Share, Market Dynamics, Competitive Landscape and Major Players (Innovators, Start-ups, Laggard, and Pioneer)

□ Key Benefits:

- The market report provides a quantitative analysis of the current market and estimations through 2025-2032 that assists in identifying the prevailing market opportunities to capitalize on.
- The study comprises a deep dive analysis of the market trend including the current and future trends for depicting the prevalent investment pockets in the market.
- The report provides detailed information related to key drivers, restraints, and opportunities and their impact on the market.
- The report incorporates a competitive analysis of the market players along with their market share in the global market.
- The SWOT analysis and Porter's Five Forces model is elaborated in the study of U.S. TBR Tire market.
- Value chain analysis in the market study provides a clear picture of the stakeholders' roles.

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□ The report answers a number of crucial questions, including:

- Which companies dominate the U.S. TBR Tire market?
- What current trends will influence the market over the next few years?
- What are the market's opportunities, obstacles, and driving forces?
- What predictions for the future can help with strategic decision-making?
- What advantages does market research offer businesses?
- Which particular market segments should industry players focus on in order to take advantage of the most recent technical advancements?
- What is the anticipated growth rate for the U.S. TBR Tire market economy globally?

Author of this marketing PR :

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