

Trends + Treads brings you high-octane information about the tire industry.

This issue brings you the latest data from 15,000 retail stores across the U.S. on tire sales volume, prices, and consumer trends.

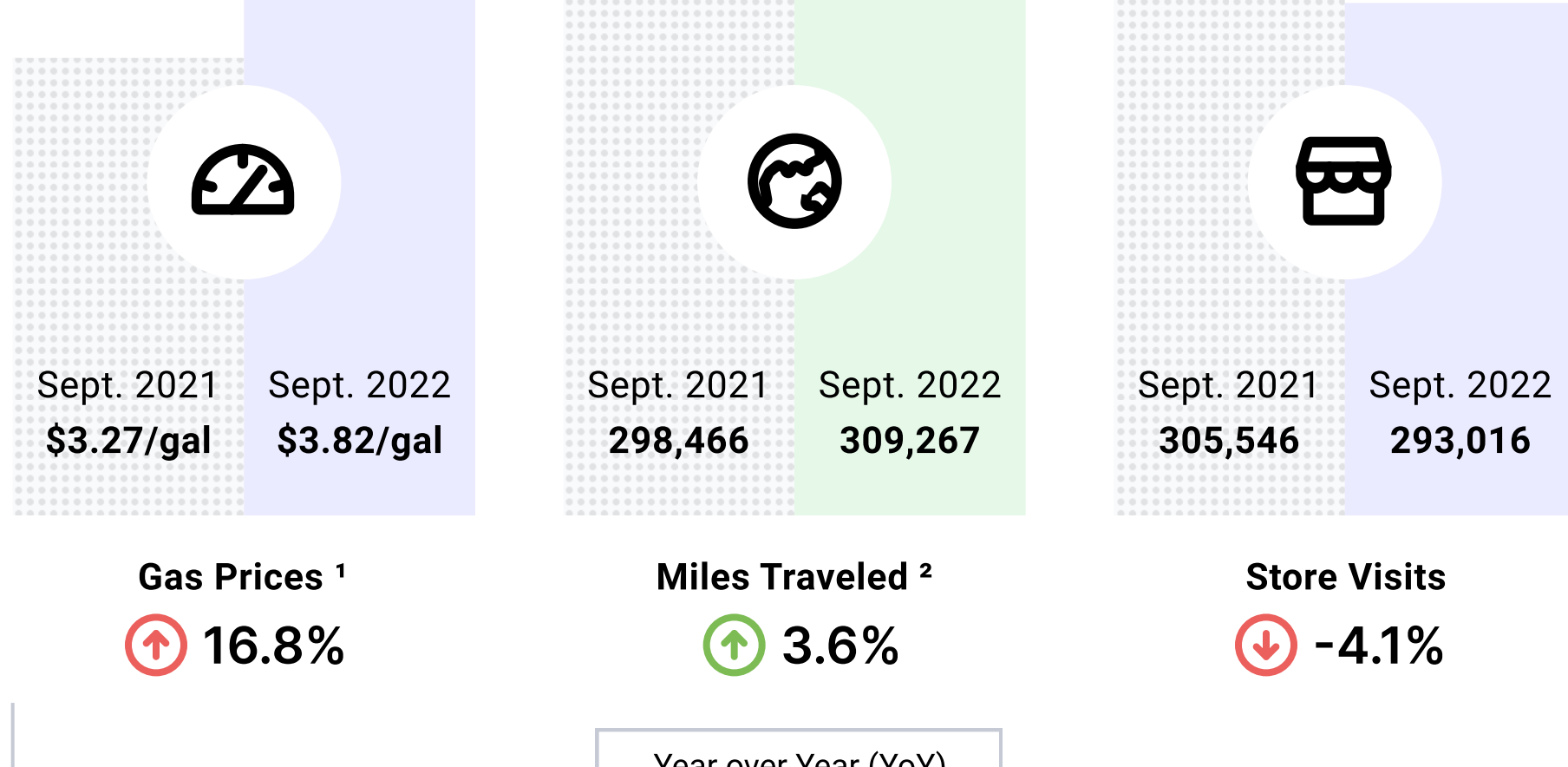


Explore Torqata!

