

Commercial Tires

The *Commercial Tire Segment Study*, conducted by Marketplace Insights, looks at the tire marketplace based on the sales, inventory and prices of tires within the various commercial tire segments. The research spotlights the best-selling brands within each tire segment (based on the percentage of dealers who carry the brand), average selling prices and gross profit margins by brand type and the number of tires carried in inventory and sold on a monthly basis — with major brand, associate brand and private brand breakouts.

Medium Truck (MT)

Average Stocked and Sold			
Brand Type	Stocked	Sold Monthly	Inventory
Major	3	181	166
Associate	2	76	53
Private	1	64	39

Average Price and Profit for Size 295/75R22.5				
Brand Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
Major	\$390	\$420	\$50	\$48
Associate	\$306	\$276	\$53	\$45
Private	\$300	\$199	\$61	\$44

Top-Selling Brands (% of dealers who carry)	
Goodyear	32%
Michelin	31%
Firestone	23%
Bridgestone	22%
Hankook	15%
Roadmaster	13%
Continental	10%
Cooper	10%
Kelly	9%
Toyo	9%
Yokohama	8%
Falken	6%
BFGoodrich	5%
General	5%
Hercules	5%
Sumitomo	5%

Medium Truck (MT) Retread

Top-Selling Brands (% of dealers who carry)	
Bandag	34%
Goodyear	27%
Michelin	17%
Oliver	10%
Bridgestone	7%
BFGoodrich	5%
Continental	5%

Average Stocked and Sold			
Brand Type	Stocked	Sold Monthly	Inventory
Major	3	144	187

Average Price and Profit for Size 295/75R22.5				
Brand Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
Major	\$242	\$231	\$47	\$49

Industrial Tires

Average Stocked and Sold			
Brand Type	Stocked	Sold Monthly	Inventory
Major	5	24	41
Associate	2	12	10
Private	0	4	5

Top-Selling Brands (% of dealers who carry)	
Bridgestone	16%
Firestone	16%
Goodyear	16%
Carlisle	14%
Michelin	14%
Titan	14%
Continental	5%
Hercules	5%
Primax	5%
Samson	5%
Solideal	5%

Average Price and Profit for Size 20.5R25				
Brand Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
Major	\$1,412	\$1,550	\$126	\$162
Associate	\$1,055	\$1,108	\$145	\$119
Private	\$975	\$1,150	\$135	\$106

Agricultural (AG)

Top-Selling Brands (% of dealers who carry)	
Firestone	50%
BKT	35%
Goodyear	25%
Titan	22%
Alliance	15%
Carlisle	15%
Michelin	11%
Bridgestone	6%
Harvest King	6%
Galaxy	6%
Continental	5%
Mitas	4%
Hercules	3%
Trelleborg	3%

Average Stocked and Sold			
Brand Type	Stocked	Sold Monthly	Inventory
Major	2	29	88
Associate	2	20	51
Private	1	13	33

Average Price and Profit for Size 480/80R42 R-1 (Rear)				
Brand Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
Major	\$1,463	\$1,363	\$142	\$178
Associate	\$1,087	\$1,151	\$96	\$160
Private	\$1,003	\$847	\$82	\$158

Trailer Tires

Average Stocked and Sold			
Brand Type	Stocked	Sold Monthly	Inventory
Major	4	48	39
Associate	3	32	34
Private	1	11	6

Average Price and Profit for Size ST225/75R15D				
Brand Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
Major	\$128	\$102	\$30	\$27
Associate	\$110	\$81	\$32	\$34
Private	\$190	\$76	\$35	\$34

Top-Selling Brands (% of dealers who carry)	
Goodyear	28%
Hercules	21%
Carlisle	14%
Towmax	10%
Bridgestone	10%
Kelly	10%
Double Coin	7%
Hankook	7%
Sumitomo	7%
BFGoodrich	7%
Firestone	7%
Michelin	7%

Super Wide Truck Tires

Average Stocked and Sold			
Tire Type	Stocked	Sold Monthly	Inventory
New	3	13	15
Retread	1	18	13

Average Price and Profit for Size 445/55R22.5				
Tire Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
New	\$860	\$826	\$83	\$107
Retread	\$461	\$440	\$91	\$76

Top-Selling Brands (% of dealers who carry)	
Bridgestone	31%
Michelin	25%
Goodyear	24%
Hankook	17%
Yokohama	13%
Continental	11%
Firestone	11%
BFGoodrich	6%
Roadmaster	6%
Linglong	4%
Toyo	4%

Top-Selling Retread Brands (Super Wide)	
Goodyear	27%
Bandag	27%
Bridgestone	18%
Michelin	18%
Falken	9%
Yokohama	9%