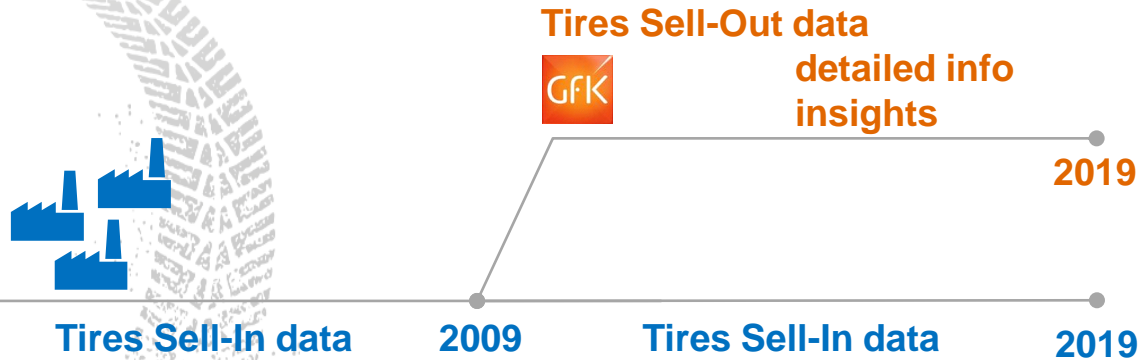




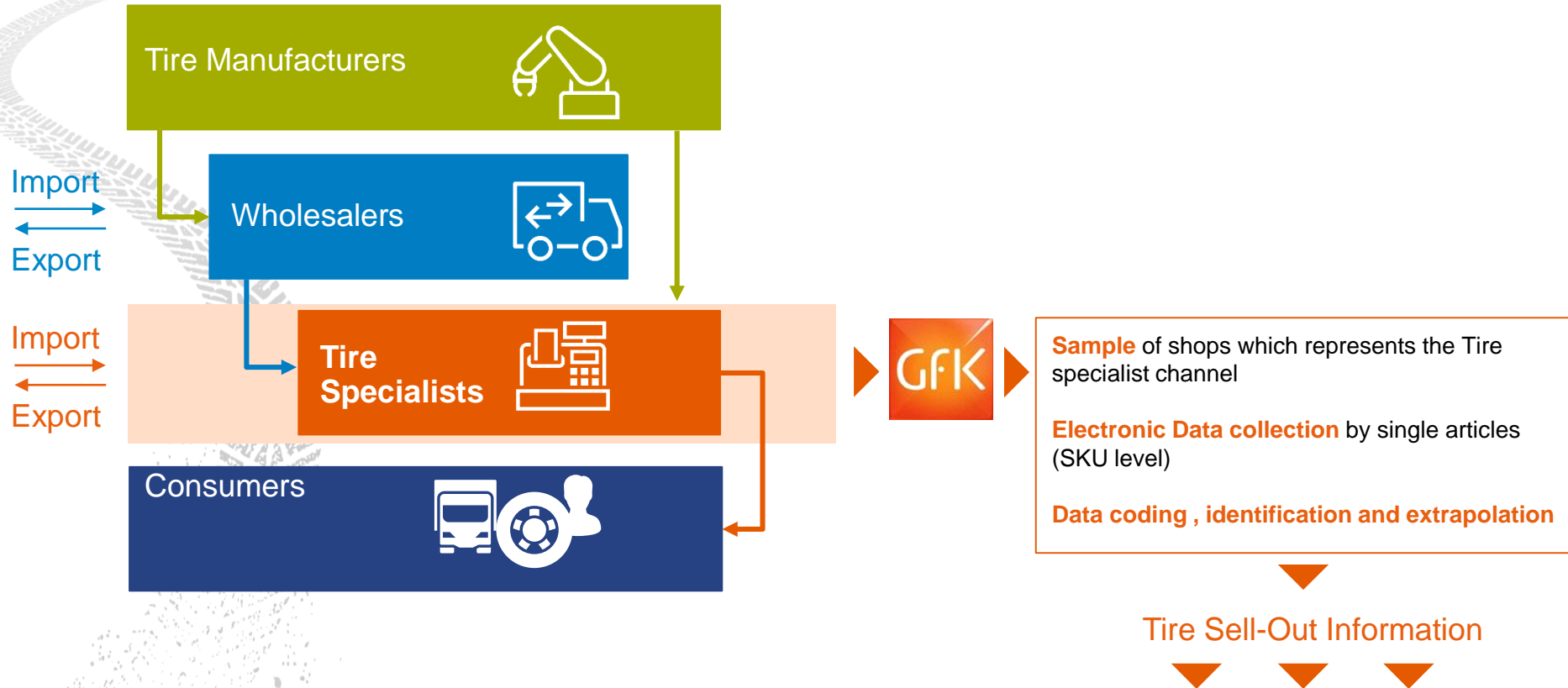
The Truck Tires sell-out market EU4 - 2018