CONSUMER TRENDS

Miles Traveled Up; Store Visits Down

Although inflation pushed gas prices up by more than 16% from last year, that hasn't slowed drivers down - miles traveled have increased by 3.6%. Meanwhile, visits to brick-and-mortar tire stores dropped by 4.1%.



Torqata Drives Better Decisions For Tire Businesses

TORQATA

Get A Demo

TIRE SALES VOLUME

The Economy Hits Tire Volume

Tire sales volume dropped by nearly 10% - more than double the drop in Store Visits - as more consumers postpone non-essential auto repairs and tire purchases in the current economic climate.

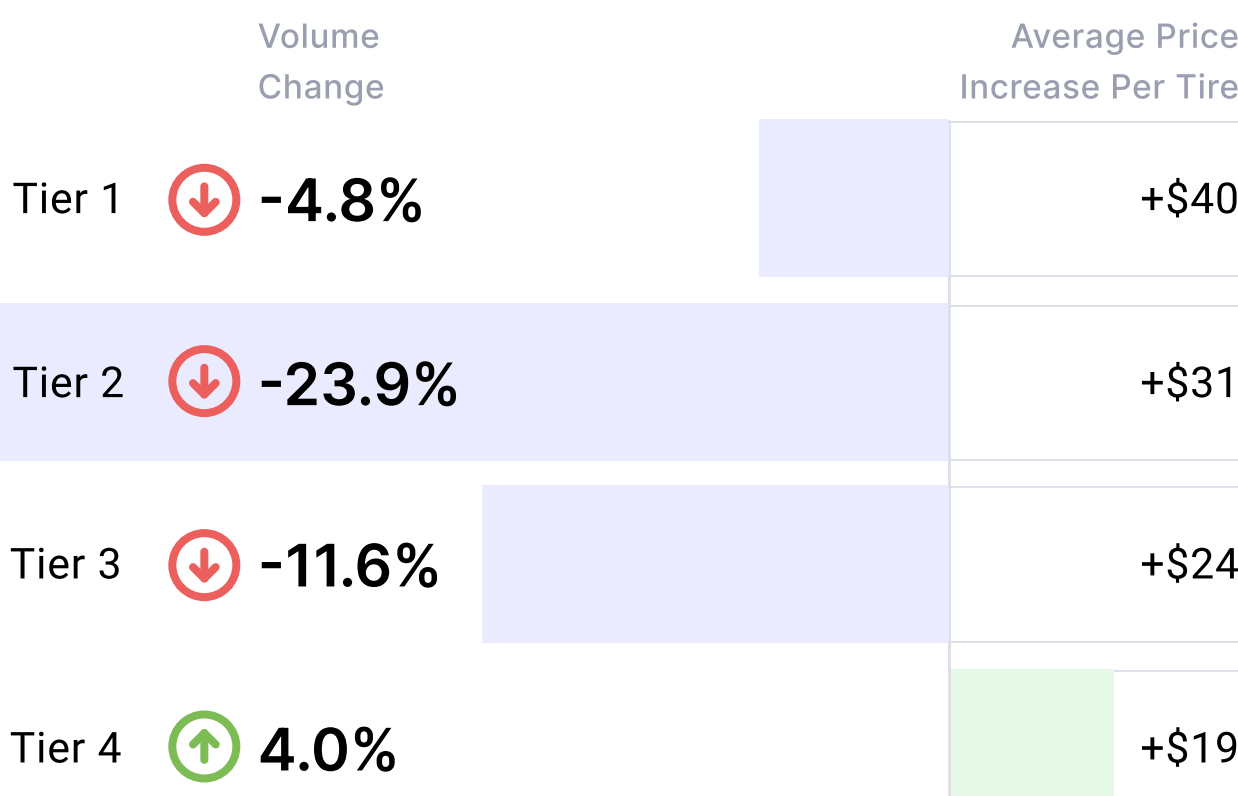
↓ -9.9%

Tire Sales Volume
Year over Year (YoY)

