



Tires Report 2011

The 279 page Tires Report 2011 provides an in-depth market overview and looks at the internal and external forces currently driving this sector.

The report goes on to examine tire labelling, retail and service, key profit opportunities and technologies. Furthermore a region by region analysis is included along with detailed company analysis of all the major industry players.

Background to this research

Since 2008, the world of tires has changed radically. It has moved swiftly from bust to boom. The current picture is of strong demand, shortage of capacity and rising raw materials prices as shortages bite. The recession of 2008-2009 significantly accelerated the steady move in the balance of power in the tire industry to Asia, away from the US and Europe.

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