

ETRMA Members' Tyre Sales in Europe: Covid 19 strongly affected the Market in 2020

Brussels, 21st January 2021 – Today the European Tyre and Rubber Manufacturers' Association published its members' sales for the year 2020 as well as the last quarter of 2020.

2020 has been a very difficult year for the industry. The Original Equipment (OE) segments being the most strongly affected, recording a -23% for consumer tyres and -18% for Trucks.

Also in the Replacement market all the segments have been negatively impacted, with the Consumer tyres recording double digits impact equal to -12%, and more specifically -20% on Car Winter Tyres, and -13% on Car Summer Tyres. Only Car all seasons registered a positive trend. On the Truck tyres segment we registered -4%, and on Moto tyres a decrease of 9%, while Agricultural tyre sales performed steadily compared to last year.

<i>In '000 units*</i>	Year 2019	Year 2020	Variation %	4 th Q 2019	4 th Q 2020	Variation %
OE Consumer Tyres	87.105	66.958	- 23%			
Replacement Consumer¹ tyres	218.743	192.306	- 12%	51.568	48.842	- 5%
Of which Car all seasons tyres	19.869	20.960	5%			
Of which Car Summer tyres	98.319	85.732	- 13%			
Of which Car Winter tyres	58.200	46.577	- 20%			
OE Truck tyres	5.704	4.662	- 18%			
Replacement Truck Tyres	12.584	12.087	- 4%	3.120	3.380	8%
Replacement Agricultural Tyres	1.184	1.155	0%	224	256	14%
Replacement Moto & scooter Tyres	9.233	8.466	- 9%	1.193	1351	13%
<i>* Discrepancies with data previously published is due to periodic data corrections</i>				<i>(source: europool ETRMA)</i>		
<i>¹ Passenger car, SUVs and light commercial vehicles</i>						

“The Covid-19 pandemic, the repeated lockdowns and mobility restrictions consequently imposed, together with the economic crisis that followed, with the closure of some plants, have strongly impacted the tyre sector, not only in terms of sales but also in terms of jobs lost” said Mrs Cinaralp, Secretary General of ETRMA. “Unfortunately the huge drop in the OE consumer tyres is not a surprise and is a direct consequence of the 23.7%² contraction announced for 2020 by the EU passenger car industry due to Covid-19 pandemic”.

We are starting to see in Q4 a slow restart of the activity, with the Agricultural Tyres sector driving it, followed by the moto & scooter segment, and truck tyres, while the consumer market remains negative. The relatively mild winter during semi/lockdown periods led many drivers to not replace their summer tyres with winter ones.

Mrs Cinaralp underlined that “It will be key for our sector to continue the collaboration with the European Union institutions and national governments to develop schemes to facilitate the recovery, in order to support the economy and the society to exit from this unprecedented crisis”.

Like every year, the Annex gives a breakdown per country of the tyre replacement trend sales for the past four years. For further information, please contact communication@etrma.org

