



Global and China Tire Mold Industry Report, 2016-2020

Dec. 2016

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

Unlike ordinary rubber molds, tire molds put forward higher requirements on production technologies. The global manufacturers are mainly located in France, the United States, Japan and other regions where the tire manufacturing industry is mature. The global tire mold market size hit about RMB13.3 billion in 2015, will edge up to RMB13.4 billion in 2016 and is expected to break through RMB14.5 billion in 2020. As the world's leading tire mold producer, China earned the tire mold revenue of RMB4.24 billion in 2015 with the global share of about 30.0%, basically unchanged from 2014. The revenue of China tire mold industry is expected to jump to RMB4.34 billion in 2016, with the CAGR of around 4.0% in 2016-2020. The main reasons lie in: First, China tire industry begins to pick up slightly; second, Thailand, Vietnam and other places have imported much more tire molds from China after the tire capacity transfers to Southeast Asia.

Tire molds rely on the development of the tire industry. China produced 570 million tires in 2015, up 0.5% year on year (5.7 percentage points lower than 2014), mainly because: First, the domestic market demand was sluggish; second, the export market was impacted by the anti-dumping and countervailing investigations launched by the United States. In 2016, the improved overall economic environments boosted the tire industry to restore growth with the expected output growth rate of 1.6%.

Some tire giants such as Michelin and Bridgestone have cultivated their own tire mold suppliers to ensure mold quality or keep secrets about tire tread patterns. However, the tire mold market is still occupied by professional tire mold suppliers, including USA Quality Mold, Germany HERBERT, South Korea Saehwa, and China Himile, Greatoo Intelligent and Wantong Mould. Among them, Himile held the market share of about 15.0% globally in 2015 as one of the world's major tire mold suppliers.

In 2015, Himile's tire mold orders continued to swell, which prompted the company's revenue to grow by 27.2% year on year. In this case, Himile was one of several tire mold manufacturers that witnessed revenue growth against the market, mainly because: First, the anti-dumping and countervailing investigations of the United States against Chinese tires directly benefited the company's tire customers in the United States, thus driving the demand for the company's tire molds; second, the company mainly produced high-end tire molds with strong competitiveness.

Competitive Landscape of Chinese Tire Mold Market, 2015



Source: *Global and China Tire Mold Industry Report, 2016-2020* by ResearchInChina

Except the giants such as Himile, the majority of Chinese enterprises are weak at product bargaining power, which means that they are vulnerable to economic environments. Especially as the tire industry develops towards environmental friendliness and intelligence, there are the growing stringent requirements on performance and quality of tire molds which are thus facilitated to head towards the high-end products. By then, the enterprises lacking of product innovation and excellent quality will be easily eliminated.

Global and China Tire Mold Industry Report, 2016-2020 focuses on the following:

- Classification, production process, industry characteristics and so on of tire molds;
- Status quo, market size, market structure, competitive landscape, development trends and the like of the global tire mold industry;
- Development environments, market size, import and export, competitive landscape, existing problems, development trends, etc. of China tire mold industry;
- Market size, market structure, etc. of the global and Chinese downstream tire industry;
- Operation, tire mold business, etc. of 4 foreign and 13 Chinese tire mold manufacturers.

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