Volume By Tier

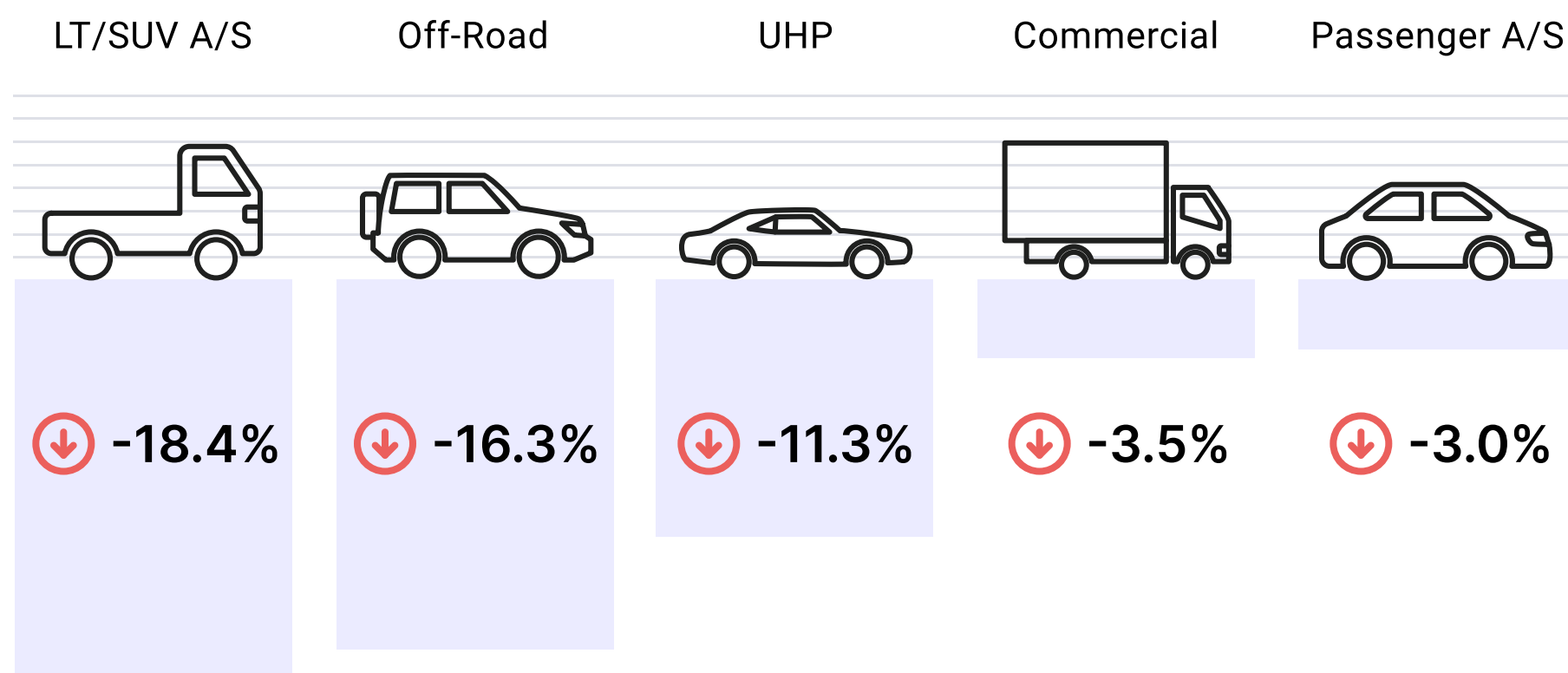
Year over Year (YoY)

While high-end Tier 1 brands saw a modest drop, mid-tier consumers are now more cost-conscious leading to a 4% increase in Tier 4 volume.