About ETRMA

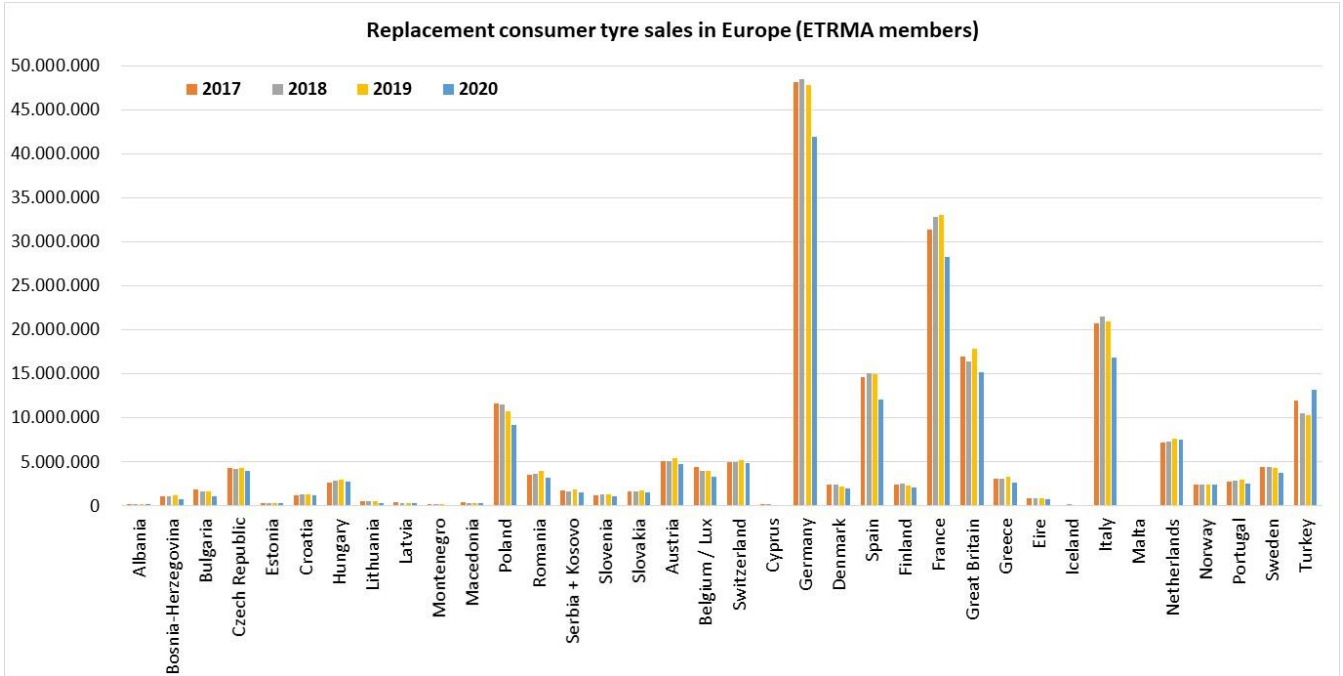
The European Tyre & Rubber Manufacturers Association (ETRMA) represent nearly 4.400 companies in the EU, directly employing about 370.000 people. The global sales of ETRMA's corporate members represent 70% of total global sales and 7 out of 10 world leaders in the sector are ETRMA Members¹. We have a strong manufacturing and research presence within the EU and candidate countries, with 86 tyre-producing plants and 16 R&D centres.

¹ ETRMA's membership: APOLLO VREDESTEIN, BRIDGESTONE EUROPE, BRISA, COOPER TIRES, CONTINENTAL, GOODYEAR, HANKOOK, MARANGONI, MICHELIN, NOKIAN TYRES, PIRELLI, PROMETON, SUMITOMO RUBBER INDUSTRIES AND TRELLEBORG WHEEL SYSTEMS. Furthermore, members include Associations in the following countries: Finland, France, Germany, Hungary, Italy, the Netherlands, Poland, Spain and the UK.

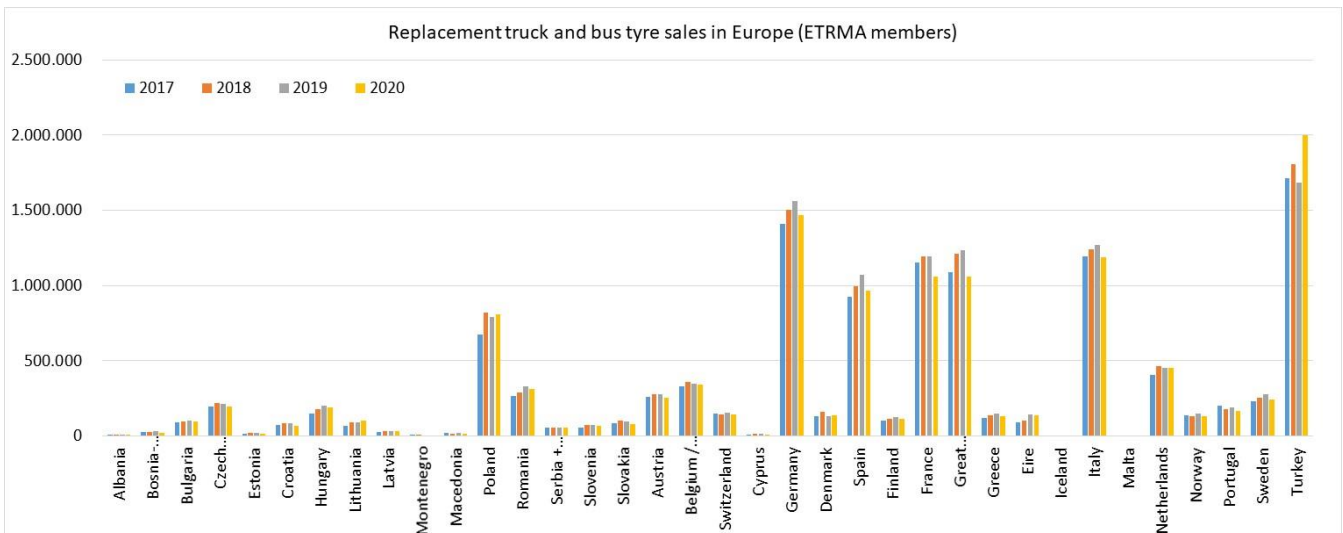
² [ACEA PR 2021119](#)