Bologna, 22nd May 2019 – Ivano Garavaglia

How **GfK** can estimate the Tires Sell-Out Market?



How GfK can estimate the Tires Sell-Out Market?

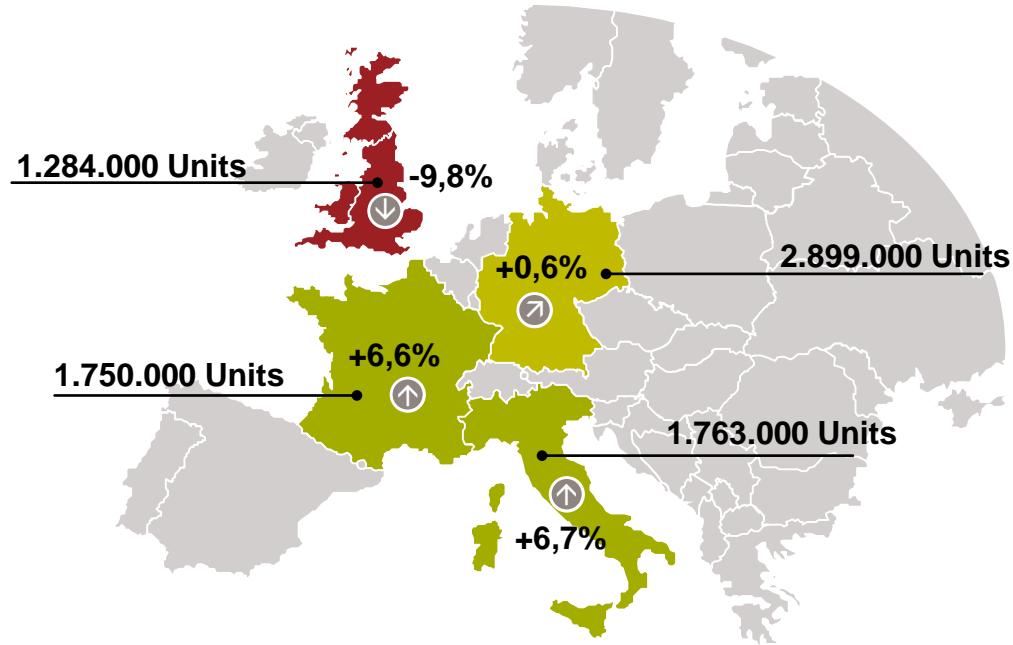


TRUCK TIRES 2018

Tire Specialists

- Growth rate > +5
- Growth rate >0 <+5
- Growth rate <0 >-5
- Growth rate < -5

EU4 total: +1,3%

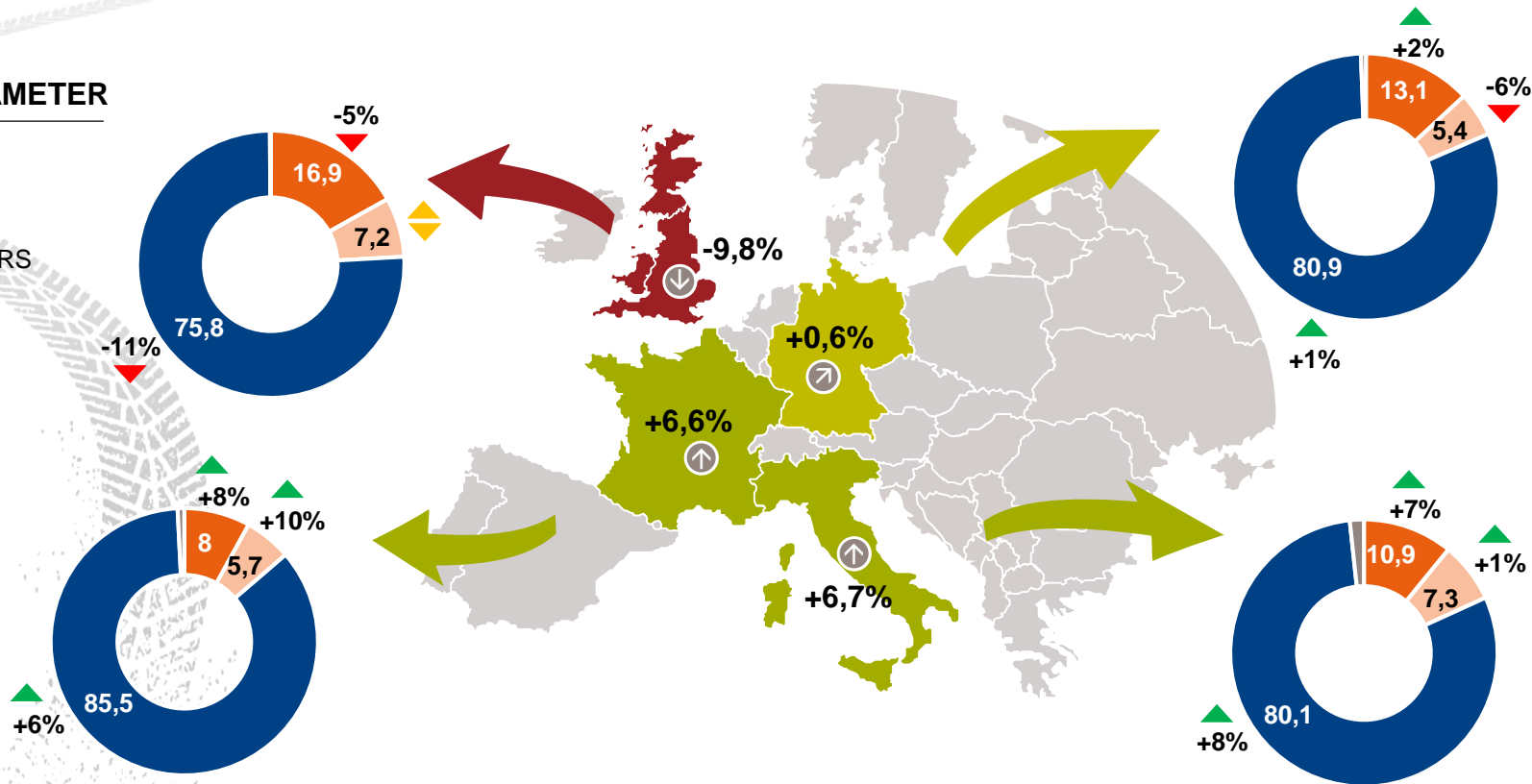


Data refers to NEW and RETREAD Truck Tire

The GfK Sell-Out – Truck Tires 2018