Volume By Category

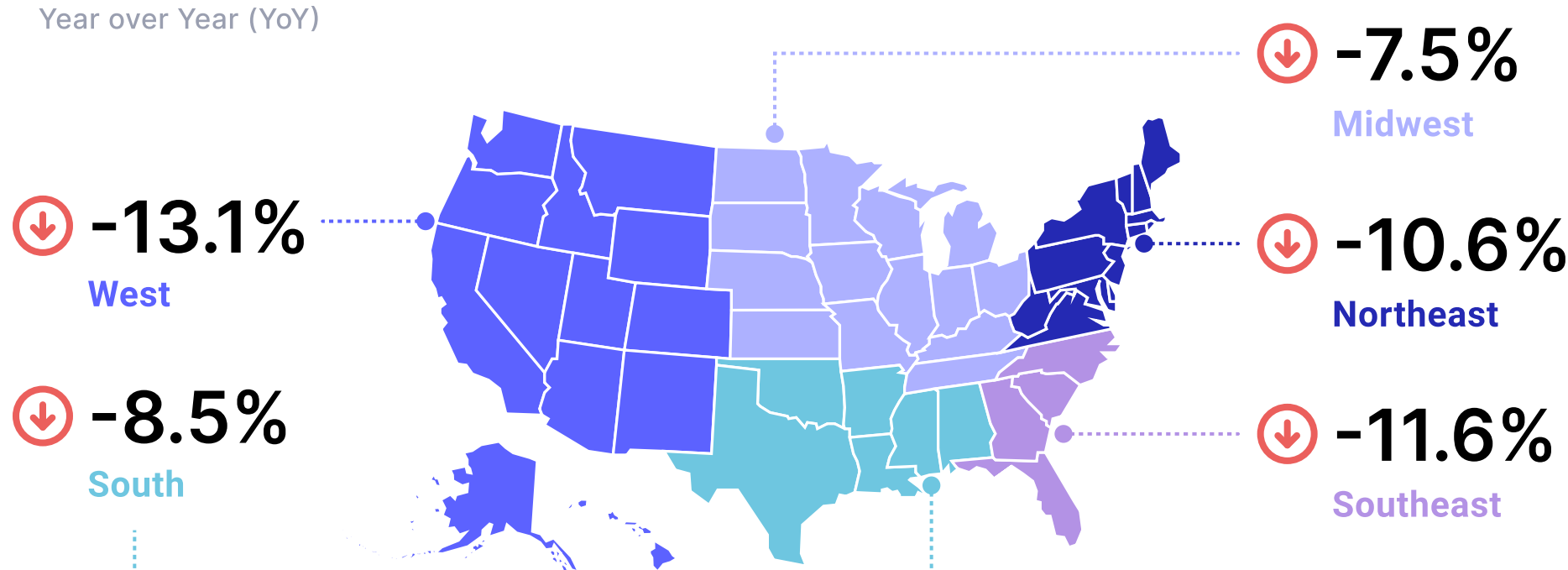
Year over Year (YoY)



All categories declined in volume, however, non-essential tire categories (LT/SUV A/S, Off-Road, and UHP) were hit the hardest with double-digit declines.

Volume By Region

Year over Year (YoY)



In line with the general economy, volume declines are not geographically isolated and can be observed across the nation.

TIRE PRICE & MARGIN

Retailers Protect Profits

Amid supply chain-related cost increases in the production and distribution of tires, retailers have been able to protect and expand their margins by passing the cost increases on to consumers. This trend might reverse in a deflationary environment where manufacturers and distributors have returned to above pre-pandemic inventory levels.

\$177.35 Tire Retail ↑ 12.3%

- \$129.70 Tire Cost ↑ 9.0%

\$47.65 Tire Margin ↑ 22.7%

Shop Talk



More than 30% of retailers cite rising costs and labor constraints as top challenges. ³



High cost and low availability are the most common consumer complaints. ³



From 2021 to 2022, single-tire purchases increased by 4% and full-set tire purchases went down by 4%. ⁴

Data To Drive Better Decisions For Tire Businesses

Torqata is a data and analytics platform for the tire and automotive aftermarket industry. Visit www.torqata.com to learn how Torqata can improve your tire business.

TORQATA

¹ Gas Prices: U.S. Bureau of Labor Statistics via [Auto Care Association](http://AutoCareAssociation.org)

² Miles Traveled: Provided courtesy of [Arity](http://Arity.com) data services

³ Based on a survey of 400 retailers conducted by Veridata.

⁴ Store Visits and Tire Sales Volume data derived from approximately 15,000 retailer locations across the United States.