ANNEX: COUNTRY DATA

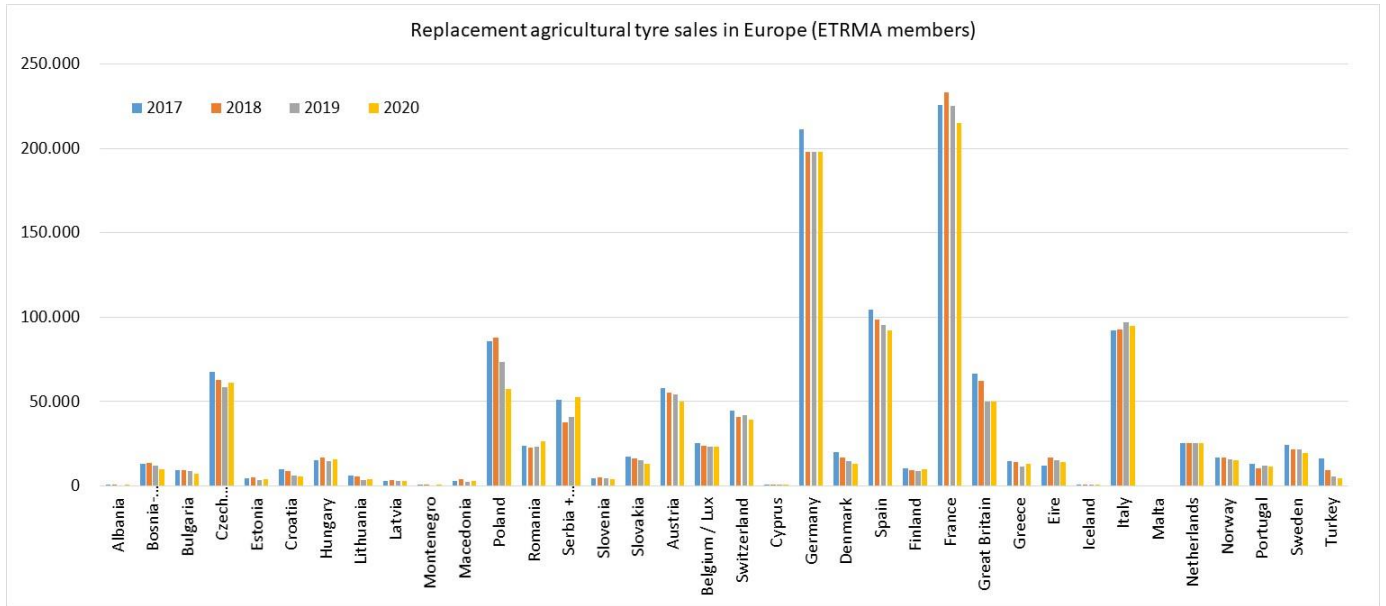
Replacement consumer tyre sales in Europe (ETRMA members)



Replacement truck and bus tyre sales in Europe (ETRMA members)



Replacement agricultural tyre sales in Europe (ETRMA members)



Replacement motorcycle tyre sales in Europe (ETRMA members)

