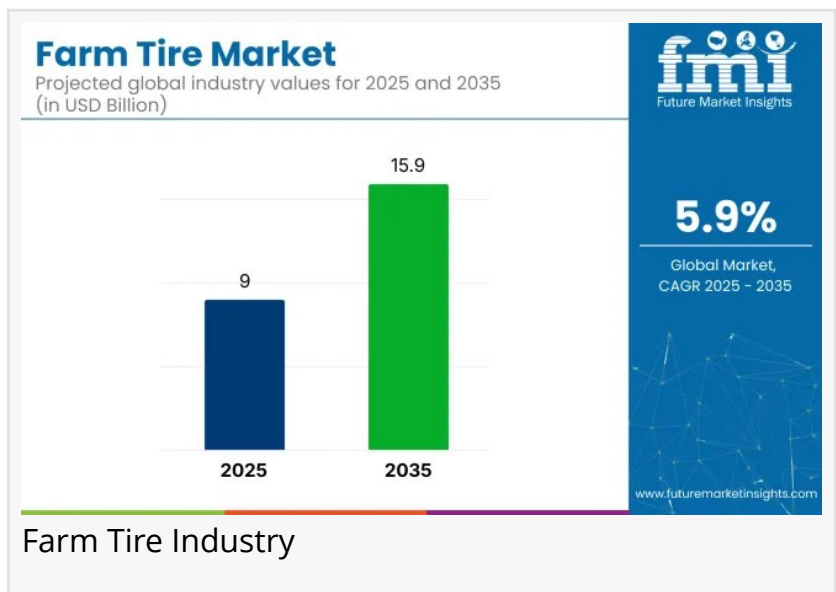


Global and European Farm Tire Market Outlook 2025–2035

Global Farm Tire Market to Reach USD 15.9 Billion by 2035 as Mechanization Accelerates; Radial Tires to Capture 65% Share

NEWARK, DE, UNITED STATES,
November 14, 2025 /

EINPresswire.com/ -- The global [farm tire market](#) is entering a decade of high-growth transformation as agricultural modernization, precision farming, and the shift toward high-horsepower machinery intensify tire requirements across tractors, harvesters, sprayers, and off-highway equipment. Latest forecasts indicate that the market will expand from USD 9 billion in 2025 to USD 15.9 billion by 2035, advancing at a CAGR of 5.9%, supported by rising food demand, farm automation, and next-generation radial tire technologies.



Farm tires currently account for 3–4% of the global tire market, 10–12% of the agricultural equipment market, and 1–2% of the broader automotive and transportation segment. Their relevance continues to grow as farmers seek solutions that offer superior traction, improved fuel efficiency, longer tread life, and reduced soil compaction.

Industry consolidation and rapid technological innovation are shaping competitive momentum. Key manufacturers—including Balkrishna Industries Limited (BKT), Bridgestone, Michelin, Continental AG, and Titan International—are investing in digital tire intelligence, advanced materials, and low-pressure designs to meet emerging mechanization patterns worldwide.

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Mechanization, Yield Pressures, and Tire Technology Drive Growth

The surge in mechanization across both developed and emerging markets is the primary catalyst for tire demand. High-performance tires are increasingly essential for modern tractors and harvesters operating on diverse terrains—ranging from deep-soil farmlands in India to large-acreage commercial farms in the U.S. Midwest.

As President of Ascenso Tires North America, Thom Clark, noted, “With less government financial support, farmers are feeling more pressure to save where they can.” This underscores the heightened sensitivity to operating costs, making durable, fuel-efficient radial tires increasingly attractive to producers seeking long-term value.

Investment Hotspots: Radial Tires, Tractor Applications, and OEM Channels

Radial Tires to Command 65% Market Share

Radial tires are projected to capture 65% of the global market share by 2025, driven by:

- Up to 7–10% fuel savings through lower rolling resistance
- Superior traction and enhanced flotation for soil protection
- Increasing adoption of smart radial systems with real-time pressure monitoring

Major innovators—such as Michelin, Trelleborg, and Mitas—are integrating novel tread compounds and precision-agriculture sensors to reduce slippage, minimize compaction, and improve equipment lifespan.

