

Consumer Tires

The *Consumer Tires Segment Study*, conducted by Marketplace Insights, looks at the tire marketplace based on the sales, inventory and prices of tires within the various Passenger Car 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 price and gross profit margin 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.

Broadline Passenger Tires (S&T Rated)

Average Stocked and Sold			
Brand Type	Stocked	Sold Monthly	Inventory
Major	5	286	359
Associate	3	131	159
Private	2	111	163

Average Price and Profit for Size 215/60R16				
Brand Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
Major	\$119	\$116	\$24	\$28
Associate	\$86	\$85	\$25	\$20
Private	\$74	\$70	\$26	\$18

Top-Selling Brands (% of dealers who carry)

Goodyear	37%
Michelin	33%
Bridgestone	21%
Firestone	18%
Hankook	16%
Pirelli	12%
BFGoodrich	11%
Cooper	10%
Sumitomo	10%
Continental	9%
Kelly	8%
Mastercraft	8%
Nexen	7%
Uniroyal	7%
Yokohama	7%
Toyo	6%
General	5%
Kumho	5%
Hercules	4%

High Performance

Average Stocked and Sold			
Brand Type	Stocked	Sold Monthly	Inventory
Major	4	128	182
Associate	2	56	87
Private	1	33	67

Average Price and Profit for Size 215/55R17				
Brand Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
Major	\$149	\$143	\$29	\$34
Associate	\$110	\$111	\$27	\$30
Private	\$89	\$96	\$30	\$29

Top-Selling Brands (% of dealers who carry)	
Michelin	45%
Goodyear	40%
Bridgestone	39%
Firestone	19%
Cooper	19%
BFGoodrich	17%
Continental	17%
Pirelli	13%
Yokohama	10%
Toyo	9%
Hankook	8%
Falken	6%
General	5%
Nitto	5%
Sumitomo	5%
Kelly	4%
Kumho	4%
Nexen	4%

Top-Selling Brands (% of dealers who carry)	
Michelin	13%
Goodyear	12%
Pirelli	12%
Continental	9%
Hankook	9%
Bridgestone	8%
BFGoodrich	6%
Cooper	5%
Toyo	4%
Uniroyal	3%
Nitto	3%
Yokohama	2%
Firestone	2%
Kumho	2%
General	2%
Nexen	2%
Hercules	2%
Sumitomo	2%

Ultra High Performance (W, Y & Z Rated)

Average Stocked and Sold			
Brand Type	Stocked	Sold Monthly	Inventory
Major	2	41	55
Associate	2	35	51
Private	1	16	29

Average Price and Profit for Size 235/45R17				
Brand Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
Major	\$169	\$158	\$32	\$39
Associate	\$115	\$117	\$31	\$30
Private	\$97	\$107	\$30	\$28

Winter Tires

Average Stocked and Sold			
Brand Type	Stocked	Sold Monthly	Inventory
Major	2	69	24
Associate	1	14	5
Private	1	19	2

Average Price and Profit for Size 205/55R16				
Brand Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
Major	\$135	\$127	\$27	\$27
Associate	\$112	\$94	\$32	\$22
Private	\$102	\$69	\$32	\$25

Top-Selling Brands (% of dealers who carry)	
Bridgestone [Blizzak]	57%
Michelin	41%
Firestone	25%
Cooper	18%
Goodyear	13%
Hankook	10%
Nokian	10%
Mastercraft	9%
Continental	9%
Sumitomo	9%
General	7%
Pirelli	6%
Hercules	4%
Toyo	4%
BFGoodrich	4%

Top-Selling Brands (% of dealers who carry)	
Goodyear	39%
Michelin	35%
BFGoodrich	32%
Firestone	32%
Cooper	26%
Bridgestone	24%
Hankook	15%
Toyo	14%
Mastercraft	10%
General	8%
Nexen	7%
Yokohama	7%
Falken	7%
Hercules	6%
Kelly	5%
Nitto	5%
Uniroyal	5%
Continental	4%
Kumho	2%
Sumitomo	2%

Light Truck (LT)

Average Stocked and Sold			
Brand Type	Stocked	Sold Monthly	Inventory
Major	9	111	91
Associate	3	62	45
Private	3	36	22

Average Price and Profit for Size LT 245/75R17				
Brand Type	Selling Price		Gross Profit Margin	
	2019	2018	2019	2018
Major	\$191	\$198	\$32	\$30
Associate	\$151	\$154	\$31	\$33
Private	\$134	\$131	\$33	\$36