

LAMIGCONSULTING

Latin America Market Intelligence

Mexican Retread Market, 2020

*A Strategic Market Quantification and Opportunity Analysis for
Market Penetration and Business Growth*

Latin America
Market
Intelligence

www.lamiglatam.com

Who We Are

We conduct studies on various sectors in Mexico and Latin America; among them oil and gas; generation, transmission and distribution of electricity; control and automation; renewable energy; biofuels; and several industries in the manufacturing sector, such as automotive, aerospace, machinery and equipment manufacturing, chemical industry, among others.

We work mainly with private industry, but also with many associations and chambers of commerce, to provide market information, such as: market share and size, competitors, buyers, industry suppliers, distribution chain analysis, cost analysis and prices, regulatory framework or logistics of exports or imports.

The information we provide is essential for entering new markets, increasing market share, knowing the positioning or acceptance of brands or products, identifying new market niches; develop sales strategies, as well as promote strategic partnerships between companies, chambers or trade associations in Mexico or other countries in the region"

Mexican Retread Tires Market, 2020

- 1.- **Methodology and Geographical Scope**
- 2.- **Chapter 1. Industry Overview**
 - The Mexican Retread Market
 - Challenges of the Industry
 - Regulatory Framework
- 3.- **Chapter 2. Market Dynamics**
 - Truck, Bus and Trailer Production by Class 2015-2025e (3 scenarios)
 - Truck, Bus and Trailer VIO (Vehicles in Operation) 2015-2025e (3 scenarios)
 - Retreads Production in Mexico 2015-2025e (3 scenarios)
 - Retreads Imports 2015-2025e (3 scenarios)
 - Retreads Exports 2015-2025e (3 scenarios)
 - National Apparent Consumption (production plus imports minus exports)
 - Dealership and Distribution Structure Analysis
 - Mono-life vs. Multi-life
 - Custom Mold and Pre-Mold

Mexican Retread Tires Market, 2020

4.- Chapter 3. Competitors, Market Size and Market Share

- Market Size, 2020
- Market Share, 2020
- Evolution of the Market 2015 to 2020
- Market Size Forecast to 2025 (3 scenarios)
- Profiles of Top 10 Competitors
- SWOT Analysis
- Growth Strategies of Key Competitors
- Product/Service Positioning and Technology Strategies of Key Competitors

5.- Chapter 4. Asian Tires

- Imports of Chinese Tires
- Impact Analysis
- Price Comparison
- Impact of higher-quality Chinese Tires (retreadable Chinese tires)

Mexican Retread Market, 2020

6.- Chapter 5. End Users

- Market Breakdown by End User, 2020 (fleets, leasing and man truck)
- Challenges by End User (fleets, leasing and man truck)
- Market Breakdown by End User Forecast to 2025 (fleets, leasing and man truck)
- Largest End Users (fleets, leasing and man truck)
- Profiles of Top 5 End Users per Industry

7.- Chapter 6. Geographical Breakdown

- Market Breakdown by Region, 2020
- Challenges by Region
- Market Breakdown by Region Forecast to 2025 (3 scenarios)

8.- Chapter 7. Drivers, Barriers, Trends and Challenges

- Drivers
- Barriers
- Trends
- Challenges

Mexican Retread Market, 2020

9.- Chapter 8. Price Analysis

- Retreads (Premium, Tier 2, Tier 3, Chinese)
- Margin Analysis
- Average Price of New Tires and Trends to 2025
- Retread Prices and Trends to 2025e (3 scenarios)
- Casing Prices and Trends to 2025e (3 scenarios)
- Rubber Prices and Trends to 2025e (3 scenarios)
- Steel Prices and Trends to 2025e (3 scenarios)

10.- Chapter 9. Voice of Customer (Fleets): Demand Analysis and Strategic Insights

11.- Chapter 10. Conclusions and Strategic Recommendations

LAMIGCONSULTING

Latin America Market Intelligence

Mexican Retread Market, 2020

Methodology

Latin America
Market
Intelligence

www.lamiglatam.com

Methodology

Secondary Research

Analysis of databases, such as production, international trade, imports, exports and others. Analysis of the information compiled in magazines, specialized websites and those related to competitors, associations, corporate unions, industrial chambers, etc.

Primary Research

Telephone or face to face interviews with the main related players in the retread market, such as tire manufacturers, tire wholesalers, distributors, dealers, retreaders, online platforms selling tires, end users, associations, business associations, industrial chambers, etc.

Discussion Guides

Discussion Guides (DG's) are designed for interviews with different market players (competitors, distributors and end users) these DG's are designed between LAMIG Latam and the client to ensure the quality of information required for the study.

Primary Research

Tire manufacturers, tire wholesalers, distributors, dealers, retreaders, online platforms selling tires

Primary research is essential for the development of the project, since first-hand interviews with executives of competitors or distributors offer us a faithful image of the market and relevant data on drivers, restraints, threats and market opportunities, as well as other topics such as regulation, technological advances, possible entry of new competitors, etc.

Some of the companies to interview are (amongst others)

Tire Manufacturers

1. Bridgestone
2. Michelin
3. Continental
4. Pirelli
5. Goodyear
6. JK Tornel
7. Hankook

Retread Manufacturers

1. Bridgestone Bandag
2. Continental
3. GALGO
4. HB Plus Bandamatic
5. VIPAL



Primary Research

End Users

Primary research is essential for the development of the project, since first-hand interviews with executives of end users offer us a faithful image of the market and relevant data on drivers, restraints, threats and market opportunities, as well as other topics such as regulation, technological advances, possible entry of new competitors, etc.

Some of the companies to interview are

Large Fleets

1. Alianza Trayecto
2. Traxión
3. Tresguerras
4. Grupo Castores
5. Fletes Mexico
6. Grupo MARVA
7. TMS
8. Corporativo UNNE
9. Grupo Nor y Caribe

Leasing Companies

1. Lease Plan
2. ALD Automotive
3. ARIZA
4. Element
5. BANREGIO



Market Segments:

- MD-Trucks (Class 4-6)
- HD Trucks (Class 7-8)
- Trailers (Dry-vans, Reefers, Flat-beds, Inter-modal)
- Buses (Transit bus, school bus, coach)





Geographical Scope

The geographical scope of the study is initially limited to Mexico. Divided in 8 economic regions defined by the INEGI *

Regions	States Included
I. North	Chihuahua, Coahuila, Zacatecas, Durango and San Luis Potosi
II. Northwest	North and South BC, Sonora, Sinaloa and Nayarit
III. Northeast	Nuevo Leon and Tamaulipas
IV. Central West	Jalisco, Aguascalientes, Colima, Michoacan and Guanajuato
V. East Center	Queretaro, Mexico, CDMX, Morelos, Hidalgo, Tlaxcala and Puebla
VI. South Central	Veracruz and Tabasco
VII. South	Guerrero, Oaxaca and Chiapas
VIII. Yucatan	Yucatan, Campeche and Quintana Roo

LAMIGCONSULTING

Latin America Market Intelligence

Mexican Retread Market, 2020

LAMIGCONSULTING

Latin America Market Intelligence

Final

We thank you for your attention,
as well as your valuable advice and
feedback.

LAMIG Consulting

Latin America
Market
Intelligence

www.lamiglatam.com