Tractors: 40% of Total Farm Tire Demand

Tractors remain the dominant application, accounting for 40% market share in 2025. Demand is strengthened by government-backed mechanization programs in India, China, and Brazil, as well as expanding high-horsepower equipment fleets in North America and Europe.

Next-generation tractor tires now feature:

- Reinforced casings for high load-bearing
- Extended tread life for both road and field usage
- Compatibility with autonomous and precision-farming systems

OEM Distribution to Hold 55–60% Share

The OEM channel is expected to account for 55–60% of farm tire volumes in 2025, supported by its tight integration with tractor, harvester, and sprayer manufacturers.

OEM dominance is reinforced by:

- Pre-fitted tire solutions optimized for specific machinery
- Strong government support for mechanized farming infrastructure
- Increased adoption of digital tire calibration and telematics systems

Market Challenges: High Costs and Regulatory Complexities

Despite strong demand, rising equipment and tire costs remain a barrier for small and medium farmers. High upfront prices for IF/VF and premium radial tires limit rapid adoption in developing regions.

Additionally, stringent regional standards—such as EU soil protection rules and varying global manufacturing compliance requirements—add cost and complexity to global supply chains.

Streamlined regulations and affordable financing models will be critical for expanding tire penetration and improving farmer access to advanced technologies.

Country-Level Growth: India Leads at 8% CAGR

Among the 40 countries analyzed, five major agricultural economies show diversified growth patterns:

United States — CAGR 4.5%

The U.S. market is driven by advanced precision farming practices and high-horsepower machinery.

Key trends include:

- Widespread installation of remote tire pressure monitoring
- Dealer financing programs that reduce replacement cycles
- Expansion of OEM partnerships with Midwest equipment dealers

United Kingdom — CAGR 5.5%

Demand in the UK is supported by automation grants and efficiency-focused land management initiatives.

Key drivers:

- Adoption of cold-weather tread compounds
- Increased preference for flotation tires for mixed terrain
- DEFRA-backed programs testing fuel-saving radial models

China — CAGR 7.0%

China's rural revitalization policies are accelerating mechanization and tire procurement.

Growth catalysts:

- Rising radial use in rice and wheat belts
- State incentives for installing smart pressure sensors
- Expansion of rural dealer networks by ZC Rubber, Double Coin, and Linglong

India — CAGR 8.0% (Fastest Growing)

India leads global growth, driven by tractorization programs, rising farm income in rural districts, and higher awareness of fuel-efficient tire technologies.

Key developments:

- Premium rear tires bundled with new tractors
- Government-backed subsidies for low-pressure, soil-friendly tires
- Mobile advisory platforms offering tire inflation guidance

Germany — CAGR 3.5%

Germany reflects mature demand, shaped by strict environmental standards and export-focused manufacturing.

Market forces:

- Widespread adoption of automated tire-inflation systems
- Trials of biobased rubber materials
- Cooperative farming procurement for premium radials

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Competitive Landscape: Innovation, Acquisitions, and Strategic Partnerships

The competitive landscape is anchored by dominant manufacturers such as:

- BKT (15% share)
- Michelin
- Bridgestone
- Continental AG

- Titan International

Emerging players including Mitas, Apollo Tyres, CEAT, and ATG are rapidly increasing global presence through cost-effective radial solutions and expansion into off-highway segments.

Industry Developments

- CEAT's USD 225 million acquisition of Michelin's Camso brand (Dec 2024) strengthens its off-highway portfolio.
- Goodyear Farm Tires' enhancement of Low Sidewall (LSW) Technology (Nov 2024) aims to optimize traction and durability for European farms.

Future Outlook: A Decade of Smart, Sustainable, High-Efficiency Tires

As global agricultural output needs rise sharply over the next decade, farm tires will play a pivotal role in improving equipment efficiency, soil health, and operational productivity. With mechanization accelerating worldwide and precision agriculture becoming mainstream, the farm tire market is expected to witness sustained growth through 2035.

Manufacturers investing in digital diagnostics, low-compaction designs, and sustainable materials will remain at the forefront of value creation.

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