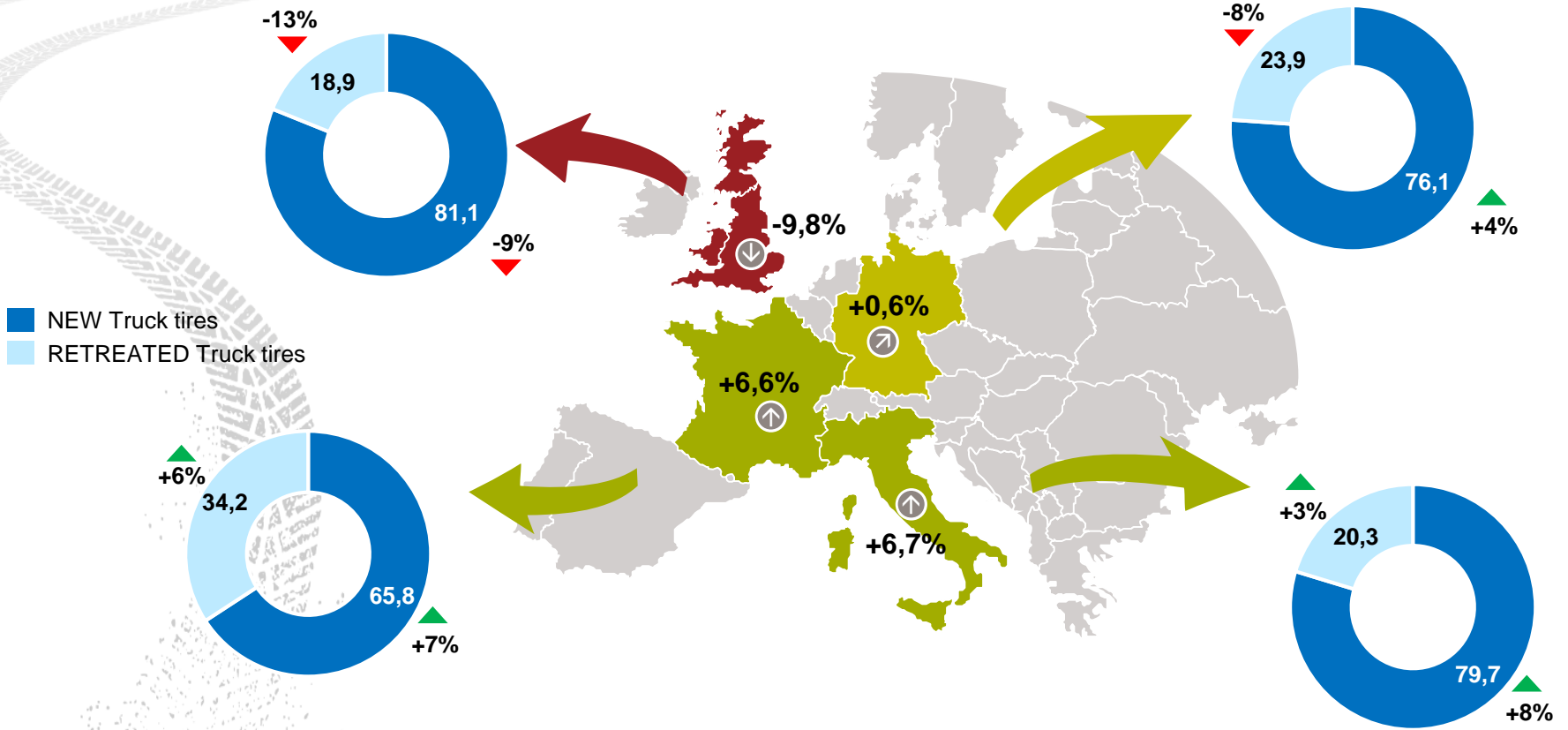
RIM DIAMETER

- 17,5"
- 19,5"
- 22,5"
- OTHERS



Data refers to NEW and RETREAD Truck Tire

The GfK Sell-Out – Truck Tires 2018



Data refers to NEW and RETREAD Truck Tire

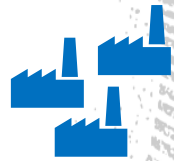
Q: Any effect after the **tariffs** on Chinese Truck Tires?

A: Yes, sell-out **prices** of not pool brands **increased** in 2018

Q: What about the **sales**? Who benefits?

A: **TIER2** had the highest growth
RETREATED had a positive growth in 2018 in France and Italy
while **TIER3** in Germany and Italy had a negative performance

What can **GfK** do in addition?



Tires Sell-In data

2009

Tires Sell-In data

2019

Tires Sell-Out data
detailed info
insights



2019

Forecast
Brand & Communication
B2B surveys

Demand Forecast Overview



Thanks for your time

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